

Annual Report

2010

REPORT OF THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND
FOR THE YEAR ENDED 30 JUNE 2010

*Presented to the House of Representatives
pursuant to Section 38 (1) and (2)
of the Alcohol Advisory Council Act 1976*



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ADDRESS FROM THE CHAIR

This past year has seen significant changes at the Council with my appointment as Chair and the appointment of two new Council members.

I would like to pay tribute to the previous Chair, Peter Glensor, and the departing members of the ALAC Council. They have left a firm foundation upon which the new Council can build.

This is an exciting time for me personally as I take over the leadership of ALAC, and indeed an exciting time for all those involved in alcohol issues. We have now an historic opportunity through the Law Commission's review of the country's alcohol laws to achieve the changes we need to support a moderate drinking culture.

The harm caused by the misuse of alcohol has huge impacts on individuals, families, friends, work colleagues and communities. The financial cost of alcohol harm is estimated to be in the billions. Reducing the level of alcohol harm will reduce economic and social costs to society, make communities safer and make New Zealand a better place for us all.

We believe the set of complementary proposals put forward by the Commission provides a firm platform for an Act that can deliver on that primary objective.

Since becoming Chair of ALAC I have more clearly recognised the complexity of the issue and how changes have to be made at a number of levels if we are to reduce the harm caused by alcohol.

Therefore, reviewing the law is not enough. As a whole community we need to be taking a fresh look at why and how we drink, and be prepared to make real changes. Because alcohol impacts on society in a number of ways, many agencies have an interest and a role to play in reducing harm. Collaboration at all levels of operation is an

important ingredient in the alcohol arena.

Therefore, ALAC must be connecting with government and non-government agencies, industry, individual people, whānau and communities.

I am very pleased with our progress. I look forward to our forging relationships with new stakeholders, individuals and organisations in the year ahead to bring about the needed changes to New Zealand's drinking culture.

I thank Council members, CEO Gerard Vaughan and the secretariat for the skills and energy they bring to the task, and I look forward to a further fruitful year.



A handwritten signature in black ink that reads "Rea Wikaira". The signature is fluid and cursive, with a small flourish at the end.

Rea Wikaira

Council Chair

MANAGEMENT REPORT

From the Chief Executive Officer

The past year has again been a very busy one for ALAC as alcohol issues continued to feature prominently on the New Zealand landscape.

The interest in alcohol has been intensified by the Law Commission's review of our alcohol laws – the first major review in more than 20 years. We supported the Commission in its work through the secondment of a staff member to the Commission. At the same time we reviewed and sharpened our own policies to ensure they are robust and evidence based.

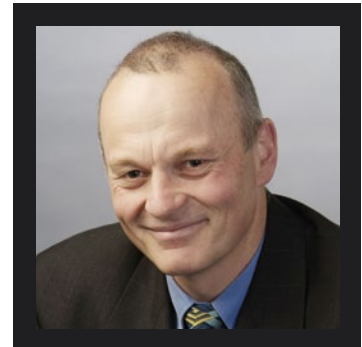
While individual responsibility of drinkers is important, the decisions drinkers make are influenced by the social and physical environment they drink in. This means that the solutions sit not just with drinkers, but with a broad range of groups and individuals, including governments that make laws, agencies that enforce laws, commercial operators that produce and sell alcohol and those who set or reinforce the values and norms by which we live.

We have continued to work to ensure that hosts and providers within a wide range of settings adopt practices that result in responsible drinking. We have provided support to agencies responsible for enforcing regulations, including New Zealand Police, district licensing agencies (DLAs), the Liquor Licensing Authority (LLA), liquor licensing inspectors, public health workers and industry representatives.

For various reasons, Māori, Pacific peoples and young people experience proportionately more alcohol harm than others. In collaboration with partner agencies and community stakeholders, we have produced action plans to guide efforts to reduce alcohol harm for these groups, with implementation led by three positions in ALAC.

Ensuring that people who are experiencing alcohol-related

problems are able to access the help they need is critical for reducing the ongoing impact that alcohol may have on the life of that individual and their



whānau. Most people at some stage of their lives access services in the health and/or wider social sector, or may come into contact with the justice system as a result of their drinking. Therefore, it's important that there is a range of alcohol interventions, including early/brief interventions and family-based interventions, available within health and non-health settings.

ALAC is well placed to contribute to building the knowledge base and providing expertise on alcohol interventions. While ALAC still plays a role in supporting specialist addiction services, we have increased our focus on primary prevention and early intervention owing to the substantial medical evidence that shows the effectiveness of early and brief interventions in reducing alcohol harm. Included in this range of measures is the Alcohol Drug Helpline that we jointly fund with the Ministry of Health.

A major challenge in achieving changes to New Zealand's drinking culture, on top of changes to our laws, is that the harmful aspects of it are deeply embedded in our collective norms, habits and values, which are also reflected in our current public policy settings, laws and drinking environments. We use mass communications and national marketing to hold a mirror to the existing social norms and show people how they can change. In the past year we embarked on a new phase of our national marketing.

This current phase of activity builds on the positive results of our previous work and aims to support and encourage people to take action on the issue of drinking too much – for themselves or for the people they care about. The focus of the campaign is on giving people the tools and confidence to do things to prevent themselves and the people they care about drinking to excess and experiencing harm – from the way they set up and host drinking occasions to talking to someone they care about if they're worried about their drinking.

We also recognise the importance of supporting local communities to find local solutions to alcohol-related harm and have a specific fund dedicated to supporting local action.

We work to ensure that alcohol policies, laws and programmes are evidence-informed by providing policy, research and other expert advice on alcohol-related matters. This includes making submissions, for example on changes to the Sale of Liquor Act and contributing to the Drivers of Crime work. We also work collaboratively with other agencies to improve the validity and reliability of alcohol data.

