

Annual Report

2008

REPORT OF THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND
FOR THE YEAR ENDED 30 JUNE 2008

*Presented to the House of Representatives
pursuant to Section 38 (1) and (2)
of the Alcohol Advisory Council Act 1976*



ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

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ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

CHAIR'S INTRODUCTION

This is my first full year as Chair of ALAC's Council and it has been a year in which we have seen alcohol issues firmly placed on both the public and political agenda.

The theme this year for our sixth biennial Pacific Spirit Conference was "Winds of Change" and we think it's become the theme for all our work this year.

At ALAC we see that the "Winds of Change" are indeed shifting, and signalling increasing public support to address alcohol harms and develop a more healthy drinking culture. People in New Zealand are now concerned and a lot better informed about the issues. There is a mindset and readiness for change at all levels — from the individual, the community and the Government.

As an example, we have had the recent Government announcement proposing amendments to the Sale of Liquor Act 1989 to increase community input into licensing decisions.

This is an issue we at ALAC, along with our partners in local government, and indeed many communities throughout New Zealand, have been pushing for some time. Our strengthening of partnerships that began with the development last year of our new Strategic Direction is resulting in better coordination with key organisations on important issues such as this.

We are a unique organisation; we are set up to focus on a single issue — to promote moderation, and reduce alcohol-related harm. However, we cannot on our own achieve our vision of a country that enjoys life free from

alcohol-related harm. Almost every aspect of our work involves partnerships or supporting others. We work in collaboration with Government departments and agencies, as well as NGOs, liquor and hospitality industry groups, local government, community organisations and public health agencies. Nurturing strong relationships and focusing on excellent communication and discussion at many levels is vital to us.

The past year has seen the changes in ALAC leadership at both Council and secretariat level bedded down. I would like to acknowledge the contribution over the last six years of two retiring Council members, Dr Ian Scott and Robert Brown. I also acknowledge the contribution to Council of the three members of our Kaumātua Kaunihera, who have completed their five-year term. Our CEO, Gerard Vaughan, is leading a high quality staff team, and I thank him and them for their work.

We have welcomed new Council members, and the Council has settled in to a pattern of strong governance. I thank all members for their hard work and commitment to ALAC throughout the year.

A key focus of the Council has been the development of our new Strategic Direction, designed to guide the organisation over the next five years. During development of this plan, partners, allies and interested groups were invited to meetings with me, our Chief Executive, Council members and ALAC staff. There was strong support for ALAC to continue to focus on changing our drinking culture.

Our next step is to articulate the vision widely, to present the people of New Zealand a picture of a drinking culture that they can aspire to and take steps to achieve. As we move into the implementation of our new five-year strategy we will undertake work to describe a positive culture around alcohol use in New Zealand, and work with communities to identify how this might look for them.

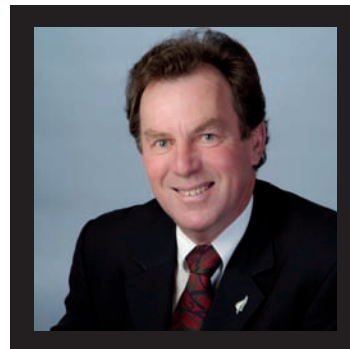
It is important to us that we do not blame or impose change on people who may already feel overloaded with social and health messages. Rather, it is our aim that change is something people want.

With conversations about alcohol happening across New Zealand, our next challenge is to drive those discussions into action. We want to ground the work, particularly in local communities, where substantial traction can be achieved. ALAC has a role in facilitating and encouraging this action and local ownership. The tailoring of solutions to meet the needs of each community, will be a key to success.

As Chair of the ALAC Council, I am very pleased with our progress over the last year. I look forward to us forging relationships with new stakeholders, individuals and organisations in the year ahead to bring about the needed changes to New Zealand's drinking culture. I thank Council members and the secretariat for the skills and energy they bring to the task, and I look forward to a further fruitful year.



Peter Glensor, ALAC Council Chair



ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

MANAGEMENT REPORT

FROM THE CHIEF EXECUTIVE OFFICER

KIA ORA

This year ALAC's work programme has contributed to a steady building of support within New Zealand for addressing alcohol-related harm. A very pleasing result as much has changed in our alcohol landscape over recent years that needs close consideration.

In 2008 we have alcohol at record low prices; we have increased availability of alcohol through proliferation of outlets and increased opening hours; we have communities frustrated at the effects of alcohol in their communities and feeling powerless to have an input; we have new products being developed and we have a regulatory framework that is nearly 20 years old.

Although drinking to get drunk is not new in New Zealand, this year we have seen a gathering momentum to do something about it. This has translated into actions and proposals to review and amend our alcohol laws and regulations along with the growing national conversation about the way we drink.

We know that achieving our vision of New Zealanders enjoying life free from alcohol harms will take time as it does require the efforts of many on many fronts. However, this year ALAC has both led and contributed through our work programme to make significant developments. Our approach has been to increasingly focus our efforts on priority areas where change will make

more of a difference. To achieve this has meant changing our organisational structure in order to strengthen our team work on priorities with our partners.

Our overall objective has continued to be that of tackling intoxication, as this is the greatest cause of harm from drinking. As outlined in our Strategic Direction and Statement of Intent, the three-strand approach of supply control, demand reduction and problem limitation is firmly incorporated in all of our thinking and our actions.

During the year our supply control strategies have focused on achieving enforcement of, and compliance with, the Sale of Liquor Act. While enforcement alone cannot change New Zealanders' risky drinking behaviours, it can reduce harm through prosecutions in respect to sale and supply to minors and serving intoxicated people, which limits opportunities for abuse. We have also actively provided advice on policies and laws that have been under review throughout the year.

Alongside our policy and supporting enforcement work are demand reduction strategies that focus on enabling communities and individuals to make better choices about their alcohol consumption. This work employs a range of marketing approaches to persuade and demonstrate the benefits of not drinking to get drunk. Marketing by itself will not create the changed behaviour, but it can support the range of other strategies by creating an environment in which public opinion is supportive of recognising and addressing the need for change.

As well as enforcing our laws and persuading New Zealanders to drink differently, there are dependent and hazardous drinkers who need assistance to reduce or stop their drinking. The problem limitation strategies focus on supporting programmes targeting these groups and individuals. As peoples' attention is drawn to the harms occurring from the misuse of alcohol, they will want to seek assistance. Much of our work in this area has been contributing to and supporting programmes and providers who need to be able to respond to that need in a way for permanent change to be achieved. As individuals change for the better, they will also influence the attitudes and behaviours of their communities. Across these strategies ALAC has a special focus on reducing alcohol-related harm among Māori, Pacific peoples and young people.

Each of these strategic areas has projects that contribute to a range of outcomes that in turn contribute to the overall outcome of a reduction in alcohol-related harm. The projects lined up under these strands and outlined in this annual report will, over time, impact across New Zealand, improving the wellbeing of our communities, families and whānau. Spreading across the three strands is the work ALAC undertakes in the areas of communications, policy and research.

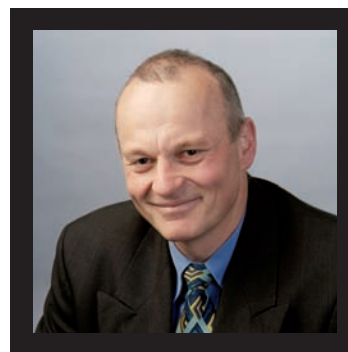
Across all three strategies ALAC works with a wide range of other organisations as partnerships are crucial to achieving results.

ALAC is just one organisation among a number, all working towards the same goal of preventing alcohol-related harm in New Zealand. To achieve this we all need to work together. That's not to say that there won't be differences in approach and emphasis, but in the long run, it is achieving the goal that's the priority.

Finally, I would like to thank ALAC staff for their dedication and hard work during the year. Some examples of ALAC's work are outlined below.



Gerard Vaughan
Chief Executive Officer



MANAGEMENT REPORT CONT'D

POLICY AND ADVICE

Forming and communicating policy positions on alcohol issues is an important part of our Council's work. This year we developed clear policy positions on ready to drink (RTD) alcohol products and blood alcohol levels.

Ready to Drink (RTD) Alcopops

RTD alcohol products, or Alcopops as they are also known, have emerged as a significant issue in recent times particularly in relation to their consumption by young people.

Aspects of RTDs present particular challenges. Some cut price promotions of these products results in them being a cheap source of alcohol — one promotion was selling RTDs cheaper than water. The sweet taste of many brands, which allows a high alcohol content (some are 8–12 percent) while still being highly palatable to young people, makes it easy for them to over-indulge. Caffeine content is also an issue, as there is evidence showing that mixing alcohol with high amounts of caffeine can result in “wide-awake drunks” who pose a drink-driving risk.

ALAC supports policies to limit the alcohol and caffeine content of RTDs as well as a limit on the number of standard drinks in each. Also, we would like to see excise tax imposed on all alcohol on the basis of alcohol content so that higher content alcohol products would cost more.

Blood-alcohol levels

A key concern this year has been New Zealand's binge drinking culture and how this translates into drink driving and road injuries and fatalities.

New Zealand has a drinking culture where heavy per occasion drinking and drinking to intoxication are the norm. Therefore, the risk that “social drinkers” will go over the limit and then drive is high. We know New Zealand drinkers aged 18 to 24 years are significantly more likely than all other age groups to drink large amounts of alcohol at least once a week.

Research indicates that there have been significant decreases in the number of fatal collisions, serious collisions and single-vehicle collisions in those jurisdictions with a 0.05 percent Blood Alcohol Content (BAC) limit compared with the number of these types of collisions occurring when the BAC limit in these jurisdictions was 0.08 percent, as it is currently in New Zealand.

There is also strong overseas evidence that zero tolerance laws among 18 to 20 year-olds reduces heavy per occasion consumption drinking (five or more drinks at one sitting) by males by about 13 percent.

After reviewing the evidence, ALAC adopted a new policy of zero tolerance for those aged under 20 years (down from 0.02 percent) and a reduction from 0.08 to 0.05 percent for those aged 20 years and over.

The evidence shows that a lower BAC will help reduce road accidents and the subsequent costs to individuals and the country.

Review of the Sale and Supply of Alcohol to Under-18s

ALAC was part of an intersectoral working group advising Ministers on the Review of the Sale and Supply of Alcohol to Under-18s. The review was led by the Ministry of Justice, and also included the Ministry of Health, Police and Ministry of Youth Development.

The review resulted in the announcement of a number of proposals designed to curb youth drinking, including improved enforcement of the laws around licensed premises, and a zero tolerance policy for under 20 year-olds caught drink-driving. The Government then went further, announcing its intention to reform the laws on liquor licensing to give communities more say. ALAC was amongst the agencies giving advice during the development of the proposals.

National Alcohol Action Plan

Following the release of the National Drug Policy 2007–2012 in March 2007, a working group was set up by the Interagency Committee on Drugs to develop a National Alcohol Action Plan, jointly led by ALAC and the Ministry of Health. Eight advisory groups were convened to give early input on supply control and law enforcement, public health and social issues, research, clinical interventions and treatment services, Māori, Pacific peoples, youth

and the alcohol beverage, retail and hospitality sectors. The action plan will be finalised in 2009.

