

ALCOHOL MANAGEMENT PLAN

Strawberry Fields Festival

16 November - 19 November 2017

Lower River Road, Tocumwal NSW

Prepared for Berrigan Shire Council

By

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This Document is an overview and summary of plans for the proposed Strawberry Fields Festival. It contains an overview of the proposed event, background & historical operation, Operational management plan, operational infrastructure other key information

Document Control:

Version #	Date	Description	Author
V1	June 11, 2017	Reworking of 2016 Alcohol MGMT Plan with consideration to Stakeholder feedback to 2016 Event	Jeffrey Moss/Tara Benney

1. Description of Event

Strawberry Fields is a boutique music & arts festival in late November that has been running for 7 years. All tickets are general admission with temporary stages erected as well as a market area vending merchandise, food and beverages. It is estimated that 6,000 persons will attend the event over three days. The maximum number of tickets for sale is 6,000.

2. Description of Bar Operation

The bar operation will be minimal and boutique and is geared toward an audience who prefer small batch and craft ciders & beers. See Annexure 1 for examples of similar bar environments. It is proposed that beer and cider in plastic cups (4% or less), standard mixed spirits in plastic cups, free & bottled water, and soft drinks will be served during the event.

No shots, wine or high strength cocktails will be served.

3. Operating Times

The proposed bar operating times will be consistent with the existing operating hours of the license being transferred, i.e.

Friday 17 November – 12:00pm – 12:00am

Saturday 18 November – 10:00am – 12:00am

Sunday 19 November – 10:00am – 8:00pm

4. Key Points to Ensure the Safe Service of Alcohol

- All staff serving alcohol follow the 'Responsible Service of Alcohol' and ensure these practices are abided by at all times and have the right to refuse service to any patron
- Bar manager/Licensee have over 10 years experience in these types of events and must have completed "Liquor Licensing for Licensees" course.
- Security Operations Manager is ex-police officer with many years experience with managing security and RSA at large events of this type
- No intoxicated customers will be served
- Maximum of 2 alcoholic drinks will be served in one transaction
- All alcohol will be served in opened containers and no glass will be served
- Free water will be readily available within the venue
- Food is readily available on site for the duration of the event
- Security and Bar RSA staff to check patrons on entrance to bar area for intoxication.
- Bottled water and soft drinks are provided for sale and guests are able to bring with them sealed bottled water
- All restrictions will be reviewed by licensee, police, security & promoter throughout the event to ensure RSA practices are being followed at all times.
- Bar area to be enclosed with appropriate barriers to control who comes in and out of bar
- All bars will have a designated manager who is responsible for the operation of that bar
- They will have radio access to the licensee, security and site manager
- Regular crowd monitoring to determine if license conditions require review

5. Protocols for Venue Entrance

Security staff at the gate will ensure:

- Responsibility for the systematic and thorough screening of all patrons and baggage entering the venue
- Thorough searches of bags conducted to ensure BYO alcohol above one slab of cans per vehicle and any glass do not enter the venue
- Adoption of proper search techniques
- Detection of persons in possession of alcohol. Address situation.
- Detection of persons affected by alcohol. Assessment.
- Early intervention strategies.
- Detection of intoxicated persons. Entry refusal. Options.
- Detection and prevention of alcohol being secreted on body or within clothing in attempts to counter searching of 'bags only' at entry points.
- Prevention of alcohol sold or supplied under the liquor license issued for the event leaving the venue through exit points.
- RSA signage on display at entry point.

6. Bar Infrastructure

- Sufficient illumination at the point of entry to create a suitable level of visibility for proper screening of patrons and responsible service of alcohol. (This is very relevant after night fall.)
- All appropriate signage displayed.
- Placement of sufficient rubbish receptacles for disposal of alcohol containers by queuing patrons.

