



# Port Phillip Accord

## Information Booklet

2009 - 2011



---

## Contents

FOREWORD .....	3
WHAT IS THE PORT PHILLIP ACCORD? .....	4
MISSION STATEMENT .....	5
OBJECTIVES .....	5
STRATEGIES .....	5
Focus on Alcohol .....	6
Strategic Alignment.....	6
Accord Meetings .....	6
EVALUATION.....	6
Annual Strategic Planning.....	6
The Liquor Control Reform Act 1998 .....	7
By-law passed by City of Port Phillip .....	7
SUMMARY .....	8
ACKNOWLEDGEMENTS.....	8
Appendix A – Port Phillip Accord Working Group .....	9
Appendix B – Port Phillip Accord Strategies 2009-2010.....	10
Appendix C – Griffith University Alcohol Project .....	12

---

## FOREWORD

The Port Phillip Accord logo reflects the unified actions of the Port Phillip Accord, made up of the Licensed Venues, the City of Port Phillip, Victoria Police and Responsible Alcohol Victoria.

The logo in particular the different coloured dots and the shape of the triangle, illustrate the relationship the Accord seeks with the surrounding community and stakeholders in striving for a common goal. The use of the colour blue represents Port Phillip Bay.

In conjunction with the City of Port Phillip logos, the logo was developed by a local designer whose design was selected by the Accord Working Group.



## WHAT IS THE PORT PHILLIP ACCORD?

The Port Phillip Accord is a partnership between licensees, Victoria Police, Responsible Alcohol Victoria and the City of Port Phillip that develops and implements a range of strategies that reduce harms associated with alcohol.

The Port Phillip municipality attracts a substantial number of locals, non locals, and one time visitors to its well known, vibrant entertainment precincts such as St Kilda, South Melbourne and Port Melbourne.

The City falls into the policing districts of zone 2 Licensing Unit Area, South East Area, and overseen by the St Kilda, St Melbourne and Prahran sub-districts.

Licensees within the City of Port Phillip are also serviced by the wider-reaching Melbourne City and Stonnington Accords.



---

## **AIM OF THE PORT PHILLIP ACCORD**

The Port Phillip Accord is a partnership between licensees, Victoria Police, Responsible Alcohol Victoria and the City of Port Phillip that develops and implements a range of strategies that reduce harms associated with alcohol.

The Port Phillip Accord is part of an overall strategy by the City of Port Phillip that seeks to achieve a high standard of practice that assists in developing a responsible drinking culture, ensures safety in the local community, and promotes effective communication and problem-solving between licensees and stakeholders.

The Accord encourages the adoption of a range of effective community-based harm minimisation and prevention strategies aimed at reducing crime, violence and anti-social behaviour resulting from the excessive consumption of alcohol.

Towards this goal, the identified stakeholders acknowledge and agree to the aim, objectives, responsibilities, key priority areas and agreement strategies of the Accord. It is also acknowledged that all licensed venues are entitled to operate in an atmosphere of free enterprise and open competition within our community.

## **MISSION STATEMENT**

The Accord acknowledges that the partners involved have a responsibility and interest in the safety and wellbeing of the local community. The Accord encourages the promotion of responsible service of alcohol and the maintenance of high standards of behaviour in and around licensed venues.

## **OBJECTIVES**

- Promote the City of Port Phillip and its licensed venues as a safe and enjoyable location for our local community and visitors.
- Encourage best management practices by all licensees to ensure high standards of hospitality and safe venues for staff and patrons.
- Build strong partnerships between licensed venues, Victoria Police, Responsible Alcohol Victoria, City of Port Phillip and the community.

## **STRATEGIES**

The City of Port Phillip recognises that in order to achieve long term impact, partners in the Accord need to work together and develop a vision for the future.

See Appendix 2 for strategies for the Port Phillip Accord 2009 – 2010.

---

## **Focus on Alcohol**

The misuse of alcohol contributes significantly to a wide range of social, physical and mental health concerns. Community impacts include alcohol-related crimes such as assault, drink-driving, domestic violence, as well as contribute to a major cost to the community in terms of policing, health care, and the administration of justice.

The Port Phillip Accord is committed to ensure all parties work in a collaborative partnership to achieve both legal compliance and positive community outcomes.

## **Strategic Alignment**

- Victorian Alcohol Action Plan 2008 – 2013
- City of Port Phillip Health and Wellbeing Plan 2007 – 2011
- City of Port Phillip Alcohol Action Plan 2009 – 2011
- Victorian Police Policies
- Responsible Alcohol Victoria Policies.

## **Accord Meetings**

The meetings are held bi monthly at different venues in the City of Port Phillip. The meetings are minuted distributed to all parties including City of Port Phillip staff, Victoria Police and its licensing unit and Responsible Alcohol Victoria.