Alcohol price

ALAC made good use of research into alcohol price and advertising. Research obtained by ALAC showed that both supermarkets and bottle store chains run sales promotions that heavily discount alcoholic beverages, including sometimes pricing them below the wholesale price. A report for ALAC by BERL into the effects of the entry of supermarkets into the liquor market found that supermarkets sell beer and wine five to 10 percent cheaper on average than traditional bottle stores. Evidence such as this added weight to ALAC's work in general and to our successful submission opposing Progressive Enterprises' application to sell spirits in the foyer of one of its Countdown stores in Christchurch.

Alcohol advertising complaints

In the 2007/08 year, ALAC made successful complaints about alcohol promotion. One was a straightforward complaint about a sexually suggestive advertisement for Seven Tiki Rum which appeared in a BWS liquor trade magazine. The advertiser acknowledged that the advertisements should not have appeared. Another one was about the timing of Stark RTD brand sponsorship of a television programme on Sky's MTV channel. Sky raised a question about whether the promotion came under the advertising code, but adjusted the timing of the promotion anyway. The third was regarding a poster

for Tui Beer that featured an unrealistic portrayal of male rugby fans having sneaked a keg of beer into a sports stadium. ALAC argued that humorous hyperbole is not harmless if it is based on a common scenario, namely that of smuggling liquor and excessive consumption at stadia. The advertiser acknowledged the validity of this, settled the complaint and withdrew the posters.

Advice and submissions

ALAC provided advice to the Advertising Standards Authority (ASA) to look at a revised version of the draft Liquor Promotion Code, which will extend the self-regulatory system for advertising into naming, labelling, packaging and all forms of promotional activities. This action followed one of the recommendations issuing from the Government-led Review of the Regulation of Alcohol Advertising (completed in March 2007). The revised Code incorporated many of ALAC's suggestions. The next stage will be released by the ASA for public consultation.

ALAC made submissions on the Public Health Bill to the Health Select Committee and presented submissions on the Police Bill to the Law and Order Committee. We also made submissions on a number of local government draft alcohol plans and alcohol bylaws.

COMMUNICATIONS AND MARKETING

Media relations

As ALAC developed and initiated its programme to change New Zealand's drinking culture, we embarked on a programme of communication that we have referred to as generating a "national conversation". This entailed placing the issue of binge drinking on the public agenda, with the premise New Zealand has a problem; "it's not the drinking, it's how we're drinking".

Through our media work we keep the debate alive both in the public and political arena. Many of the issues in the past year have been around local government and in particular liquor licensing. Communities have been expressing their frustration at their lack of input into decisions round the number of outlets and their location. Opening hours have also been a topical issue, particularly in Queenstown and Auckland. We fully appreciate communities' concerns and have been articulating this very publicly through the media. Other issues around liquor licensing included Countdown in Christchurch making application for a liquor licence to sell spirits. We took a strong stand opposing this both in our submission to the Liquor Licensing Authority and in our public comments.

ALAC took a strong position on the release of the Government's package of reforms on the Sale and Supply to Minors and the Alcohol Advertising Review as we believed the measures to address under 18 drinking had not gone far enough and would have limited impact.

ALAC achieved a high media profile on this issue in television, radio and print.

Other topics included the link between alcohol and sport following incidents involving high profile New Zealand sportspeople.

The launch of ALAC's new advertising and our Partnerships and Pacific Spirit Conferences also provided opportunities for ALAC to communicate our messages around the way we drink. TV One ran the advertising as their third news story on the Friday prior to the ads going to air. A number of media and radio outlets also picked up on the advertising, particularly following complaints about the ads to the Advertising Standards Authority. Nine to Noon picked up on this as their lead story. The Dominion Post on their front page also picked up on Dr Paul Quigley's presentation at the Nelson conference on alcohol-related cases presenting at emergency hospital services. Māori and Pacific media also picked up on the advertisements and Pacific media from radio, print, magazine and television attending and reporting on our Pacific Spirit Conference.

Marketing

Our next phase of television and print advertising containing graphic images of all-too-common consequences of binge drinking were launched in April.

The commercials show people making poor and dangerous choices after excessive drinking and illustrate realistic transformations — when good times turn bad. They

continue the message *“It's not the drinking, it's how we're drinking”*.

Each of the three commercials follows a person from when they start drinking to a shocking conclusion. We see “Uncle Mark” having a few beers at a barbeque, “Lisa” having drinks after work, and “Danny” drinking at the local pub or sports club. Uncle Mark is a show off drinker, Lisa is drinking to boost her confidence, and Danny is a team drinker.

As they continue to drink, there is a “tipping point” when their harmless behaviour becomes harmful — to themselves and others. We follow them along their drinking pathway as they continue to make poor choices due to the volume of alcohol consumed.

The commercials include information about how to get help if you are concerned about your drinking, or the drinking of others. An 0800 number (0800 787 797) directs callers to the Alcohol Drug Helpline, while the campaign website — www.hadenough.org.nz — has information about binge drinking, where to go for help, being a responsible host, managing your drinking, and campaign material.

The programme, which also features print advertising, is not about simply delivering a social message by mass media. The advertisements are just one part of a multi-faceted programme to tackle intoxication, increase moderation and reduce alcohol-related harm. Advertising in conjunction with a whole range of other strategies can influence behaviour.

The other strategies include policy change, education, community action and enforcement of liquor laws.

The new commercials produced a strong response from viewers with ALAC receiving a lot of support and some complaints primarily around the time the ads were showing. There were also a number of complaints to the Advertising Standards Authority (ASA).

In relation to the timing of the advertisements, ALAC was guided by the Television Commercials Approval Bureau (TVCAB) which had ruled the advertisements were suitable for any time except where the programming was specifically aimed at children aged 10 or younger.

The ASA considered the complaints and ruled two of the ads should play in adult viewing times, which is after 8.30pm. ALAC then decided to change all three to the 8.30pm viewing slot.

Early monitoring shows the new advertising has cut through well with 94 percent of all adults recalling seeing at least one of the three advertisements four weeks after their launch. Net awareness of the three new advertisements was particularly high for Māori (97 percent), Pacific adults (95 percent), and binge drinkers (also 97 percent) which is particularly pleasing.

RESEARCH

Le Ala

Pacific peoples are a key priority group for ALAC because they experience disproportionate alcohol-related harm. However, mainstream models of treatment currently being offered are largely developed on Western medical understandings and target individual risk factors. This is not always appropriate for culturally diverse populations that are more community focused such as Pacific peoples. ALAC worked with two other agencies to fund a research model using a Pacific cultural lens to trial a community-based intervention.

The Le Ala research methodology ran from 2005–2008, and was funded by ALAC, the Health Research Council's (HRC) Health Research Programme and the Accident Compensation Corporation (ACC). It is an action research approach involving the development of relationships between groups in three Pacific communities and the research team, in order to gather information and seek community-based solutions for dealing with alcohol issues.

Key features of the research methodology were:

- :: Incorporation of Pacific values and practices
- :: Establishment of relationships, trust and respect between researchers and the Pacific communities and participants in the research. As one researcher observed, “we were not going in and setting ourselves up as experts, we were co-participants, we told our own stories”

∴ Researchers' personal commitment and involvement in the project. As one researcher said, "As a researcher, if I don't do it right, I'll have to leave the country!" This comment reflected the dilemma and community accountability experienced by Pacific "insider" researchers.

Le Ala began with a literature review of relevant international and New Zealand literature pertaining to the effectiveness of different types of alcohol-related services and interventions. Then community dialogue and communication with Pacific communities was conducted through fono with Pacific providers of alcohol and drug services and Pacific communities to engage them with Le Ala. The final phase of the project was to establish and run storytelling groups using the narrative method.

The narrative storytelling involves using narrative to capture people's real life stories about alcohol and drug use. Guided storytelling sessions enable participants to reflect on the lessons and experiences of others, to aid them to change their own attitudes and behaviour. The learning from this process can be used in the design of social programmes to prevent the misuse of alcohol. Such an approach is particularly relevant to Pacific culture which has a long oral tradition.

Parental survey

ALAC's strategic vision is to change New Zealand's current drinking culture. Adult supply of alcohol to young people, without supervision, is part of this current

culture. Even though public concern about youth drinking is high, analysis of the research indicates that addressing adult behaviour around supply and lack of supervision of young people drinking alcohol is key to addressing the harms associated with youth drinking.

We wanted to refresh and extend earlier research conducted with parents and in particular to assess the extent to which parents are receptive to possible legislative changes to help control the access and consumption of alcohol by minors.

This survey has been completed and ALAC is now analysing the results. The results will help shape ALAC's communications and operational strategies.

Host responsibility in private settings

Legislation and the combined effort of ALAC and other agencies has resulted in changing attitudes to intoxication on licensed premises to the point where the concept of Host Responsibility and the accompanying set of national Host Responsibility guidelines, are more widely accepted by licensees and consumers drinking in licensed premises.

However, a significant amount of alcohol is also consumed in homes and other private settings where legal penalties do not apply. To achieve sustainable change, it is also necessary to address drinking behaviour in these settings.

This year we undertook some joint research with ACC into how we could expand our supply control programme to include influencing attitudes and achieving behaviour

change through supply control strategies in private settings. The aim of this research is to help identify evidence-based harm reduction approaches which ALAC, ACC and other agencies could adapt to influence Host Responsibility behaviour in uncontrolled drinking environments such as homes.

A challenge for this new supply control work is to identify an effective means of engagement within private homes. This is expected to be achieved by working closely alongside demand reduction strategies as well as promoting programmes which encourage responsible drinking in order to reduce incidences of intoxication and subsequent alcohol-related harm. It is also recognised that lessons can be learned, both in New Zealand and from overseas, from research and other programmes with similar goals, and from organisations and agencies with experience in influencing attitudes and behaviours in private settings.

CONFERENCES AND EVENTS

Partnerships conferences

The Sale of Liquor Act (SOLA) 1989 is a complex and technical piece of legislation to enforce. There are almost always limits on the amount of resources available to effectively monitor and enforce the Act. For those agencies charged with the ensuring compliance with the Act, working together in partnership has now become a prerequisite for effective enforcement, compliance activities and projects.

ALAC's partnership conferences in Rotorua focused on the SOLA and, in particular, how we protect sustainable partnerships to realise our goals, identified challenges and opportunities and showcased models of best practice to enhance the effectiveness of the enforcement of the Act.

Participants including Police, public health representatives, district licensing inspectors, researchers, injury prevention people and safer community coordinators also looked at emerging issues and trends and shared discussion of solutions.

Local government is a key player in planning for alcohol and ultimately reducing alcohol-related harm. There are three main Acts that determine the planning, regulatory and enforcement functions of local government, which relate to the availability and use of alcohol. These form an important legislative mandate for alcohol strategies and policies.

We brought together mayors, elected members, planners, regulatory managers, national and community organisations working with local government on alcohol-related issues at our Nelson partnership conference.

This conference showcased work that has been done in the area of planning for alcohol in the community, and specifically how local government and other organisations can use the legislation to better plan for and control the sale, supply and consumption of alcohol in their communities.