7. Bar Supervisors

- Supervision of bar staff to ensure adherence to the principles of RSA.
- Provision of support for bar staff when dealing with patrons who have been refused service.
- Supervision of RSA marshals to ensure active performance of duties.
- Liaise with security staff present.
- Detection of secondary supply of alcohol to persons appearing to be intoxicated.
- Report directly to Licensee/Bar Manager

8. Bar Staff

- RSA trained where engaged in service of alcohol to patrons.
- Skilled and experienced in the assessment of intoxication. Early intervention strategies where appropriate. Refusal of service of alcohol where identified as intoxicated.
- Detection of persons U/18 yrs attempting to obtain alcohol. ID checks where required.
- Detection of secondary supply of alcohol to persons appearing to be intoxicated or U/18years.
- Support structures and mechanisms in place for dealing with patrons who, when refused service for intoxication, become intimidating and aggressive. Bar supervisor and security assistance. Removal plan. Sufficient resources present for execution. Ensure these support structures are known to bar staff. Training/ rehearsal if required.

9. Bar Security

- Sufficient security presence to properly screen and assess patrons for intoxication.
- Numbers should be in correlation to volume and rate of service at the point of sale.
- Diligent and vigilant execution of duties.
- Detection of persons affected by alcohol. Assessment. Early intervention strategies.
- Detection of intoxicated patrons. Options inc. removal.
- Detection of U/18 persons possessing/consuming alcohol. Appropriate options.
- Detection of secondary supply of alcohol to persons appearing to be intoxicated or U/18years.
- Consideration to rotation of personnel to maintain high standard of assessments.
- RSA Marshalls active within the bar area.
- High visibility clothing clearly branded RSA.
- Operating between the screened entry to the bar area and the point of sale.
- Diligent and vigilant execution of RSA duties.

10. Overall Security

The Event will ensure Professional security guards are present during the hours of the event with the final number depending on the final number of patrons. Security personnel are well briefed prior to gates opening, and wear clearly identifiable uniforms. All security and event organisers are supplied with a 2-way radio communication system. All incidents will be radioed through to the Event Control Organisation (ECO) immediately.

Numerous personnel will be positioned right around the venue itself observing the behaviour of patrons at all times and identify any illegal BYO alcohol. Security personnel are also located around the perimeter and other key points such as behind stage. Security are engaged from the previous day of the show until after all patrons have left the site.

11. Regular Crowd Assessment

There are many factors that can influence the crowd intoxication, including weather, crowd demographic, genre of entertainment, age, gender %, crowd density, patron satisfaction, screening success, venue layout, RSA measures etc... Therefore, a regular 'walk through' of the venue with licensee and security and/or police to identify any issues within the crowd is very important to determine if the conditions of the license need to be altered throughout the event.

12. Signage

All alcohol restrictions will be clearly outlined on signs in all bar areas and will be visible by all patrons. The liquor licensing regulations will also be available at all bar outlets. See Annexure 2 for examples.

13. Lighting

Site Lighting will be provided by generator powered units in the Car and Coach Parking Areas and walkways to/from the concert site. All the beverage, food & merchandise marquees will have sufficient lighting inside and outside. The toilet areas will have sufficient single light stands.

14. Toilet Facilities

Toilets will be provided for general admission patrons plus super flush toilets for the VIP area and Disabled toilet facilities. Toilet monitors will regularly clean and resupply with toilet paper. The final number of toilets to be provided will depend on the final number of patrons.