The meetings provide the ideal forum for all members to openly discuss concerns relating to entertainment precincts and ways the Accord can deal with the issues.

It is mandatory for the licensee of a representative to attend at least four of the six meetings per year.

## **EVALUATION**

### **Annual Strategic Planning**

Yearly the City of Port Phillip will conduct a review of the Accord and whether the strategies have been appropriately applied and their outcomes. Where necessary, strategies will be adapted and modified to suit the municipality.

The results will be reported in the annual Alcohol Action Plan review.

---

## **The Liquor Control Reform Act 1998**

The Liquor Control Reform Act 1998 is the primary piece of legislation regulating the supply and consumption of liquor in Victoria. The Act aims to:

- contribute to minimising the harm arising from the misuse and abuse of alcohol by:
  - providing adequate controls over the supply and consumption of liquor, and
  - ensuring as far as practicable that the supply of liquor contributes to, rather than detracting from the amenity of community life
- facilitate the development of a diversity of licensed facilities reflecting community expectations, and
- contribute to the responsible development of the liquor and licensed hospitality industries.

The Act provides commonsense penalties (including fines and licence suspension or cancellation) for failing to comply with licence conditions or other breaches of the Act. Examples of behaviour prohibited under the Act include:

- unlicensed selling of liquor,
- consuming or having liquor on unlicensed venues,
- underage drinking,
- public drunkenness,
- anti-social behaviour in and around licensed venues, and disturbance of the neighbourhood amenity.

(Consumer Affairs Victoria 2009)

## **By-law passed by City of Port Phillip**

City of Port Phillip Community Amenity Local Law No 3, cl. 45: Consumption of alcohol or possession of an open container of alcohol is prohibited in public within the entire municipality between 8pm and 9am.

---

## **SUMMARY**

The Port Phillip Accord is a group of Licensees, the City of Port Phillip, Victoria Police, Responsible Alcohol Victoria. It provides a forum for open communication to develop, discuss and implement activities and strategies that best address alcohol related issues.

The Accord Working Group (see appendix 1) is made up of representatives from licensed premises, City of Port Phillip, Victoria Police and Responsible Alcohol Victoria.

The Port Phillip Accord acknowledges that patrons, residents, and the general community have a right to enjoy and in a safe environment, and should do so without impacting on others.

This document details the Port Phillip Accord's aims and strategies, and represents a committed and unified approach by the members of the Accord. It acknowledges the currently implemented and supported practices with respect to licensed venues operating within the City of Port Phillip, including the implementation of the Liquor Control Act 1988, and the importance of participating in drug and alcohol education initiatives.

## **ACKNOWLEDGEMENTS**

The City of Port Phillip recognises the input and valuable contribution made by the licensees (in particular the Working Group), Victoria Police and Responsible Alcohol Victoria.

---

## **Appendix A – Port Phillip Accord Working Group**

The Working Group is made up of several representatives for various licensed premises, Victoria Police, Responsible Alcohol Victoria and City of Port Phillip.

The working group plays a supporting role to develop and maintain actions and strategies that aid in achieving the aims of the Port Phillip Accord. The working group meets one week after the general accord meeting.

## Appendix B – Port Phillip Accord Strategies 2009-2010

Develop Strategies To Reduce Anti Social Behaviour And Increase Safety In The Area				
Key Actions		Lead	Timeframe	Performance Measure
1	A standing agenda item will be incorporated in all Port Phillip Accord meetings.	All	Ongoing	Number of strategies implemented.
Increase Communication and Partnership By Sharing Resources				
Key Actions		Lead	Timeframe	Performance Measure
1	Meetings to occur bi monthly and will be chaired by a licensee in the City of Port Phillip. A representative of the licensed venue is required to attend at least four of the six meetings held per year. Representatives from the Victoria Police, City of Port Phillip and Responsible Alcohol Victoria will endeavour to attend Port Phillip Accord meetings and participate in the functions of the Accord.	City of Port Phillip, Licensee Chairperson	Ongoing	Attendance target per signatory annually.
2	Port Phillip minutes will be made available to Council Staff, Victoria Police and Responsible Alcohol Victoria once adopted.	City of Port Phillip	Ongoing	Minutes provided.
3	Work collaboratively and build a strong partnership between Licensees, City of Port Phillip, Victoria police and Responsible Alcohol Victoria to address issues and concerns which support the municipality's reputation as a safe and enjoyable place.	All	Ongoing	Annual report.
4	Consultations with all stakeholders and reporting tools that will ensure licensed venues are aware of the permits and actions required in according to policy.  This will apply particularly for special events including New Year's Eve, Formula 1 Grand Prix, St Kilda Festival	All	Ongoing	Annual report.