Pacific Spirit Conference 2008 Winds of Change

The sixth biennial Pacific Spirit Conference was held in Auckland in early May 2008. The conference was a colourful mix of song and drama, of tears and laughter and sharing of solutions to reducing alcohol-related harm for Pacific peoples. Participants were challenged — “Me no change, you no change, you no change, nothing change” — with this chant that reverberated round the conference venue.

Approximately 200 people attended the conference including young people, and representatives from Pacific churches, communities and providers throughout New Zealand, as well as representatives from NGOs, Police, Justice, Corrections, Ministry of Youth Development and district health boards. Some 20 delegates from Oceania Pacific representing government and NGOs from the islands of Samoa, Cook Islands, Tonga, Niue, Fiji, Kiribati, Solomon Islands, Vanuatu and Papua New Guinea also attended. Each of them spoke of their appreciation for the opportunity to be part of Winds of Change and the value of the information, networks and connections gained at Pacific Spirit.

ALAC hosted a one-day youth symposium the day before the conference, with approximately 60 young people from around New Zealand coming together and sharing their experiences with managing alcohol. They translated their personal experiences into song and drama and presented to the conference on the Friday to a standing and, in some cases, tearful ovation.

There were some powerful presentations both in the workshops and in the keynote addresses. Speakers included Dr Francis Agnew and Dr Siale Foliaki, both consultant psychiatrists; Allan Va'a of 274 Youth Core in Otara; Sandra Alofivae, Families Commissioner; and Labour MP, Su'a William Sio.

Acknowledgement was made of the work of ALAC's Pacific Council member, Fuimaono Karl Pulotu-Endemann, and tributes poured in from community leaders in New Zealand and the Pacific region.

Sponsorships for the conference were received from the Mental Health Commission, the Crime Prevention Unit of the Ministry of Justice and Le Va, Pacific unit of Te Pou (Mental Health Research and Workforce Development NGO).

The Combined APSAD and Cutting Edge Addiction Conference – 2007

This was the most significant addiction conference held in New Zealand to date. It was an historic coming together of the two main conferences of Australia and New Zealand and held at the Aotea Centre in Auckland in November 2007 — a combined event between the Australasian Professional Society on Alcohol and other Drugs (APSAD) and the New Zealand Cutting Edge Addiction Conference.

The conference theme posed the question: “Two Nations, Ten Cultures?”

MANAGEMENT REPORT CONT'D

Cutting Edge Conferences have become a main meeting place for New Zealand where research and clinical practice on addiction are brought together. The result of combining the conference with Australia meant that 730 delegates had over 200 presentations to choose from along with the 12 keynote speakers from New Zealand, Australia and USA. Every country can be considered a natural experiment on how to best cope with modern human problems, such as addiction. Combined national meetings presented a unique opportunity for comparing and contrasting national understandings and solutions to these problems.

It was also pleasing to see the introduction of a public health stream in the conference, which meant that the broad spectrum from population programmes to individual treatment was covered. The conference got political with a very open and entertaining debate between six MPs, on their parties, and as it transpired, their personal views, on the problems and solutions to alcohol and drug use in New Zealand.

Initially envisioned to be a biennial event, Cutting Edge has developed as an annual conference and proved to be a highly successful meeting, consistently attracting over 300 addiction workers, which represents approximately 40 percent of the workforce. It has provided the sector with an annual update on cutting edge research and development, as well as focus and a sense of national identity. ALAC has been the principal sponsor of the conference since 1995. We see our continued sponsorship of Cutting Edge as an

important part of our role in supporting the development of the treatment sector.

Anamata 08

Youth drinking has been in the spotlight over the last year and while many debated what to do about young people and alcohol, ALAC took the time to talk to young people about what they think the issues are around young people and alcohol.

Anamata, a national youth forum, was held over two days at Manurewa Marae in Auckland. It provided a platform for 30 young people aged between 13 and 18 years, as well as 13 youth workers from around Aotearoa, to come together and discuss alcohol issues and offer youth perspectives on future strategies to reduce alcohol-related harm.

Anamata, which means “to face the future”, was chosen to reflect the forward-looking nature of the forum. The young people came from Whangarei, Auckland, Hamilton, Tokoroa, Taupo, Palmerston North, Opōtiki, Wellington, Queenstown and Invercargill. There was a mixture of both urban and rural backgrounds. The majority of young people were of Māori or Pacific ethnicity

Discussions were lively and the young people had a good grasp of the issues around alcohol. Many said the current purchase age for alcohol of 18 years old was too young but then as one said “it doesn’t matter what the age is though, we will still get access to alcohol; we get alcohol from friends, from parents”.

Many spoke of the double standard. “Kids model their parents’ behaviour with alcohol. Our role models are drinking excessively — parents and other adults are drunk lots. Adult whānau drinking attitudes are lax.”

Partnerships and joint work – local government

Local government is a key stakeholder in reducing population-based alcohol related harms. The harms and associated costs of high per occasion consumption can act as a barrier to community well being.

At the regional level we have been working in partnership with 17 local authorities to support the development of comprehensive evidence-based alcohol strategies. Approaches to the development and implementation of alcohol strategies vary between local authorities as they address the unique needs and aspirations of their communities, including different population groups and the problems of particular neighbourhoods.

ALAC works with other key government agencies such as the Crime Prevention Unit, Ministry of Justice and Local Government New Zealand to support local authorities to develop effective, evidence-based and responsive alcohol strategies and policies.

On a national level, ALAC has been supporting local communities in their desire for a greater say in liquor licensing. ALAC appeared before the Liquor Licensing Authority (LLA) hearing opposing an application from supermarket giant Progressive Enterprises to open a bottle store within its Countdown store in central Christchurch.

The application was based on the “store within a store” concept. However, the LLA ruled the new premises were not a separate entity and therefore contradicted Parliament’s intention that supermarkets should only be allowed to sell wine, mead and beer. The Authority also said it was satisfied on the evidence that if the company was granted a full off-licence, there would be discounting of “alcopops” or “RTDs”. That commercial initiative would, in turn, be unlikely to contribute to the reduction of liquor abuse.

Progressive Enterprises argued that two of its competitors — The Warehouse and Foodstuffs — had moved from selling only wine and beer to selling all types of liquor. In an encouraging sign, in its decision the LLA indicated The Warehouse decision could be reviewed.

ALAC also gave its support to a recent High Court decision upholding a ruling by the LLA restricting opening hours for licensed premises in Queenstown.

The Queenstown Lakes District Council adopted a new liquor licensing policy in May 2007 which clawed back the existing open all hours’ policy to a 4am closing. ALAC appeared before the Council’s hearing in support of the claw back in hours.

This decision was appealed to the LLA but the decision was upheld by the authority.

Four applicants (all seeking renewals of licence) appealed the decision to the High Court. The appeals were mainly on the grounds that the LLA “had erred in law because

it allowed the Council's blanket policy to so dominate its thinking that it thereby fettered or abdicated its statutory decision making power and discretion". A secondary argument advanced by the appellants was that there was no evidence to support the decision and/or that it was manifestly unreasonable.

Justice French, who heard the case in Christchurch on 12 May 2008, upheld the Authority's decision although this is to be appealed.

ALAC also gave its support to police attempts to limit opening hours in Auckland. Local police have called for 24-hour licensing to be put back to 3am — a move supported by ALAC because of the link between increased availability and alcohol harms.

Mental Health Commission partnership

ALAC has entered into a strategic partnership with the Mental Health Commission (MHC). ALAC and the MHC have a Memorandum of Understanding 2007–2009 with the aim of working collaboratively to enhance each organisation's ability to make a positive difference to people with co-existing mental health and addiction problems. The overarching high-level outcome for the partnership is that all people experiencing harm from mental health problems, alcohol and other drugs receive a quality service that meets their needs and improves their health and wellbeing. This means that appropriate services are available and accessible and are provided early across the continuum of settings.

As part of this, ALAC and MHC share a Strategic Advisor, Addiction employee, as well as contributing funding to the National Committee for Addiction Treatment. A particular focus of our efforts is on supporting effective co-ordination across the mental health and addiction sectors.

While strategies to reduce alcohol-related harm by providing support and assistance programmes to help hazardous and dependent drinkers reduce or stop their drinking are mainly led by the Ministry of Health, ALAC maintains its interest in the development of best practice for treatment services for people experiencing problems with alcohol. ALAC will continue to provide advice to funders, planners and service providers through the work of national and regional staff and through the treatment leadership position shared with the commission.

Alcohol Drug Helpline

The Alcohol Drug Helpline is a national 0800 telephone service which operates 12 hours a day (10am to 10pm), seven days a week and provides immediate access to expert help and support, information, interventions and referral to treatment services for people with drinking or drug problems.

ALAC has continued to support the Helpline, which this year received 15,983 valid calls, an increase of five percent from the previous financial year. This resulted in 18,122 queries about alcohol and drugs, indicating some callers discuss

more than one substance. Alcohol-related calls comprised 72 percent of all valid calls to the helpline.

The service began in 1996 when ALAC contracted with the Alcohol Drug Association New Zealand (ADANZ) to conduct a feasibility study for a free alcohol helpline service. In 1997 funding was provided by ALAC to develop this national telephone service and in 2002, to complement the Alcohol Helpline, the Ministry of Health funded a Drug Helpline. In 2006, both ALAC and the Ministry of Health funded and officially launched the combined Alcohol Drug Helpline. The combined funding is managed by ALAC who have a contract with ADANZ to manage and deliver the Helpline service.

RESOURCES

Large events

Large scale events for sporting and other occasions are increasingly common and they bring with them particular challenges in managing alcohol. The way that alcohol is consumed at large scale public events can send powerful signals about the acceptability (or otherwise) of alcohol-related behaviours. Indeed, because they are sometimes televised or reported on, such messages can often be far reaching.

The characteristics of such events can also create the conditions in which problems associated with alcohol become magnified or they can quickly escalate from individual incidents to widespread disorder and violent

confrontations involving significant numbers of people. For example, a mix of too much alcohol, jostling crowds, boorish behaviour and even boredom can interact to spark ugly clashes at one-day cricket games. Many of the same situational factors, and the carrying of liquor containers as “ready made missiles”, has also been linked to problems at other large-scale public events, such as New Year’s Eve festivities.

Enforcement agencies tell us that the most problematic events for them, in which alcohol is a factor, include full day events, where suburbs surrounding stadia are host to anti-social behaviour including verbal and physical abuse, aggressive and offensive behaviour, violence and public urination.

As there are very few publications on the use and management of alcohol at large-scale public events, ALAC has drafted *Guidelines for the Management of Alcohol at Large Scale Public Events*. It reflects models of best-practice in the management of alcohol at large-scale sporting events with a particular emphasis on stadia. It also supplements other existing documents, in particular the Ministry of Civil Defence and Emergency Management’s *Safety Planning Guidelines for Events*.

Host responsibility

Drinking in licensed premises has been shown to contribute to certain types of acute alcohol-related harm including violent behaviour and impaired driving. Licensed premises therefore have a role to play in contributing to

the safety and well-being of the communities in which they exist, whilst upholding the law and creating a desirable destination for customers.

