

Alcohol Management Plan

Alcohol Management Plan (AMP) is a document that outlines strategies, procedures, and policies for managing the **sale, supply, and consumption of alcohol** at a licensed premises or event. It is often required by local councils, the District Licensing Committee (DLC), or the Police as part of the alcohol licensing process under the **Sale and Supply of Alcohol Act 2012**.

Purpose of an Alcohol Management Plan

The AMP is designed to:

- Promote **responsible alcohol consumption**.
 - Minimise **alcohol-related harm**.
 - Demonstrate compliance with the **object of the Act**: that alcohol is sold, supplied, and consumed safely and responsibly.
 - Ensure the **safety of patrons, staff, and the public**.
-

When is it required?

- For **special licences** (e.g., festivals, large events).
- For **on-licences** or **club licences** where the risk of harm is higher (nightclubs, bars, big venues).
- When requested by the **DLC** or **Police** as part of a licence application or renewal.



Host Responsibility

Identified risk	Risk level (LOW, MEDIUM or HIGH)	Risk management actions	Persons responsible	Resources / recording / outcomes
Consider		Consider		
Types of beverages available		Is the type of alcohol proposed suitable for the demographic of the audience? Will there be a sufficient range of low-alcohol products available? How will low-alcohol beverages be promoted?	Licensee? Duty manager? Security? POS staff?	
Pricing		Will the purchase price deter excessive consumption? Will lower- alcohol products be sold at a reduced price (recommended)?		
Number of serves		Is it appropriate to restrict the number of serves a person may buy at one time? Should it be reduced at any time? What happens if the levels of intoxication in the crowd rise? Is there a time that the points of sale should close? How will this be communicated to patrons?		

Drink containers		Consider the vessels that beverages will be served in. Will the vessels/ containers be opened on sale?		
Promotions		Will there be promotions? How this will be aimed at the audience (signage, PA broadcasts)? Is it appropriate for the event and demographic?		
Alcohol-free areas		Is it appropriate to have alcohol-free areas? How will these be monitored and by whom? How will the alcohol-permitted and alcohol-free areas be separated? Will there be monitoring to stop alcohol moving from one area to another?		
Availability of water		<p>Will water be freely available as required? Where will the water be located? Will it be adjacent to or within alcohol points of sale? Will there be sufficient cups? Who is responsible for replenishing supplies? Do you need lighting at the water station? Is it going to get muddy from water spilling?</p> <p>Public-Health-Guidance-for-Festival-and-Event-Organisers-Dec-2024.pdf</p>		
Evacuation Scheme		<p>Do you have an approved Fire evacuation scheme for the premises? Does your evacuation procedure account for patron inside and outside of the venue? When was your last trial evacuation or training program reported to FENZ.</p> <p>Evacuation Schemes and procedures Fire and Emergency New Zealand</p>		

Water Safety

Is your event around water?
Consider water safety tips and tricks to
prevent drowning
www.watersafetynz.org

Point of sale

Identified risk	Risk level (LOW, MEDIUM or HIGH)	Risk management actions	Persons responsible	Resources / recording / outcomes
Consider		Consider		
Number of outlets		Are there sufficient points of sale for the number of patrons anticipated?		
Location of outlets		Are the points of sale located close to food providers (recommended)? Are there water stations close by?		
Queuing		What provisions will there be for queues to alcohol points of sale? Who will monitor queues? What specifically will they be monitoring for? Minors? Intoxication? General behaviour? What protocols are in place in case of intoxication/bad behaviour?		
Signage		What signage will be on display? How will you promote 'more moderation – less harm' at the point of sale?		
Monitoring		How will POS be monitored? What protocols will be in place if patrons are deemed to be a person to whom alcohol should not be sold (intoxicated, minor, etc).		

Management & staffing		How will each POS be managed? What is the management hierarchy here? What is the POS manager responsible for? Who are the POS managers directly accountable to? Will they be liaising directly with security?		
Alcohol alternatives		What alcohol alternatives will be on sale at the POS? Is it age/demographically appropriate for the event? Are alcohol alternatives given a higher profile in signage and pricing at the POS?		
Staffing		Will sufficient staff be located at each POS for the number of patrons anticipated? What roles do the POS staff have? Will they be assessing patrons for intoxication and checking for ID? Who are the staff directly accountable to?		
Staff training		What training is given to staff prior to the event? Who will give this and what will it cover?		

