

Raumati Summer 2025

Alcohol licensing tips and reminders

Summer is here, which means raising a glass to warmer weather and longer days. Festive fun is high on the menu for many, with plenty of end-of-year work events as well as tourists arriving to enjoy our beautiful region and catch up with whānau. It's a busy time of year for the licence trade, so check out our tips and tricks to make it a successful summer season.



Have you got summer covered?

Now is the time to make sure you have enough staff - including certified duty managers - to cover the busy summer trading hours. If not, start recruiting before it's too late.

Don't forget to stay on top of induction and training for new employees so they understand their obligations under the [Sale and Supply of Alcohol Act 2012](#).

With some workers taking time off with whānau, acting or temporary managers may be at the helm. Remember to keep the [council](#) informed of any changes and keep your managers register updated in your toolkits.



Cheers to safe drinking

Hot weather mixed with alcohol can be a dangerous cocktail, so being prepared can make it a safe and fun time for everyone.

Follow these handy tips to reduce the risk of intoxication and keep your patrons safe this summer.

- **Have plenty of water available.**
- **Promote low and non-alcoholic options.**
- **Provide shaded seating or cool indoor areas.**

Your staff should be able to spot the signs of intoxication and intervene when necessary to help revellers enjoy themselves safely.



Ice, ice baby

If you are selling ice for human consumption, **MPI** requires you to hold a National Programme 1 food registration under the **Food Act 2014**. Inspectors can discuss this with you during routine compliance checks to ensure you have the necessary food registration to sell ice or can guide you on how to apply.



Play by the rules

Advertising and promotions involving alcohol have strict rules under the Sale and Supply of Alcohol Act 2012.

Section 237 prohibits promotions that encourage excessive drinking, including:

- Promotions where discounts of 25 per cent or more are visible from outside a premises, such as on social media or websites
- Free alcohol giveaways (except approved tastings)
 - Linking alcohol sales to prizes or gifts
 - Advertising that appeals to minors.

Licensees are legally responsible for any promotions run under their name, including those by staff or third parties. Breaches can lead to fines up to \$10,000, licence suspensions, or other penalties. Remember to review all advertising and promotions to ensure compliance, maintain host responsibility, and prevent sales to minors or intoxicated customers.



A licence to remember

It is the licence holder's responsibility to renew their licence on time.

While the council aims to send out reminders to licensees and managers, **the onus is on the applicant to reapply.**

If your licence expires before you reapply, you will not be able to sell alcohol until the new licence is granted.

Stand out from the crowd

Security guards must hold a Crowd Controllers Certificate of Acceptance (COA) to work at the door of any licensed premises.

Make sure the security staff you have employed at the door of your premises is a certified crowd controller and the COA is attached and visible for

If the renewal application is lodged before the expiry, you can continue to sell alcohol until a decision is made on your renewal.



inspection by police or licensing inspectors.

Having suitably qualified staff helps manage patrons at the door and ensures a safer and more enjoyable event.



Reach an accord

A big shout-out to those licensees who attend the quarterly alcohol accord sessions. This shows a commitment to your responsibilities under the Sale and Supply of Alcohol Act 2012.

An alcohol accord is a partnership between key stakeholders wanting to promote safer alcohol consumption.

Allowing your staff to attend these sessions can form part of their regular training. More information is available [here](#). To take part in a session, [email DLG@fndc.govt.nz](mailto:DLG@fndc.govt.nz)



Featured business

Twin Pines Manor

342 Puketona Road, Haruru

09 402 7005

Open Sunday, Monday, Thursday, Friday,

Saturday 1-pm-late

Closed Tues, Weds

[Facebook](#)

Got a question? Ask your inspectors.

Send your questions to DLG@fndc.govt.nz

Include the following information:

Subject: (e.g.) Q&A Newsletter

Location: (e.g.) Kaitiāia

Question: (e.g.) Where should my ON Licence be situated?

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