Host Responsibility Guidelines for Licensed Premises (Creating a Responsible Drinking Environment) 2008 was developed by ALAC and officially launched at the ALAC Partnership Conferences in Rotorua and Nelson during April 2008. The Guidelines promote a number of strategies and two useful tools to help servers to control licensed premises and meet their obligations under the SOLA. Ultimately, they aim to prevent intoxication and its associated harms.

This resource replaces an earlier 2004 edition. The new guidelines are a truer reflection and more consistent with the *Intoxication Monitoring and Enforcement Guidelines*, followed by the statutory agencies. They focus on the prevention of intoxication and promote a model that encourages earlier intervention.

Managing alcohol and other drugs as hazards in the workplace

Over 50 percent of New Zealand adults can be classified as “binge drinkers”; eight percent of New Zealanders have used three or more illegal drugs in the past year; and approximately 15 percent of New Zealanders are current cannabis users.

Therefore, it is inevitable that in any organisation, regardless of size, there will be a proportion of individuals

experiencing problem drinking and drug use, and they are just as likely to be in the boardroom as on the factory floor, in the office or the sales force.

Workers who are either under the influence of alcohol, or suffering from the after-effects, have a heightened risk of injuring themselves or others in the workplace.

The workplace can also be a very important setting for programmes aimed at reducing alcohol-related harm. Because employees spend a lot of time at work, co-workers and supervisors may have the opportunity to notice a developing alcohol problem. In addition, employers can use their influence to motivate employees to get help for an alcohol problem.

The *Alcohol and other Drugs in the Workplace — Employer's Guide* is the result of collaboration among ALAC, ACC, and the New Zealand Drug Foundation. The booklet uses information from the latest national and international research and statistics to illustrate the issue and offer solutions.

The publication suggests ways to develop robust workplace alcohol and drug programmes in consultation with employees and their representatives, with a focus on prevention, education, counselling and rehabilitation.

Community programmes

A groundbreaking approach to addressing and reducing alcohol-related harm in the Far North was launched in May this year.

The Far North District Council, Northland Police and Northland District Health Board Public Health Unit have joined forces to provide services under one roof at the Council's new Butler Centre offices in Kerikeri.

The three organisations combine alcohol enforcement, education, and licensing responsibilities and it's expected they will achieve results in and around on and off-licensed premises and out in the wider community. ALAC is funding an evaluation of the project.

Te Whare Tukutuku

He Oranga Pounamu, as part of its work with ALAC since 2005, has develop and consolidated Te Whare Tukutuku, a regional Māori network, which is now recognised as the regional Māori Alcohol and other Drug (AOD) network providing leadership and direction to the Māori AOD sector within the South Island (Te Waipounamu). The network has the objective to enhance service responsiveness and regional service coordination to tangata whaiora with alcohol-related problems, while strengthening the cultural competency of the sector.

This project has consolidated its original intention funded under ALAC to increase the participation of Māori in the planning and development of kaupapa and mainstream Alcohol and Other Drug services within Te Waipounamu. Te Whare Tukutuku has consolidated a local, regional and national approach with a representative appointed to the National Committee for Addiction Treatment this year. A recent regional Māori AOD hui held in June 2008 at Nga Hau E Wha Marae in Christchurch provided

another opportunity for Te Whare Tukutuku to contribute to sector coordination and collaboration.

International

The “winds of change” are also blowing through the international community. Scotland has recently released a discussion document proposing, among other things, significant changes to their regulatory framework.

Across the Tasman, Australia has launched a media campaign to change drinking culture focusing on parents' drinking and has been reviewing its final version of Australia's National Health and Medical Research Council safe drinking guidelines.

There has also been heightened interest from world regions (including the Asia-Pacific region) following the World Health Assembly (WHA) resolution to develop a global alcohol strategy. We are looking forward to contributing to this strategy through our role on the New Zealand reference group for this strategy and directly through our Council's input.

Pacific Reference Group

ALAC's Pacific Reference Group (PRG) is the organisation's advisory body on issues relating to developing and implementing ALAC's Pacific programmes. Established in October 2000, it comprises 12 members, each selected for their experience in a relevant field and their links with Pacific communities. Other members are ALAC's Manager Pacific Programmes, Metua Fa'asisila, and ALAC Council Member Fuimaono Karl Pulotu-Endemann.

MANAGEMENT REPORT CONT'D

Kaumātua

This year we farewelled our three kaumātua whose terms of reference with Council ended in June this year. We acknowledge the work they have done for ALAC and the contribution they have made over the last five years.

CORPORATE

Our people and culture

We aim to recruit and retain skilled, talented and motivated staff to achieve our key outcomes. Our Vision, Mission and Values underpin the collective spirit of service that staff have towards the government and community.

During the past year ALAC staff committed time and energy to identifying and articulating the values we work by. This involved two discussions with all staff followed by further refinement by a committee of staff members from all levels of the organisation. Our values that were agreed by all staff are:

Leadership — We provide positive and inspirational leadership so that we share knowledge and cooperate with each other

People matter — We create a safe environment where people matter

Excellence — We are committed to personal and professional excellence, are innovative, creative and we learn from our mistakes

Integrity — We create an environment of openness through positive communication and transparency.

GOOD EMPLOYER

During the last year we reviewed our administrative manual to ensure it fits with the seven main criteria for a good employer as recommended by the Human Rights Commission in the HRC's Good Employer Guidance and Status Report, namely:

- :: Leadership, Accountability and Culture
- :: Recruitment, Selection and Induction
- :: Employee Development, Promotion and Exit
- :: Flexibility and Work Design
- :: Remuneration, Recognition and Conditions
- :: Harassment and Bullying Prevention
- :: Safe and Healthy Environment.

This has involved updating in consultation with staff to ensure all staff roles are job sized and salary scaled externally and job descriptions adequately fit each individual's role.

We provide and support an environment where employees feel valued and respected, where difference is celebrated and diversity encouraged, where there is active staff engagement, transparency on policies and procedures, and regular opportunities for staff to provide feedback. ALAC strives to ensure that it makes maximum use of the skills and strengths of all staff.

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

The Alcohol Advisory Council of New Zealand (ALAC) is a Crown Entity. It was established in 1976 under legislation by its original name — the Alcoholic Liquor Advisory Council, following a report by the Royal Commission of Inquiry into the Sale of Liquor. The Commission recommended establishing a permanent council whose aim was to encourage responsible alcohol use and minimise misuse.

The name was formally changed when the Alcohol Advisory Council of New Zealand Amendment Act came into force in August 2000.

AIMS AND OBJECTIVES

The Alcohol Advisory Council Amendment Act 2000 states that ALAC's primary objective is:

“The encouragement and promotion of moderation in the use of liquor, the discouragement and reduction of the misuse of liquor, and the minimisation of the personal, social, and economic harm resulting from the misuse of liquor.”

Our Vision

A New Zealand drinking culture that supports the moderate use of alcohol so that whānau and communities enjoy life, free from alcohol harms.

We will know we are on track when New Zealanders share responsibility for:

- :: minimising harm that results from alcohol misuse in our communities, families and whānau
- :: a culture where all aspire to moderate consumption and reject drunkenness, or choose abstinence if that is best for them
- :: widespread understanding of the harms associated with the misuse of alcohol
- :: supporting the measures that control the environments where alcohol is consumed
- :: ensuring that those who do have problems with alcohol consumption will have access to appropriate support and treatment for themselves, their whānau, families and communities.

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND CONT'D

OUR MISSION

To lead a change in New Zealand's drinking culture

We will know we are on track when:

- :: moderation is encouraged and expected by everyone
- :: drunkenness is seen as socially unacceptable and its occurrence is significantly reduced
- :: whānau, hapū and iwi exercise rangatiratanga over oranga in their communities
- :: young people delay drinking until they are older
- :: there is an active involvement of communities, families and whānau in the prevention and reduction of alcohol-related harm
- :: there is compliance with the law, and responsible behaviour, by suppliers and providers of alcohol.

ALAC will undertake this mission by:

- :: sharing responsibility for changing the drinking culture — with individuals, communities, NGOs, the liquor and hospitality industries, national and local government and their agencies
- :: working to identify, implement and monitor programmes to meet the specific needs of Māori, Pacific and young people
- :: ensuring that those with established alcohol problems receive appropriate treatment

- :: putting in place programmes and support, with the help of others, that contribute to change, so that a new drinking culture can emerge
- :: recognising our unique relationship with Māori and ensuring our Treaty of Waitangi obligations are reflected in all we do
- :: ensuring that people who are beginning to experience problems as a result of alcohol misuse are identified and assisted.

HOW WE LEAD

Mā te tika o te mahi i roto i te pono me to aroha

Ka eke ki ngā taumata o te ora

Integrity, honour and passion will ensure success

Our key role is that of leadership — facilitating and effecting action by individuals, communities and people who can influence change in the drinking culture.

We are committed to exercising leadership that is:

- :: **Authoritative** — using our knowledge and expertise to effect understanding and change, and be supportive of our partners.
- :: **Challenging** — taking informed, assertive stances and ensuring they are communicated well. Ensuring that the “big conversations” are had about issues relating to New Zealand's drinking culture, within families, whānau, communities and organisations.

- :: **Dedicated** — committed to making a difference to New Zealand's drinking culture, through our own actions and our support of others.
- :: **Inspirational** — providing a positive vision, and using our knowledge and expertise to bring others along with us.
- :: **Inclusive** — being committed to strong, honest, productive relationships with a wide range of communities. Supportive of partners, consultative, and facilitating engagement.
- :: **Informed** — about the issues, the environment, the people in New Zealand, the sector, and the evidence in all our work.
- :: **Respectful** — seeking advice on the most appropriate ways in which to engage with a wide range of cultures — respecting that there are many ways to engage with communities.
- :: **Non-judgemental** — we do not point the finger. We accept that people will recognise and judge behaviour for themselves.
- :: **Strategic** — we will assist with building sustainable community capability to support long-term solutions.

O le ala i le pule, le tautua
Leadership through service

PRIORITY POPULATIONS, PRIORITY SETTINGS

We will continue to have a strong commitment to three groups who experience disproportionate alcohol-related harm compared with the rest of the population. They are:

- :: Māori
- :: Young people (aged 12 to 24)
- :: Pacific peoples.

We will use a participatory approach with these communities and with our partners over the next five years. Our participatory approach will involve work with these groups to quantify and measure whether we are achieving the outcomes and changes that we all want.

We recognise that gains for the priority populations will be achieved through changing the drinking culture of our whole society. So, at the same time as we focus on the three priority populations, we seek to address the issues of the wider population.