Intoxication

Identified risk	Risk level (LOW, MEDIUM or HIGH)	Risk management actions	Persons responsible	Resources / recording / outcomes
Consider		Consider		
Monitoring		<p>Who will monitor patrons? How and where will they be monitored? Is there sufficient staff for monitoring?</p> <p>Is there a roving duty manager to monitor intox within the event (not just at point of sale)</p>		
Excessive consumption		<p>What steps will be put in place to stop excessive consumption?</p> <p>Will you have lower prices for low-alcohol beverages? Will you reduce the number of serves at a certain time?</p> <p>What time will the bar close?</p>		
Intoxicated patrons		<p>Who determines if patrons are intoxicated? Where will they go? What protocols will have you in place regarding intoxication?</p>		
Drink spiking		<p>Is the demographic of the crowd such that this is likely to occur?</p> <p>What/can steps will be taken to avoid this? How will the affected person be looked after and by whom?</p>		

Pre loading		Are there car parks near by where people are going to pre-load? Are security going to monitor outside the event		
-------------	--	--	--	--

Minors

Identified risk	Risk level (LOW, MEDIUM or HIGH)	Risk management actions	Persons responsible	Resources / recording / outcomes
Consider		Consider		
Designation of premises		Are the premises designated and, if so, are minors permitted on the premises? Are they permitted in the alcohol only areas? How will this be monitored/controlled?		
R18 events		Who will check ID? What types of ID will be accepted? What happens if a person is underage?		

Crowd Behaviour

Identified risk	Risk level (LOW, MEDIUM or HIGH)	Risk management actions	Persons responsible	Resources / recording / outcomes
Consider		Consider		
Disorder		What steps need to be taken to de-escalate? How will patron and staff safety be provided? Will the offenders be removed from the premises – if so, by whom? When are points of sale closed?		

Unruly behaviour		As above		
Fighting		As above		
Assaults		As above		
Riot		As above		
Crowd control		Making crowded places safe from attack is consistent with Te Tiriti o Waitangi(link is external) https://www.police.govt.nz/sites/default/files/publications/crowdedplaces-strategy-30092020.pdf		

Noise management

Identified risk	Risk level (LOW, MEDIUM or HIGH)	Risk management actions	Persons responsible	Resources / recording / outcomes
Consider		Consider		
Excessive noise from the event		Who will be responsible for the noise levels during the event? Will the noise levels be within District/Unitary Plan levels? Who will liaise with council noise officers if there are concerns?		

Noise from patrons coming to or leaving the event

Who will monitor patrons entering or leaving the event in terms of noise and behaviour? What protocols will be in place to avoid neighbour disturbance?

Event Management

Identified risk	Risk level (LOW, MEDIUM or HIGH)	Risk management actions	Persons responsible	Resources / recording / outcomes
Consider		Consider		
Toilets		Are there sufficient toilets for the numbers anticipated? How will queues be managed?		
Entrance/exit		Who will monitor the entry/exit? Will there be a bag check and amnesty bins? How will queues be managed? What processes will be in place to avoid patrons lingering after the event ends?		
Smoking areas		Will there be an external uncovered area for smokers? Will this area be monitored? Will there be sufficient containers for cigarette disposal? Is the smoking area in the licensed footprint?		
Rubbish		How will rubbish be disposed of? Will there be recycling bins? Where will the rubbish bins be placed – by food/beverage outlets? Will there be enough bins to avoid overflowing?		

Traffic management and parking		What steps are you proposing to ensure that traffic in the surrounding area will not be adversely affected? Is there adequate parking on site or close by?		
Alternative transport		Is there alternative transport that can be promoted before the event? Consider contacting transportation providers to advise of a potential increase in patrons before and after the event.		
Disabled access and facilities		Are there plans for disabled patrons – toilet facilities, viewing areas?		
St John		Is the event large enough that St John needs to be aware and attend on the evening? Will there be a place of safety set up for St John?		

Food

Food outlets		Who is responsible for ensuring ongoing availability of food		
Menu items		Procedures to be followed to ensure appropriate menu items remain available? Are they substantial menu items?		
Promotion		How will you promote food?		

Operational Structure

Identified risk	Risk level (LOW, MEDIUM or HIGH)	Risk management actions	Persons responsible	Resources / recording / outcomes
Consider		Consider		
Licensee		What will their role be? Will contact details be forwarded to agencies? Who will liaise with agencies before/ during/after the event?		
General manager		As above		
Duty managers and/or supervisors		As above Is it a requirement that duty managers or supervisors hold a Manager's Certificate or is an LCQ sufficient?		
Bar staff		What will their role be?		
Security		Will sufficient security be employed and will a separate security plan be required? Will security hold COA? Are crowd controllers required and if so, what responsibilities will they have? What's the ratio of COA to patrons?		

Tri-Agencies and Monitoring

Identified risk	Risk level (LOW, MEDIUM or HIGH)	Risk management actions	Persons responsible	Resources / recording / outcomes
Consider		Consider		
Police		Who will liaise with agencies before, during and after the event? Will the event warrant regular meetings with the agencies? If so, where? Is a meeting required following the event?		
Licensing Inspector		As above		
Medical Officer of Health		As above		
New Zealand Fire and Emergency		As above		
St John		As above		
Security		Will sufficient security be employed and will a separate security plan be required? Will security hold COA? Are crowd controllers required and if so, what responsibilities will they have?		

Attachments

Layout plan

Contact list of personal

Incident log template

Security plan