



LAE Supermarkets Pty Ltd

Alcohol Management Strategy

Overview

There is no doubt that the effects of Alcohol on the township of Alice Springs, and its impacts on the lives of Aboriginal people who either reside in, or visit Alice Springs, have been devastating. Consequences to the community arising from the high rates of Alcohol consumption are correspondingly high rates of murder, rape, domestic violence, communal violence, and child neglect. In addition there are a plethora of Alcohol related medical issues evident in the community, including diabetes, liver disease, heart disease and stroke, gastritis, dementia, and complete kidney failure. The wider community is impacted by what they call “Anti Social Behaviour” but what the Traditional Owners call “Anti Cultural Behaviour”, that is, acting in a manner which is inconsistent with our culture or being Aboriginal. This behaviour manifests itself in a number of ways, from “disorderly” conduct to serious property crimes.

Many Aboriginal and non-Aboriginal people have called for a better way to manage Alcohol related issues in Alice Springs, but so far there has been limited success in dealing with the problem at its source, that is, the management of Alcohol supply.

As the Traditional Owners (TO’s) of the Alice Springs region we are deeply convinced that the rhetoric which has accompanied the Alcohol debate must stop immediately, and that we, not only as the TO’s but also as Aboriginal people, need to be making the decisions and undertaking the actions necessary to address this issue. It is the only way in which we can change our lives and the lives of people around us, both Aboriginal and Non Aboriginal.

Often Aboriginal customers feel compromised when choosing between purchasing healthy food and purchasing liquor, particularly when family and friends frequent the vicinities near the liquor outlets and apply vast amounts of pressure to them to provide money for grog. It is with this in mind that we have developed the following Alcohol Management Plan.

Guiding Principles of the Strategy

There is at times a tension created by the need to stem the issues arising from Alcohol consumption and the supply of Alcohol and the simplistic and naïve response of “prohibition” or constriction of supply to a “select” number of outlets. This approach has failed time and time again around the world and is not one supported by the majority of literature on the subject and therefore the first Principle will be on the Responsible supply of Alcohol.

A second and compelling Principle is that The Lhere Artepe Group were supported through the Economic Program of the Aboriginal Benefits Account (ABA) in the purchase of the supermarkets and it is incumbent on us to run them in a manner consistent with the principles of the program and most importantly under the requirements of Australian Corporate Laws, by acting in the best interest of the company at all times as Directors of Company must legally do.

Statutory Liquor Licence Conditions

LAE Supermarkets Pty Ltd will at all times obey the statutory requirements of the Northern Territory’s **Liquor Act** and **Liquor Regulations** which include the conditions attached to the Liquor Licences of all 3 supermarkets. (**Attachment A**)

LAE Supermarkets Pty Ltd will also work cooperatively with the Northern Territory Government to implement its “a safe Territory” initiative to supplement its existing Alcohol Management Strategies. (**Attachment B**)

LAE Supermarkets Pty Ltd Internal Initiatives

LAE Supermarkets Pty Ltd will of its own accord establish a number of initiatives to supplement the efforts of various Agencies, both Government and Non-Government, to have a positive impact on the supply and consumption of Alcohol and which may include but are not limited to the following; placing internal restrictions on the operation of the liquor outlets, for example, removing cask wine from the shelves, restricting operating hours, enforcing early closing times, and operating liquor free days whereby shoppers can shop peacefully without being harassed by relatives.

Ongoing education will be a major initiative, particularly with regard to the issue of Alcohol Foetal Syndrome which is of major concern to the Aboriginal Community in Alice Springs. One of the main initiatives that we will be undertaking will be the refusal of service of alcohol to women who are obviously pregnant, whether they are Aboriginal or non-aboriginal. We will also undertake, in conjunction with medical service Auluka, an information and education program which will include having information available in the supermarkets in relation to Alcohol Foetal Syndrome.

Alcohol Advisory Committee

LAE Supermarkets Pty Ltd will establish an Alcohol Advisory Committee to the Board of Directors. Through this Committee we envisage establishing Alcohol education programs; to be run in conjunction with the above mentioned restrictions and the following groups (but not limited to) will be invited to participate:

- Peoples Alcohol Action Coalition
- Central Australian Aboriginal Congress
 - Alukura
 - Ingkintja
 - Grog Mob
- CAAPU
- DASA

Advertising

LAE Supermarkets Pty Ltd will restrict or do away with where possible all advertising (both internally and externally) on the “floor” or walls of all the supermarkets. LAE Supermarkets Pty Ltd will not advertise any “specials” i.e. 2 for 1 which promote excessive consumption of Alcohol.

LAE Supermarkets Pty Ltd acknowledges it must abide by any Franchise Agreements which it has entered into for the provision of “goods” however where possible it will negotiate to minimise any impact while holding to the philosophy of the principles of this strategy.

Responsible Service of Alcohol

LAE Supermarkets Pty Ltd will ensure that all its staff who deal with Alcohol are fully trained in the requirements of the Liquor Licences as well in the LAE Supermarkets Pty Ltd “Responsible Service of Alcohol” Policy which will be developed in conjunction with the Alcohol Advisory Committee

LAE Supermarkets Pty Ltd will implement either a 1 or 2 “Strikes” and you’re “out” policy for the “Responsible Service of Alcohol” subject to the gravity of the offence both from an internal policy perspective as well as the NT Liquor Act.

Cooperation with other Agencies

LAE Supermarkets Pty Ltd will seek to establish cooperative relationships with the following entities and their programs so a coordinated and integrated approach can be achieved in relation to creating an Aboriginal controlled Economic entity that is having a positive effect on the health and well being of the wider Alice Springs community through the “Responsible Service of Alcohol”.

- Central Australian Aboriginal Congress
- Central Australian Legal Aid
- DASA
- CAAPU
- Tangentyere
- NT Police

LAE Supermarkets Pty Ltd is of the view that we could make it possible for some of these Agencies to bring their initial contact with their client group into the supermarket precincts with little or no disruption to the business activities.

This would be done by inviting the substance abuse agencies to put “stalls”, flyers, pamphlets, etc... at the supermarkets on a rotating basis. CAAC programs such as nutrition, healthy living, Alukura, means health, etc... could move with in the supermarkets talking to potential clients.

All of these interactions would be monitored and assessed by the Alcohol Advisory Committee and changes or recommendations would then be made to the Board of LAE Supermarkets Pty Ltd for inclusion or changed operation.

ATTACHMENT A

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ATTACHMENT B

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