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND CONT'D

STRUCTURE

Council, Kaumātua Advisory Group, Executive Team

Council

Peter Glensor *Chair*

Trevor Shailer (appointed Deputy Chair April 2008)
Deputy Chair

Gavin McFadyen

Robyn Northey

Fuimaono Karl Pulotu-Endemann MNZM JP

Alick Shaw

Anne Hobby (appointed November 2007)

Helen Moriarty (appointed November 2007)

Ian Scott (retired November 2007)

Robert Brown (retired November 2007)

Kaumātua Advisory Group

Pihopa Kingi MNZM

Nellie Rata

Te Whē Phillips

(Group disestablished 30 June 2008)

Executive Team

Gerard Vaughan *Chief Executive Officer*

Andrew Hearn *Manager Strategy and Research*

Tuari Potiki *Manager Strategic Operations*

Chris Allen *Corporate Services Manager*

Sandra Kirby (former Deputy Chief Executive

– left February 2008)

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northern@alac.org.nz

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Fax (03) 365 8542

southern@alac.org.nz

Website

www.alac.org.nz

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

STATEMENT OF RESPONSIBILITY

for the year ended 30 June 2008

In terms of Section 42(2)(b) of the Public Finance Act 1989, in the financial year ended 30 June 2008 the Council and Management of the Alcohol Advisory Council of New Zealand were responsible for:

- :: the preparation of the annual financial statements and the judgements used herein
- :: establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of financial and non-financial reporting.

In the opinion of the Council and Management of the Alcohol Advisory Council of New Zealand, the annual financial statements for the year ended 30 June 2008 fairly reflect the financial position and operations of the Alcohol Advisory Council of New Zealand.



Peter Glensor

Chair

29 August 2008



Gerard Vaughan

Chief Executive Officer

29 August 2008



Trevor Shailer

Deputy Chair

29 August 2008

AUDIT REPORT

for the year ended 30 June 2008

TO THE READERS OF THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND'S FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2008

The Auditor-General is the auditor of the Alcohol Advisory Council of New Zealand. The Auditor-General has appointed me, Rhys Barlow, using the staff and resources of BDO Spicers Wellington, to carry out the audit of the financial statements and performance information of the Alcohol Advisory Council of New Zealand, on his behalf, for the year ended 30 June 2008.

Unqualified Opinion

In our opinion the financial statements of the Alcohol Advisory Council of New Zealand on pages 28 to 48:

- :: comply with generally accepted accounting practice in New Zealand; and
- :: fairly reflect:
 - the Alcohol Advisory Council of New Zealand's financial position as at 30 June 2008;
 - the results of its operations and cash flows for the year ended on that date; and
 - its service performance achievements measured against the performance targets adopted for the year ended on that date.

The audit was completed on 29 August 2008, and is the date at which our opinion is expressed.

The basis of the opinion is explained below. In addition, we outline the responsibilities of the Council and the Auditor, and explain our independence.

Basis of Opinion

We carried out the audit in accordance with the Auditor-General's Auditing Standards, which incorporate the New Zealand Auditing Standards.

We planned and performed our audit to obtain all the information and explanations we considered necessary in order to obtain reasonable assurance that the financial statements and performance information did not have material misstatements, whether caused by fraud or error.

Material misstatements are differences or omissions of amounts and disclosures that would affect a reader's overall understanding of the financial statements and performance information. If we had found material misstatements that were not corrected, we would have referred to them in the opinion.

The audit involved performing procedures to test the information presented in the financial statements and performance information. We assessed the results of those procedures in forming our opinion.

Audit procedures generally include:

- :: determining whether significant financial and management controls are working and can be relied on to produce complete and accurate data;
- :: verifying samples of transactions and account balances;
- :: performing analyses to identify anomalies in the reported data;
- :: reviewing significant estimates and judgements made by the Council;
- :: confirming year-end balances;
- :: determining whether accounting policies are appropriate and consistently applied; and
- :: determining whether all financial statement disclosures are adequate.

We did not examine every transaction, nor do we guarantee complete accuracy of the financial statements and performance information.

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

AUDIT REPORT CONT'D

for the year ended 30 June 2008

We evaluated the overall adequacy of the presentation of information in the financial statements and performance information. We obtained all the information and explanations we required to support our opinion above.

Responsibilities of the Council and the Auditor

The Council is responsible for preparing financial statements in accordance with generally accepted accounting practice in New Zealand. Those financial statements and performance information must fairly reflect the financial position of the Alcohol Advisory Council of New Zealand as at 30 June 2008. They must also fairly reflect the results of its operations, cash flows and service performance achievements for the year ended on that date. The Council responsible for preparing performance information that fairly reflects service performance achievements for the year ended 30 June 2008. The Council's responsibilities arise from the Public Finance Act 1989 and Alcohol Advisory Council Act 1976 and amendments.

We are responsible for expressing an independent opinion on the financial statements and performance information and reporting that opinion to you. This responsibility arises from Section 15 of the Public Audit Act 2001 and Section 43(1) of the Public Finance Act 1989.

Independence

When carrying out the audit we followed the independence requirements of the Auditor-General, which incorporate the independence requirements of the New Zealand Institute of Chartered Accountants.

Other than the audit, we have no relationship with, or interests in the Alcohol Advisory Council of New Zealand.



Rhys M Barlow

BDO Spicers

On behalf of the Auditor-General

Wellington, New Zealand

Matters Relating to the Electronic Presentation of the Audited Financial Statements

This audit report relates to the financial statements of the Alcohol Advisory Council of New Zealand for the year ended 30 June 2008 included on the Alcohol Advisory Council of New Zealand's website. The Council is responsible for the maintenance and integrity of the Alcohol Advisory Council of New Zealand's website. We have not been engaged to report on the integrity of the Alcohol Advisory Council of New Zealand's website. We accept no responsibility for any changes that may have occurred to the financial statements since they were initially presented on the website.

The audit report refers only to the financial statements named above. It does not provide an opinion on any other information which may have been hyperlinked to/from these financial statements. If readers of this report are concerned with the inherent risks arising from electronic data communication they should refer to the published hard copy of the audited financial statements and related audit report dated 29 August 2008 to confirm the information included in the audited financial statements presented on this web site.

Legislation in New Zealand governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

STATEMENT OF ACCOUNTING POLICIES

for the year ended 30 June 2008

REPORTING ENTITY

The Alcohol Advisory Council of New Zealand (ALAC) is a Crown entity as defined by the Crown Entities Act 2004 and is domiciled in New Zealand. As such, ALAC's ultimate parent is the New Zealand Crown.

ALAC is funded from a levy on alcohol produced for sale within New Zealand.

The primary objective of ALAC is the encouragement and promotion of moderation in the use of liquor, the discouragement and reduction of the misuse of liquor, and the minimisation of the personal, social, and economic harm resulting from the misuse of liquor.

ALAC has designated itself as a public benefit entity for the purposes of New Zealand equivalents to International Financial Reporting Standards (NZ IFRS).

BASIS OF PREPARATION

Statement of compliance

The financial statements of ALAC have been prepared in accordance with the requirements of the Crown Entities Act 2004, which includes the requirement to comply with New Zealand generally accepted accounting practises ("NZ GAAP").

The financial statements comply with NZ IFRSs, and other applicable Financial Reporting Standards, as appropriate for public benefit entities.

The accounting policies set out below have been applied consistently to all periods presented in these financial statements and in preparing an opening NZ IFRS statement of financial position as at 1 July 2006 for the purposes of the transition to NZ IFRS.

Measurement base

The financial statements have been prepared on a historical cost basis.

Functional and presentation currency in the financial statements is New Zealand dollars and all values are rounded to the nearest thousand dollars (\$'000).

SIGNIFICANT ACCOUNTING POLICIES

Revenue

Revenue is measured at the fair value of consideration received or receivable.

Levy Income from locally produced beer, spirits, grape wine, fruit wine and imported liquor is recognised as income in the accounting period when earned and is then reported in the financial period to which it relates.

Interest

Interest income is recognised using the effective interest method.

LEASES

Operating leases

Leases that do not transfer substantially all the risks and rewards incidental to ownership of an asset to ALAC are classified as operating leases. Lease payments under an operating lease are recognised as an expense on a straight-line basis over the term of the lease in the statement of financial performance.

ALAC leases office equipment and premises.

Cash and cash equivalents

Cash and cash equivalents include cash on hand, deposits held at call with banks both domestic and international, other short-term, highly liquid investments, with original maturities of three months or less and bank overdrafts.

Debtors and other receivables

Debtors and other receivables are initially measured at fair value and subsequently measured at amortised cost using the effective interest rate, less any provision for impairment.

Bank deposits

Investments in bank deposits are initially measured at fair value plus transaction costs.

After initial recognition investments in bank deposits are measured at amortised cost using the effective interest method.

STATEMENT OF ACCOUNTING POLICIES CONT'D

for the year ended 30 June 2008

For bank deposits, impairment is established when there is objective evidence that ALAC will not be able to collect amounts due according to the original terms of the deposit.

Significant financial difficulties of the bank, probability that the bank will enter into bankruptcy, and default in payments are considered indicators that the deposit is impaired.

PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment consists of artwork, leasehold improvements, furniture and office equipment, and motor vehicles.

Property, plant and equipment are shown at cost or valuation, less accumulated depreciation and impairment losses.

Additions

The cost of an item of property, plant and equipment is recognised as an asset only when it is probable that future economic benefits or service potential associated with the item will flow to ALAC and the cost of the item can be measured reliably.

Where an asset is acquired at no cost, or for a nominal cost, it is recognised at fair value when control over the asset is obtained.

Disposals

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount of the asset. Gains and losses on disposals are included in the statement of financial performance.

Subsequent costs

Costs incurred subsequent to initial acquisition are capitalised only when it is probable that future economic benefits or service potential associated with the item will flow to ALAC and the cost of the item can be measured reliably.

The costs of day-to-day servicing of property, plant and equipment are recognised in the statement of financial performance as they are incurred.

Depreciation

Depreciation is provided on a straight-line basis on all property, plant and equipment, other than land, at rates that will write off the cost (or valuation) of the assets to their estimated residual values over their useful lives. The useful lives and associated depreciation rates of major classes of assets have been estimated as follows:

Furniture and Fittings	10 years	10%
General Office Equipment	5 years	20%
Computer Equipment	3 years	33.3%
Leasehold Improvements*	3 years	33.3%
Motor Vehicles	5 years	20%
Library Books	10 years	10%

*Leasehold improvements are depreciated over the unexpired period of the lease or the estimated remaining useful lives of the improvements, whichever is the shorter.

The residual value and useful life of an asset is reviewed, and adjusted if applicable, at each financial year-end.

INTANGIBLE ASSETS

Software acquisition and development

Acquired computer software licences are capitalised on the basis of the costs incurred to acquire and bring to use the specific software.

Costs that are directly associated with the development of software for internal use by ALAC, are recognised as an intangible asset. Direct costs include the software development, employee costs and an appropriate portion of relevant overheads. Staff training costs are recognised as an expense when incurred.

Costs associated with maintaining computer software are recognised as an expense when incurred.

Costs associated with the development and maintenance of ALAC's website are recognised as an expense when incurred.

Amortisation

The carrying value of an intangible asset with a finite life is amortised on a straight-line basis over its useful life.

STATEMENT OF ACCOUNTING POLICIES CONT'D

for the year ended 30 June 2008

Amortisation begins when the asset is available for use and ceases at the date that the asset is derecognised. The amortisation charge for each period is recognised in statement of financial performance.

The useful lives and associated amortisation rates of major classes of intangible assets have been estimated as follows:

Acquired computer software	3 years	33%
Developed computer software	4 years	25%

Impairment of non-financial assets

Property, plant and equipment and intangible assets that have a finite useful life are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable.