<b>Develop Effective Promotion and Marketing Within The Municipality Of Specific Aims And Objectives Of The Accord</b>				
<b>Key Actions</b>		<b>Lead</b>	<b>Timeframe</b>	<b>Performance Measure</b>
1	The Port Phillip logo will be made available to all stakeholders for display within the licensed venues and on promotional Accord-related material.	City of Port Phillip	July 2010	Logo completed. Number of places to be displayed.
2	Port Phillip Accord information will be made available on the City of Port Phillip web page.	City of Port Phillip	July 2010	Information displayed.
<b>Increase Knowledge and Skills For Staff and Licensees Of Licensed Premises</b>				
<b>Key Actions</b>		<b>Lead</b>	<b>Timeframe</b>	<b>Performance Measure</b>
1	Develop and implement local training on a regular basis for managers, staff and security on issues relevant to them.	City of Port Phillip	Ongoing	Evaluation with participants at the end of each session
2	Support Responsible Service of Alcohol training for staff in all licensed venues.	City of Port Phillip and licensees	Ongoing	Number of attendees
<b>Undertake Periodical Reviews Of The Accord's Action Plan</b>				
<b>Key Actions</b>		<b>Lead</b>	<b>Timeframe</b>	<b>Performance Measure</b>
1	A standing agenda item will be incorporated in Port Phillip Accord meetings with item for review.	All	Quarterly	Actions discussed quarterly
2	Port Phillip accord stakeholders will be surveyed annually to obtain feedback relevant to the past performance and future directions of the Accord. An annual review of strategies will be undertaken.	City of Port Phillip	August 2010	

---

## Appendix C – Griffith University Alcohol Project

### In Brief:

Aggression and violence in and around drinking establishments remains a significant problem in most parts of the world, especially as the night-time economy expands. In a new monograph, *Raising the Bar* (Willan, UK, 2008), Kate Graham and Ross Homel comprehensively review what is known about the causes of aggression in bars, clubs and pubs, drawing to a considerable extent on their own research over the past 20 years. They conclude that while there are some promising approaches there is little scientifically reliable evidence to guide policy.

Beginning where the book leaves off, this Project aims to develop and operationalise a research design that will help build an effective, sustainable and comprehensive regulatory model to prevent alcohol-related violence and aggression.

The model aims to integrate police enforcement, regulatory action, staff training, and community mobilisation in a way that fits the local context.

The process of development and operationalisation took place over 12 months (March 2008 – February 2009), and is to be followed by a second, 5-7-year phase to implement the design and evaluate its impact in selected sites.

### Aims of the Project

- To develop a comprehensive prevention model that is capable of both achieving a reduction in aggression and violence in the licensed environment and sustaining this reduction over many years.
- Developing and operationalising a research design to test the model four sites in Australia and one in New Zealand.
- Testing the model over a lengthy enough period to ensure sustainability

### The Model

1. High quality staff training grounded in research on all the major risk
2. An enhanced form of police and regulatory enforcement of licensing laws and responsible management practices, whereby “last drinks” data is triangulated with ambulance and hospital data to enable police to specifically target the most problematic venues and locations. This enables Police to better utilize human and financial resources
3. A form of community action that mobilizes the major institutions and community groups with a stake in the problem.

### Project Phases

The process of development and operationalisation took place over 12 months in 2008, and is to be followed by second, 5-7 year phase to implement the design and evaluate its impact in selected sites.

#### Phase 1:

Once the comprehensive prevention model was developed it was operationalised in preparation for application (in Phase 2) to sites with various degrees of policing, regulation, and community involvement and partnerships.

- An extensive research plan including protocols and measurement tools has been developed.

- 
- A multi-method plan including a multi-parallel design and secondary analysis will be rolled out at individual sites in different order at 6 monthly intervals. This will allow us to evaluate each individual component as well as various “mixtures” of them.

## **Phase 2:**

The phase focuses on the implementation of the research design to test and evaluate the comprehensive model, across the five sites.

### **Site Selection for Testing the Model**

St Kilda in City of Port Phillip was selected for its level of preparedness and willingness to undertake the trialling of the model. Because different combinations and intensity of preventive strategies work best in different kinds of settings, it was necessary to determine what would works best at each site. To assist in this, and with key stakeholder involvement, we also reviewed the historical and contemporary context of each site by undertaking:

- a review of current policies, regulatory practices, legislation, and the quality of community partnerships at each site.
- a review of the site’s licensed environment (quantity and type) and the level of local alcohol-related problems from the perspective of stakeholders.
- a “snapshot” of alcohol-related violence and aggression from police data, hospital data and ambulance data. This information will also serve as base-line data when the model is tested later as part of the 5-year project.
- a review of the types and quality of data collection systems already in place at each site. Where some may not be available, we may negotiate to have collection systems established for the test period commencing in 2009.