

Alcohol Control Bylaw

Communications Plan - 6 June 2018

Context

All councils are required to review their Alcohol Control Bylaws under the amendment to Local Government Act (LGA) in 2012, by 18 December 2018.

There is now a greater responsibility on councils to justify alcohol bans. A ban must be a reasonable limitation on rights and freedoms and there must be evidence of a high level of crime or disorder that is caused by alcohol consumption. Any bylaw must be appropriate and proportionate in the light of the crime or disorder. Previously, councils had only to prove alcohol would be present in a public place on a specified day and that it was likely to lead to disorder or offensive behaviour, fighting or assault.

Objectives

To encourage public participation in the review of the Alcohol Control Bylaw through the public consultation process.

Strategy

To play on the "Booze Ban Island" built by drinkers in Tairua estuary on New Year's Eve to grab attention and build awareness of the bylaw consultation.

Audiences

Residents, out-of-district ratepayers, ratepayer groups, police, iwi and Māori in the district, event organisers, NZMCA, and DOC.

Engagement with Māori in the Thames-Coromandel district

Staff will write to all iwi and hapū on Council's register of Māori, the Hauraki Māori Trust Board and Te Korowai Hauora o Hauraki seeking feedback on the proposal and offering the chance to meet with staff and elected members to discuss the proposal further if required.

Messages

- "Booze ban island" got international attention last New Year's. If you live in or visit the Coromandel, you have a chance to have your say on our new Alcohol Control Bylaw because it's under review.
- This is a chance to have your say on temporary and permanent alcohol bans around the district.
- Key points in proposed bylaw:
 - New revised town centre areas (as mapped) which have 24/7, 365 days a year ban.
 - Beaches on the East Coast (as mapped) reduced to 7pm to 7am over the peak period from 20 Dec to 9 Feb.
 - We have included a new exemption for self-contained vehicles in the bylaw which enables those who met the definition and requirements to be able to consume

alcohol in their vehicles when parked in designated freedom camping areas (as per the freedom camping bylaw).

Communication channels:

- Paid channels: newspaper and radio advertising. Use our existing schedule of "Our Coromandel" print advertisements plus some of the Mayor's scheduled radio spots. Options for online advertising, including promoted Facebook posts will be considered. Radio advertising will include advertising in te reo Māori through Ngā Iwi FM.
- Earned: Engage media outlets to pick up the story through playing on the "Booze Ban Island".
- Social media
- Owned channels: TCDC website and email newsletters. News releases on website and email newsletters at key stages.

Bylaw timeline:

- 26 June: Council resolves to review bylaw.
- 29 June - 30 July: Public consultation period.
- 28 August: Hearings on submissions.
- 18 September: Council deliberations.
- 30 October: Bylaw adopted by Council.
- 18 December: Bylaw takes effect.

Media schedule:

- By 29 June: Create Have Your Say landing page with information about the bylaw review and that links to an interactive digital map showing the proposed alcohol ban areas. All comms will link back to this page and the digital map. The digital map will be updated and added to the bylaw page once the final bylaw is adopted.
- TCDC news releases on website and email newsletter:
 - 29 June: Announce bylaw review and consultation about to open
 - Week of 23 July: consultation about to close
 - 30 October: bylaw adopted
 - 18 December: bylaw takes effect
- Social media: Regular posts through the consultation period. Boosted posts to hit Auckland and Hamilton markets if budget provided. Further posts once bylaw adopted and when bylaw takes effect
- Scheduled "Our Coromandel" print ads:
 - Mercury Bay Informer: 11 + 24 July; 6 Nov; 18 + 31 Dec
 - Coastal News: 19 July; 22 Nov; 20 Dec; 31 Jan
 - Hauraki Herald: 6 + 20 July; 9 Nov; 21 + 28 Dec; 1 Feb
 - Coromandel Town Chronicle: July issue content due 18 June; Dec issue content due mid Nov.
 - Matarangi Beach Paper: Nov, Dec, Jan issues.
- Scheduled Mayor Sandra radio spots (use is at Communications Manager's discretion):
 - 28 June, 23 July; again in Dec 13 or 20

- Additional radio advertising: to be booked through Communications Team when budget is made available:
 - MoreFM and Breeze Coromandel: \$22.50 + GST per scripted ad.
 - Nga Iwi FM: \$15 + GST + \$50 translation fee per scripted ad.