An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs to sell and value in use.

Value in use is depreciated replacement cost for an asset where the future economic benefits or service potential of the asset are not primarily dependent on the asset's ability to generate net cash inflows and where ALAC would, if deprived of the asset, replace its remaining future economic benefits or service potential.

If an asset's carrying amount exceeds its recoverable amount, the asset is impaired and the carrying amount is written down to the recoverable amount. For re-valued assets the impairment loss is recognised against the revaluation reserve for that class of asset. Where that results in a debit balance in the revaluation reserve, the balance is recognised in the statement of financial performance.

For assets not carried at a re-valued amount, the total impairment loss is recognised in the statement of financial performance.

Creditors and other payables

Creditors and other payables are initially measured at fair value and subsequently measured at amortised cost using the effective interest method.

EMPLOYEE ENTITLEMENTS

Employee entitlements that ALAC expects to be settled within 12 months of balance date are measured at nominal values based on accrued entitlements at current rates of pay.

These include salaries and wages accrued up to balance date, annual leave earned but not yet taken at balance date, retiring and long service leave entitlements expected to be settled within 12 months, and sick leave.

ALAC recognises a liability and an expense for bonuses where it is contractually obliged to pay them, or where there is a past practice that has created a constructive obligation.

Long-term employee entitlements

Entitlements that are payable beyond 12 months, such as long service leave and retiring leave, have been calculated on an actuarial basis. The calculations are based on:

- :: likely future entitlements accruing to staff, based on years of service, years to entitlement, the likelihood that staff will reach the point of entitlement and contractual entitlements information; and
- :: the present value of the estimated future cash flows.

The discount rate is based on the weighted average of government bonds with terms to maturity similar to those of the relevant liabilities. The inflation factor is based on the expected long-term increase in remuneration for employees.

Defined contribution schemes

Obligations for contributions to Kiwisaver and Supertrust of NZ are accounted for as defined contribution schemes and are recognised as an expense in the statement of financial performance as incurred.

Defined benefit schemes

ALAC makes contributions to the Supertrust of NZ Scheme (the scheme), which is a multi-employer defined benefit scheme.

STATEMENT OF ACCOUNTING POLICIES CONT'D

for the year ended 30 June 2008

Insufficient information is available to use defined benefit accounting, as it is not possible to determine from the terms of the scheme, the extent to which the surplus/deficit will affect future contributions by individual employers, as there is no prescribed basis for allocation.

The scheme is therefore accounted for as a defined contribution scheme.

ALAC recognises a provision for future expenditure of uncertain amount or timing when there is a present obligation (either legal or constructive) as a result of a past event, it is probable that expenditures will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

Provisions are measured at the present value of the expenditures expected to be required to settle the obligation using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the obligation. The increase in the provision due to the passage of time is recognised as a finance cost.

GOODS AND SERVICE TAX (GST)

All items in the financial statements are presented exclusive of GST, except for receivables and payables, which are presented on a GST inclusive basis. Where GST is not recoverable as input tax then it is recognised as part of the related asset or expense.

The net amount of GST recoverable from, or payable to, the Inland Revenue Department (IRD) is included as part of receivables or payables in the statement of financial position.

The net GST paid to, or received from the IRD, including the GST relating to investing and financing activities, is classified as an operating cash flow in the statement of cash flows.

Commitments and contingencies are disclosed exclusive of GST.

INCOME TAX

ALAC is a public authority and consequently is exempt from the payment of income tax. Accordingly, no charge for income tax has been provided for.

BUDGET FIGURES

The budget figures are derived from the statement of intent as approved by the Board at the beginning of the financial year. The budget figures have been prepared in accordance with NZ IFRS, using accounting policies that are consistent with those adopted by ALAC for the preparation of the financial statements.

CRITICAL ACCOUNTING ESTIMATES AND ASSUMPTIONS

In preparing these financial statements ALAC has made estimates and assumptions concerning the future. These estimates and assumptions may differ from the subsequent actual results. Estimates and assumptions are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below:

Property, plant and equipment useful lives and residual value

At each balance date ALAC reviews the useful lives and residual values of its property, plant and equipment. Assessing the appropriateness of useful life and residual value estimates of property, plant and equipment requires ALAC to consider a number of factors such as the physical condition of the asset, expected period of use of the asset by ALAC, and expected disposal proceeds from the future sale of the asset.

An incorrect estimate of the useful life or residual value will impact the depreciation expense recognised in the statement of financial performance, and carrying amount of the asset in the statement of financial position.

STATEMENT OF ACCOUNTING POLICIES CONT'D

for the year ended 30 June 2008

ALAC minimises the risk of this estimation uncertainty by:

- :: physical inspection of assets;
- :: asset replacement programs;
- :: review of second hand market prices for similar assets; and
- :: analysis of prior asset sales.

ALAC has not made significant changes to past assumptions concerning useful lives and residual values.

Retirement and long service leave

ALAC has minimal exposure in relation to estimates and uncertainties surrounding retirement and long service leave liabilities.

CRITICAL JUDGEMENTS IN APPLYING ALAC'S ACCOUNTING POLICIES

Management has exercised the following critical judgements in applying ALAC's accounting policies for the period ended 30 June 2008:

Leases classification

Determining whether a lease agreement is a finance or an operating lease requires judgement as to whether the agreement transfers substantially all the risks and rewards of ownership to ALAC.

Judgement is required on various aspects that include, but are not limited to, the fair value of the leased asset, the economic life of the leased asset, whether or not to include renewal options in the lease term and determining an appropriate discount rate to calculate the present value of the minimum lease payments. Classification as a finance lease means the asset is recognised in the statement of financial position as property, plant and equipment, whereas for an operating lease no such asset is recognised.

ALAC has exercised its judgement on the appropriate classification of equipment leases and, has determined a number of lease arrangements as being operating leases.

CHANGES IN ACCOUNTING POLICIES

There have been no significant changes in accounting policies since the date of the last audited financial statements. All policies have been applied on bases consistent with last year, other than the impact of adoption of NZ IFRS as described above.

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

INCOME STATEMENT

for the year ended 30 June 2008

Notes	Actual 2008 \$000	Budget 2008 \$000	Actual 2007 \$000
Income			
Levies	12,385	12,489	12,061
Interest Income	291	50	251
Other revenue	96	107	0
Total Income	12,772	12,646	12,312
Expenditure			
Grants and Programme Costs	8,931	8,908	8,420
Lease and Rental Costs	367	364	335
Personnel Costs	2,693	2,715	2,624
Audit Fee	28	28	25
Depreciation and amortisation expense	83	87	135
Council Costs	114	123	128
Operating Costs	511	421	429
Total Expenditure	12,727	12,646	12,096
Operating Surplus for the Year	45	0	216
Net Surplus	45	0	216

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

STATEMENT OF CHANGES IN PUBLIC EQUITY

for the year ended 30 June 2008

	Actual 2008 \$000	Budget 2008 \$000	Actual 2007 \$000
Net Surplus for the Year	45	0	216
Total Recognised Revenues and Expenses for the Year	45	0	216
Opening Public Equity	1,652	1,436	1,436
Closing Public Equity	1,697	1,436	1,652

The accompanying accounting policies and notes form an integral part of these financial statements.

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

BALANCE SHEET

as at 30 June 2008

	Notes	Actual 2008 \$000	Budget 2008 \$000	Actual 2007 \$000
Assets				
<i>Current Assets</i>				
Cash and cash equivalents		1,296	50	22
Investments	1	1,000	1,286	2,311
Debtors and other receivables	2	1,253	1,175	1,078
Total Current Assets		3,549	2,511	3,411
<i>Non-Current Assets</i>				
Loan	3	0	0	35
Property, plant and equipment	4	193	390	206
Intangible assets	4	6	0	14
Total Non-Current Assets		199	390	255
TOTAL ASSETS		3,748	2,901	3,666
Liabilities				
<i>Current Liabilities</i>				
Creditors and other payables	5	1,961	1,325	1,892
Employee entitlements	6	90	140	122
Total current liabilities		2,051	1,465	2,014
TOTAL LIABILITIES		2,051	1,465	2,014
NET ASSETS		1,697	1,436	1,652
General Funds		1,697	1,436	1,652
Other Reserves				
TOTAL EQUITY		1,697	1,436	1,652



Peter Glensor
Chair
29 August 2008



Gerard Vaughan
Chief Executive Officer
29 August 2008



Trevor Shailer
Deputy Chair
29 August 2008

The accompanying accounting policies and notes form an integral part of these financial statements.

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

STATEMENT OF CASH FLOWS

for the year ended 30 June 2008

Notes	Actual 2008 \$000	Budget 2008 \$000	Actual 2007 \$000
Cash Flows from Operating Activities			
Receipts from Levies	12,313	12,631	12,069
Interest Received	290	50	257
Receipts from Other Revenue			
Payments to Suppliers	(9,914)	(9,453)	(9,334)
Payments to Employees	(2,693)	(2,783)	(2,623)
Goods and Services Tax (net)	(6)	0	53
Net cash from Operating Activities	(10)	445	422
Cash Flows from Investing Activities			
Receipts from Repayment of Loan	35	0	0
Purchase of Property, Plant and Equipment	(62)	(155)	(42)
Net cash from Investing Activities	(27)	(155)	(42)
Net Increase (Decrease) in Cash	(37)	290	378
Add Opening Cash Brought Forward	2,333	1,045	1,955
Closing Cash Balance	2,296	1,335	2,333
Actual Cash Balance			
Represented by:			
Cash and Cash Equivalents	1,296	50	1,333
Investments	1,000	1,285	1,000
Closing Cash Balance	2,296	1,335	2,333

The accompanying accounting policies and notes form an integral part of these financial statements.

STATEMENT OF COMMITMENTS

as at 30 June 2008

Grants and Funding

At 30 June 2008, ALAC had approved funds for disbursements to individuals and organisations.

	2008 \$000	2007 \$000
Not later than one year	645	892
Later than one year and not later than two years	101	113
Later than two years and not later than five years	0	0
Later than five years	0	0
	746	1,005

Rental Expenses Committed

Leases on ALAC's premises in Wellington, Christchurch and Auckland:

Not later than one year	347	298
Later than one year and not later than two years	319	298
Later than two years and not later than five years	959	760
Later than five years	240	681
	1,865	2,037

Operating Lease Commitments

Non-cancellable lease payments for office equipment:

Not later than one year	14	10
Later than one year and not later than two years	14	10
Later than two years and not later than five years	28	12
Later than five years	0	0
	55	32

Total Commitments	2,666	3,074
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Capital Commitments

As at 30 June 2008 no capital expenditure had been committed under contractual arrangements (Nil at 30 June 2007).

STATEMENT OF CONTINGENT LIABILITIES

as at 30 June 2008

There were no contingent liabilities outstanding as at 30 June 2008 (Nil at 30 June 2007).