15. First Aid

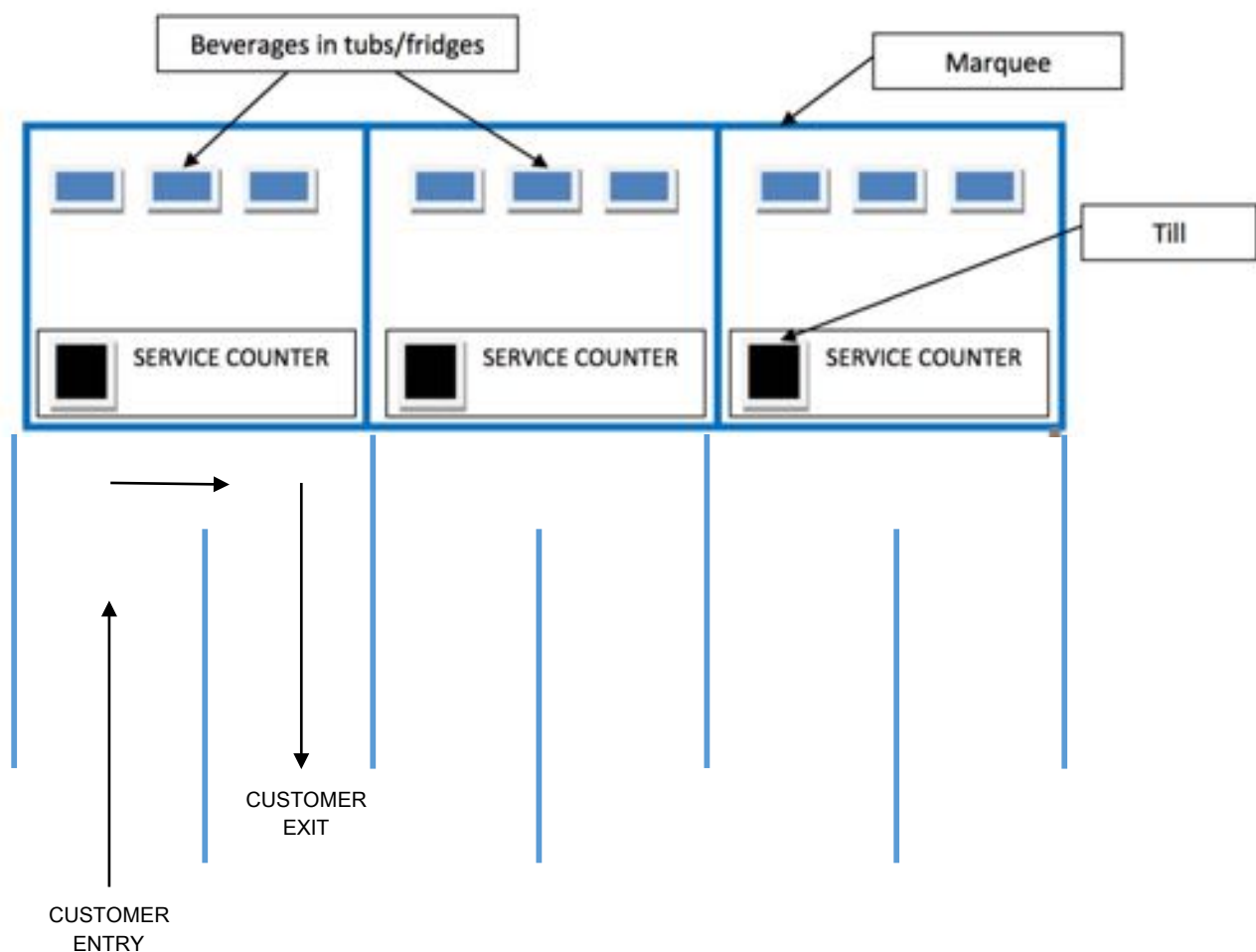
Colbrow Medical Services will attend the event with a sophisticated triage and medical facility staffed by qualified personnel. For further information please see *SFF Medical Management Plan 2017*.

16. Insurance

Public Liability Insurance for the sum of \$20,000,000 is held by the Promoters for each event.

17. Retail Bar Operation Example

Controlled and orderly single file customer entry allow for more effective patron screening and RSA compliance. There will be enough room for queuing at each service point without getting overcrowded.



Annexure 1: Examples of Similar Bar Environments – Small Scale Boutique Provider



Annexure 2: Examples of Key Signage

2A) Sign 1L – Under 18s not to be served alcohol

Required by: All premises



2B) Sign 8L – Front of premises sign

Required by: All premises

Displayed at the main entrance and all bar locations to identify:

- the name of your premises
- the type of liquor licence you hold
- the name of your licensee