The accompanying accounting policies and notes form an integral part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS*for the year ended 30 June 2008*

	Actual 2008 \$000	Actual 2007 \$000
Note 1: Short-term Deposits		
Short-term deposits relate to the monies on call and term deposits.		
Term Deposits (Under Six Months)	1,000	2,311
Total	1,000	2,311
All short-term deposits were with the BNZ and ASB.		
As at 30 June 2008 short-term deposits were for an average of 30 days with an average interest rate of 8.41%pa.		
Note 2: Receivables and Prepayments		
Accruals	52	24
Levies Receivable	1,103	963
GST Receivable	98	91
Total	1,253	1,078
Note 3: Loan		
Non-Interest Bearing Loan to Te Huarahi Ki Te Oranga Pai Trust	0	35

NOTES TO THE FINANCIAL STATEMENTS CONT'D*for the year ended 30 June 2008***Note 4: Property, Plant and Equipment, Intangible Assets**

	Cost \$000	Accumulated Depreciation \$000	Net Book Value \$000
2008			
Artwork	17	0	17
Motor Vehicles	52	47	5
Library Books and Films	96	96	0
General Office Equipment	131	109	22
Computer Hardware	452	377	75
Computer Software	283	277	6
Leasehold Improvements	369	369	0
Fixtures, Furniture and Equipment	209	135	74
Total	1,609	1,410	199
2007			
Artwork	17	0	17
Motor Vehicles	52	42	10
Library Books and Films	96	96	0
General Office Equipment	140	103	37
Computer Hardware	397	336	61
Computer Software	287	273	14
Leasehold Improvements	369	369	0
Fixtures, Furniture and Equipment	202	121	81
Total	1,560	1,340	220

Note 5: Accounts Payable

Sundry Creditors	1,924	1,804
Salary Accrual	37	88
Total	1,961	1,892

NOTES TO THE FINANCIAL STATEMENTS CONT'D*for the year ended 30 June 2008*

	Actual 2008 \$000	Actual 2007 \$000
Note 6: Employee Entitlements		
Annual Leave	90	112
Long Service Leave	0	10
Total	90	122
Note 7: Reconciliation of Net Surplus / (Deficit) with Net Cash Flows from Operating Activities		
Net Surplus / (Deficit) from Operations	45	216
Add / (Less) Non-Cash Items		
Depreciation Expense	82	136
Total Non-Cash Items	82	136
Add / (Less) Movements in Working Capital Items		
Decrease / (Increase) in Receivables and Prepayments	(77)	68
(Decrease) / Increase in Accounts Payable	(28)	13
(Decrease) / Increase in Employee Entitlements	(32)	(11)
Net Working Capital Movements	(137)	70
Add / (Less) Items Classified as Investing Activities		
Net Loss / (Gain) on Sale of Fixed Assets	0	0
Total of Investing Activities	0	0
Net Cash Flow from Operating Activities	(10)	422

Note 8: Financial Instruments

ALAC has a series of policies providing risk management for interest rates and operating expenditures, and the concentration of credit. ALAC is risk averse and seeks to minimise exposure from its treasury activities. Its policies do not allow any transactions which are speculative in nature to be entered into.

Credit Risk

Credit risk is the risk that a third party will default on its obligation to ALAC, causing it to incur a loss.

ALAC has a minimal credit risk in its holdings of various financial instruments. These instruments include cash, short-term deposits and accounts receivable.

ALAC places its investments with institutions with a minimum AA credit rating. It also reduces its exposure to risk by limiting the amount that can be invested in any one institution. ALAC believes that these policies reduce the risk of any loss that could arise from its investment activities. ALAC does not require any collateral or security to support financial instruments.

Fair Values

The fair value is equivalent to the carrying amounts of financial instruments disclosed in the Statement of Financial Position.

NOTES TO THE FINANCIAL STATEMENTS CONT'D*for the year ended 30 June 2008***Credit Facilities**

ALAC did not have bank overdraft or other credit facilities as at 30 June 2008 (Nil at 30 June 2007).

Currency and Interest Rate Risk

There is no exposure to currency risk or significant exposure to interest rate risk on the Council's financial instruments.

Note 9: Related Party Transactions

ALAC is a wholly owned entity of the Crown.

ALAC has entered into some transactions with government departments, Crown agencies and State-Owned Enterprises on an arm's length basis. Where those parties are acting in the course of their normal dealings with ALAC, related party disclosures have not been made for transactions of this nature. No severance payments were made to Council members during 2007/08. Remuneration through fees is all inclusive.

Note 10: Employee Remuneration

	<i>Number of Employees</i>	
	2008	2007
Total Remuneration and Benefits		
\$000		
\$100-110	1	2
\$110-120	0	1
\$130-140	1	0
\$140-150	2	2
\$160-170	0	1
\$180-190	1	0

The Chief Executive's remuneration and benefits are in the \$180 - \$190 band. (2007 \$160 - \$170 band).

Note 11: Council Remuneration

Council members earned the following fees during the year:

	2008	2007
	\$000	\$000
Peter Glensor (Chair)	23	12
Trevor Shailer (appointed Deputy Chair March 2008)	11	10
Anne Hobby (appointed December 2007)	6	0
Helen Moriarty (appointed December 2007)	6	0
Gavin McFadyen	10	10
Robyn Northey	10	5
Fuimaono Karl Pulotu-Endemann	10	10
Alick Shaw	10	5
Ian Scott (retired Deputy Chair November 2007)	5	12
Robert Brown (retired November 2007)	4	10
Professor Andrew Hornblow (retired December 2006)	0	12
Monica Stockdale (retired November 2006)	0	4
Gillian Tasker (retired December 2006)	0	5
Total Council Fees	95	95

STATEMENT OF SERVICE PERFORMANCE

for the year ended 30 June 2008

Outcomes and Outputs	Measures	Progress to Date: Achieved (A), Partially Achieved (PA), Not Achieved (NA)
<p>The drinking culture of New Zealand changes so that moderation is the accepted norm.</p> <p>Intermediate Outcomes</p> <p>Decreasing per occasion consumption.</p> <p>Consumption trends monitored through range of indicators outlined in the Outcomes Indicator Framework.</p> <p>KPI 1 Outcomes are monitored</p> <p>ALAC will continue to develop and implement a framework for monitoring and reporting progress towards a healthier drinking culture.</p>	<p>1.1</p> <p>A report on progress towards reporting on the Outcomes data set is produced with specific focus on priority population groups — Māori, Pacific peoples and young people by June 2008.</p> <p>1.2</p> <p>The number of standard drinks on the last drinking occasion is recorded in July 2007 and the level is maintained or reduced in monitoring reports on a quarterly basis through to June 2008.</p>	<p>1.1 (A)</p> <p>Phase One of the implementation of recommendations from a scoping paper by David Sinclair considering wholly alcohol-attributable indicators has been completed. This first report establishes a baseline position for fully alcohol-attributable harms so ALAC is well positioned to measure progress as the Drinking Culture Change Campaign moves into its behaviour change phase. Wholly alcohol-attributable indicators include the more extreme end of the alcohol misuse continuum (such as health issues consequent on longer-term abuse) and consequently are slower moving indicators than are Attributable Fractions which include less chronic behaviours such as intermittent rather than regular intoxication.</p> <p>The seven indicators included in the report are:</p> <ul style="list-style-type: none"> • Alcohol available for consumption (Statistics NZ); • Alcohol consumption: Population Group (Ministry of Health Surveys); • ALAC Monitors (Research NZ Survey data); • Traffic Crashes (Ministry of Transport); • Offences (Alco-link, NZ Police); • Mortality (NZ Health Information Service); and • Morbidity (NZ Health Information Service). <p>Phase Two, which considers partially alcohol-attributable indicators, is being undertaken in the 2008/09 year.</p> <p>1.2 (A)</p> <p>The number of standard drinks consumed on the last drinking occasion was 6.1 standard drinks for adults aged 18+ in March 2008. In December 2007 it was 6.3.</p>

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2008

Outcomes and Outputs	Measures	Progress to Date: Achieved (A), Partially Achieved (PA), Not Achieved (NA)
<p>KPI 2 Marketing component of Drinking Culture Change Programme</p> <p>Social marketing best practice techniques are used to develop and implement the marketing component of the ALAC programme. Impacts and outcomes from the programme will be measured, including impact on Māori and Pacific peoples.</p>	<p>2.1 Media activity will deliver 7000 Target Audience Rating Points (TARPs) across the July 2007–June 2008 period, delivered via a mix of media. Reports will be provided on a quarterly basis.</p> <p>2.2 Monitoring shows that there is not less than 75% prompted awareness of the link between intoxication and harm (“See” stage maintained).</p> <p>2.3 Monitoring demonstrates that agreement with “Think” stage statements reaches not less than 70% among priority population groups by 30 June 2008.</p> <p>2.4 Monitoring demonstrates that agreement with key “Act” stage statements reaches not less than 50% among priority population groups.</p> <p>2.5 Monitoring demonstrates that recall of key messages by Māori and Pacific peoples will be maintained at or increased from those of the general population.</p>	<p>2.1 (A) A total of 11,042 Target Audience Rating Points (TARPs) have been delivered across television, radio and magazine activity from June 2007–June 2008.</p> <p>2.2 (A) The March 2008 monitor demonstrates that 78% of Māori and 73% of Pacific peoples have thought about the harmful effects of their drinking on themselves and others.</p> <p>2.3 (A) The March 2008 monitor shows 70% agreement from respondents that they are “more likely to cause serious harm to myself or others if I get drunk”.</p> <p>2.4 (A) The March 2008 monitor shows agreement with key Act stage statement “I am drinking less” reached 55% for Māori and 55% for Pacific peoples.</p> <p>2.5 (A) Results from the March 2008 monitor show 96% of adults are aware of the “It’s not the drinking; it’s how we are drinking” message. There were no significant differences between ethnic groups with 94% recall for Māori and 90% recall by Pacific peoples.</p>

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2008

Outcomes and Outputs	Measures	Progress to Date: Achieved (A), Partially Achieved (PA), Not Achieved (NA)
<p>Strengthen the legislative, regulatory and enforcement framework governing the supply and provision of alcohol.</p> <p>Intermediate Outcomes</p> <p>Decreasing intoxication on licensed premises.</p> <p>Reducing the illegal and irresponsible supply of alcohol to those aged under 18 years.</p> <p>KPI 3 Sale of Liquor Act 1989 compliance</p> <p>At least one initiative to support best practice monitoring and enforcement of the Sale of Liquor Act is supported, evaluated and disseminated.</p> <p>Advice and support are provided to ensure that sellers of alcohol understand and comply with the legislative, regulatory and enforcement framework governing the supply and provision of alcohol.</p> <p>A framework for monitoring trends in the number of hearings before the Liquor Licensing Authority and the outcomes from hearing — particularly those that relate to intoxication on licensed premises and service to minors.</p>	<p>3.1 At least one new resource demonstrating promising practise in the responsible supply and provision of alcohol will be supported and evaluated by ALAC by June 2008.</p> <p>3.2 A benchmark report is created on decisions by the Liquor Licensing Authority (LLA) related to intoxication on licensed premises and service to minors produced by June 2008.</p>	<p>3.1 (A) Host Responsibility Guidelines for Licensed Premises were published and released at ALAC Partnership Conferences in April 2008. Guidelines have been successful with 4,560 copies having been released at the conference and ordered from ALAC between their release and 30 June 2008. Interim evaluation shows 83% of evaluation respondents found the resource partly or mostly relevant and would use the host responsibility tools (Intoxication Prevention Tool and Yellow Card). 66% of respondents recorded they would incorporate the knowledge gained from the resource into practice.</p> <p>3.2 (A) A benchmark <i>Liquor Licensing Authority (LLA) Trend Report</i> has been completed and delivered to ALAC. The report includes results of a systematic analysis of trends in decisions of the LLA from July 2000 to June 2007 in line with the annual reports of the Authority. In addition to conducting specific analysis of trends related to enforcement (sale of liquor to minors, intoxication offences, promotions etc) the report creates a baseline report providing a brief discourse on trends with recommendations for future reporting, including recommendations from key stakeholders. Recommendations from the report include making the ALAC database of LLA Decisions more user-friendly as well as suggesting a "leading or precedent case" reporting system related to specific matters. The report showed the increase sales to minors offences detected through Controlled Purchase Operations (CPOs), was mainly attributable to the establishment of ALAC's <i>Controlled Purchase Operation Guidelines</i>.</p>

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2008

Outcomes and Outputs	Measures	Progress to Date: Achieved (A), Partially Achieved (PA), Not Achieved (NA)
<p>Communities are supported to reduce alcohol-related harm.</p> <p>Intermediate Outcomes</p> <p>Reducing the illegal and irresponsible supply of alcohol to those aged under 18 years.</p> <p>Increasing community involvement with and support for ALAC's work programme.</p> <p>KPI 4 Community Action Programmes</p> <p>Community action programmes based on effective practice are delivered through a range of measures including workshops to participating communities.</p> <p>Resources and other support are provided to communities delivering programmes designed to reduce alcohol-related harm.</p>	<p>4.1 At least 30 communities around New Zealand are supported through strategic advice, resource provision and at least three workshops to deliver effective strategies designed to reduce alcohol-related harm.</p> <p>4.2 The impact of grants received to support events designed to reduce alcohol-related harm is measured and reported.</p>	<p>4.1 (A) As well as supporting the 30 YATA groups, the following were also delivered:</p> <ul style="list-style-type: none"> • National YATA Conference held 21–22 May 2008. 64 attendees in total representing 25 communities from across New Zealand. Keynote speakers from MYD, ADANZ, CAYAD and a Rotorua Youth Health Service; • YATA manual completed and distributed at National Conference including new guidelines and structure for YATA grants; • Two Youth Participation Workshops completed, four remaining to be completed between July and August 2008. External Evaluation final report due July 2008; • Four Strengthening Community Action on Alcohol Workshops completed in Glen Innes, Hamilton, Taneatua, and Queenstown. One further workshop to be held in Otara during August 2008; and • Pacific Spirit Youth Symposium held during May 2008. 70 attendees in total, 45 young people. Youth-focused discussions and presentations on reducing alcohol-related harm. <p>4.2 (A) Received reports from five YATA communities on evaluated initiatives showing greater community awareness and communication around reducing alcohol-related harm.</p> <p>Monitoring and Evaluation Toolkit piloted by 28 communities across New Zealand.</p> <p>Revised Monitoring and Evaluation Toolkit to be distributed during July 2008 to assist communities to evaluate their initiatives in a user-friendly and time/cost-effective way.</p>

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2008

Outcomes and Outputs	Measures	Progress to Date: Achieved (A), Partially Achieved (PA), Not Achieved (NA)
<p>Māori and Pacific providers are supported to work with communities to reduce alcohol-related harm.</p> <p>Intermediate Outcomes</p> <p>Decreasing the burden of alcohol-related harm experienced by Māori and Pacific peoples.</p> <p>Reducing the illegal and irresponsible supply of alcohol to those aged under 18 years.</p> <p>Increasing community involvement with and support for ALAC's work programme.</p> <p>Reducing the proportion of hazardous and harmful drinkers.</p> <p>KPI 5 Māori and Pacific Community Action</p> <p>Iwi and hapū based health promotion/treatment or other community service providers are supported to develop and deliver programmes to reduce alcohol-related harm targeting Māori.</p> <p>Effective programmes are developed to support Pacific health promotion/treatment providers' work with communities to reduce alcohol-related harm.</p>	<p>5.1 Evaluation reports received from at least three Māori and Pacific communities to show implementation of strategies to reduce alcohol-related harm.</p> <p>5.2 The evaluation of the Pacific Spirit Conference demonstrates that at least 80% of people found the conference useful to their work.</p>	<p>5.1 (A) Six evaluation reports were received in 2007/08. These communities were supported through Te Putea Hapori.</p> <p>5.2 (A) Pacific Spirit Conference Winds of Change was attended by over 200 people from DHBs, Ministry of Health, MPIA, Mental Health, Addictions, WSNZ, ACC, TLAs, Police, Justice, Corrections, Policy, Research and other government sectors and NGOs. There were over 60 young people, 20 overseas participants and the rest were adults from the different sectors of New Zealand. Evaluations demonstrated that 86% of respondents were more confident about their role in reducing the harms experienced by Pasifika, from the misuse of alcohol, as a result of their attendance. 80% of respondents agreed that the purpose of the conference was effectively and clearly communicated.</p>

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2008

Outcomes and Outputs	Measures	Progress to Date: Achieved (A), Partially Achieved (PA), Not Achieved (NA)
<p>Individuals and families receive early intervention to reduce the incidence of problematic drinking. People have access to appropriate treatments.</p> <p>Intermediate Outcomes</p> <p>Reducing the proportion of hazardous and harmful drinkers.</p> <p>KPI 6 Services for hazardous drinkers</p> <p>ALAC continues to support the Alcohol Drug Helpline through specific funding.</p> <p>A range of early intervention resources are provided to assist assessment of harmful/hazardous drinking and assist people to change their drinking behaviour.</p> <p>Screening and early intervention support is provided electronically through ALAC website.</p>	<p>6.1 The Alcohol Drug Helpline is required through contractual arrangements with ALAC to ensure that call numbers are maintained at a minimum of 14,000 calls per annum, with at least 800 brief interventions provided.</p> <p>6.2 Baseline report received on Māori and Pacific call numbers by June 2008.</p> <p>6.3 A resource is produced and distributed to key stakeholders providing information on alcohol, alcohol-related harm and guided self change for adults who drink in hazardous and harmful patterns.</p> <p>6.4 At least 4,000 DrinkCheck or similar online assistance unique visits are completed.</p>	<p>6.1 (A) 15,983 valid calls were received by the helpline which generated 18,122 queries in 2007/08, a 5% increase from the previous financial year. Alcohol-related calls made up 72% of callers, 16% were categorised as family callers, 17.5% were categorised as completing brief intervention (2,797 callers) and 7% received call back services as part of this service funded by ALAC.</p> <p>6.2 (A) Report and plan received from ADANZ on services to Pacifica with a pilot project targeted for Auckland in June 2008. Baseline information forwarded to ALAC on Māori and Pacific as outlined in the ADANZ Annual Report to June 2008. This area has been targeted as an area for development within the new 2008–2009 contract.</p> <p>6.3 (A) The “Like a Drink?” resource for young hazardous drinkers has been produced and plans are underway for the launch at the Cutting Edge conference in September 2008.</p> <p>6.4 (A) 8,313 people completed the online DrinkCheck in 2007/08.</p>

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2008

Outcomes and Outputs	Measures	Progress to Date: Achieved (A), Partially Achieved (PA), Not Achieved (NA)
<p>Individuals and families receive early intervention to reduce the incidence of problematic drinking. People have access to appropriate treatments.</p> <p>Intermediate Outcomes</p> <p>Reducing the proportion of hazardous and harmful drinkers.</p> <p>KPI 7 Ongoing improvement in the quality of treatment services</p> <p>ALAC will undertake an assessment of an early intervention treatment programme in Justice/ Corrections settings for people experiencing alcohol and drug problems to support increased provision of such programmes in justice settings.</p> <p>Collaborative work is undertaken with the Mental Health Commission to support best practice in alcohol and drug treatment services.</p>	<p>7.1 An evaluation of a treatment programme in a justice/corrections setting is undertaken and recommendations on best practice are received.</p> <p>7.2 A report is provided to the ALAC Council and the Board of Commissioners of the Mental Health Commission (MHC) on the access and delivery of integrated alcohol and drug treatment services in the health and/ or justice sector(s) to enable ALAC to provide advice under section 8(d) of the Alcohol Advisory Council Act 1976 and the Commission to provide advice to the Minister of Health.</p>	<p>7.1 (A) The evaluation of the Watch project (Wellington court-based project initiated by CCDHB and MSD, with support from Judge Walker from the Wellington District Court) has been completed with excellent client outcomes. The project involved a link worker working with young offenders over 18 years with high and complex needs and AOD abuse/dependence as criteria.</p> <p>7.2 (A) The report was presented to Council in June 2008. The Chair noted that Council would require some changes made to the report around the feedback provided before it was released.</p> <p>Council approved the following actions:</p> <ol style="list-style-type: none"> MHC and ALAC continue to resource the mental health and addiction project; MHC and ALAC, in consultation with key stakeholders, including the Ministry of Health Co-existing Disorders Project, use the State Services Commission "Framework to Help State Agencies Co-ordinate Effectively" to develop a plan to support and enable effective co-ordination across the mental health and addiction sectors; MHC and ALAC prepare a joint communications plan in relation to this report that is aligned with the Ministry of Health Co-existing Disorders Project; and A copy of this report be provided to the MHC and ALAC's respective Ministers.

STATEMENT OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2008

Outcomes and Outputs	Measures	Progress to Date: Achieved (A), Partially Achieved (PA), Not Achieved (NA)
<p>Ministers and the public are informed on alcohol and harm reduction issues for New Zealand and are supported with evidence-based information and advice.</p> <p>KPI 8 High quality policy advice and information</p> <p>Timely policy advice is provided to the Minister and wider agencies in fulfilment of the requirements of Section 8 of the Alcohol Advisory Council Act 1976.</p> <p>Advice on a range of alcohol-related matters is provided to members of the public, Ministers and other stakeholders in fulfilment of the requirements of Section 8 of the Alcohol Advisory Council Act 1976.</p>	<p>8.1 ALAC actively engages in the review of the sale and supply of alcohol to minors and reports results via the working group to the Minister and Council.</p> <p>8.2 ALAC actively engages in the development of the National Alcohol Action Plan and reports results to the Minister, IACD and Council.</p> <p>8.3 The ALAC website maintains or increases its site visits from 2006/07 levels. A quarterly report on trends in site visits and sections of the website visited is provided to Council.</p>	<p>8.1 (A) ALAC had significant input into the recent Cabinet paper process resulting in further recommendations for changes to the Sale of Liquor Act 1989 (the upcoming Liquor and Liquor Enforcement Bill).</p> <p>8.2 (A) As agreed by the working group, ALAC led the working group meetings during the first phase of the project. The Ministry of Health is now leading the remainder of the process.</p> <p>8.3 (A) 394,192 site visits were recorded in 2007/08. This was a 3% increase on 2006/07 site visits.</p>