We are a small, autonomous Crown entity made up of 32 staff located in three regions. Because alcohol impacts on society in a number of ways, many agencies have an interest and a role to play in reducing harm. Collaboration at all levels of operation is essential to the way we work.



Gerard Vaughan

Chief Executive Officer

OUR OUTCOMES FRAMEWORK

The outcomes framework in ALAC's Statement of Intent 2009-2012 has been used to guide the direction of our work over the last year. This framework includes our overall outcomes of:

- :: New Zealand communities experience less alcohol harm
- :: New Zealanders drink more responsibly in environments that support this (ie reduced alcohol misuse).


We work towards making positive impacts in the drinking culture, in supportive environments, in sector ownership, and within our priority populations and local communities. Our identified medium-term outputs were activities across the areas of:

- :: policy analysis
- :: national marketing communications
- :: support community action
- :: cross sector collaboration
- :: provision of tools and resources
- :: strategy implementation.

The following pages outline ALAC's achievements against each of these medium-term outputs.

POLICY ANALYSIS

Our presence in the policy and legislative arenas has grown in the past year owing to an increased focus on alcohol issues and concerns about what can be done to effect positive change at both national and local levels. We have been sought out for our advice and support by various stakeholders, including community organisations, alcohol advocacy groups, local government



and government departments and entities. Our major policy work was our involvement in the Law Commission's review of the sale and supply of liquor. Other areas of work included contributing to the Government's Drivers of Crime work programme, providing advice on the World Health Organization's draft global alcohol strategy, and contributing to actions for preventing fetal alcohol spectrum disorder (FASD), reviewing ALAC's drinking guidelines and making submissions on the review of food labelling and to local authorities. We have also appeared before the Health Select Committee to present our views and work on alcohol issues.

Law Commission review

We were closely involved in the Law Commission's review of the sale and supply of liquor laws and worked with the Ministry of Justice and other government departments and entities in preparation for legislative change. We provided policy support to the Commission's work through the full-time secondment of one of our principal policy advisors and through the provision of information and research. We also assisted the Commission with its public consultation process and completed a substantial submission analysing the Commission's legislative proposals and presenting our views on the way forward. We received positive feedback from the Commission and were congratulated for its quality and robustness.

Drivers of Crime

In October 2009, Cabinet agreed to cross-government action on 'Addressing the Drivers of Crime' and that it should initially focus on four priority areas. One of these areas is aimed at reducing the harm from alcohol and improving the availability and accessibility of alcohol and drug treatment services. ALAC is part of the interagency group working on this priority area and is leading work on

the development of a comprehensive alcohol monitoring framework.

NATIONAL MARKETING COMMUNICATIONS

Marketing is one of many tools we use in our work to reduce alcohol-related harm in New Zealand. The focus of ALAC's current national marketing campaign is on giving people the tools and confidence to do things to prevent themselves and the people they care about drinking to excess and experiencing harm.

The latest phase of the campaign was launched on 7 April 2010 with the first of three new television commercials going to air. The other two commercials in the series went to air in early May and June, and print advertising in both newspapers and magazines was introduced in June. The television advertising component of the campaign shows the conversations people can have if they are worried about the drinking of people they care about.

To complement the advertisements, we also provided people with tips and information in the lead-up to their next social occasions to remind them of the range of things they can do to manage the use of alcohol. This information is aimed at people hosting social gatherings at home and encourages them to think about practical things, such as providing low-alcohol and interesting non-alcohol drinks, providing substantial food, planning to do more than just drink and setting their expectations about drinking.

The Alcohol Drug Helpline number is promoted through the television and other advertising as a contact point for people who want to talk to someone about either their own drinking or the drinking of people they care about.

In the lead-up to the campaign launch, ALAC met with a range of national and community stakeholders to share the marketing approach and specific advertising work. As a result, a number of these groups linked their activities with the campaign launch through media statements and local events.

Initial feedback and results show the campaign has started well, with a 27 percent increase in calls to the Alcohol Drug Helpline in April and May compared with the same time in 2008/2009.

In late 2009, we funded an episode of the interactive online drama series Reservoir Hill, aimed at 13- to 16-year-olds (episodes are available online at <http://tvnz.co.nz/reservoir-hill/ta-ent-index-group-2985476>). ALAC's episode focused on two main characters going to a party, having decided to not drink too much and to stay together – and the night that unfolded when they didn't stick to their plan.

The series has recently won an International Digital Emmy Award. The show is still available online. It also screened as a 1.5-hour movie on TV2 in May 2010. The online series screened on tvnz.co.nz during October and November 2009. Through the series' Bebo page and viewers' ability to text the main character with advice, we engaged young people in the issue of looking after their friends around alcohol.

Media

A key component of our efforts to change the way we drink is the use of free media both to educate and inform the public and to keep the national conversation on alcohol to the forefront. Through our media work we keep the debate alive in both the public and political arenas.

The most regular coverage in the past year has been on the Law Commission's review of the sale and supply of liquor.

Other issues have related to licensing hours, the availability, price and advertising of alcohol, the blood alcohol content (BAC) levels for drivers, and communities having their say on the number and location of liquor outlets.

SUPPORT COMMUNITY ACTION

ALAC continued to fund community action projects through our Community Action on Alcohol Fund (CAAF), which we established in 2009. The Fund gives preference to community action projects that:

- :: target ALAC's priority populations (ie Māori, Pacific peoples and young people)
- :: assist ALAC's strategic direction by making our messages relevant to local communities in a way that promotes community action
- :: build local leadership and community ownership and commitment to the prevention of alcohol-related harm and support local change
- :: encourage community organisations to work collaboratively to prevent alcohol-related harm.

The overall emphasis is on creating sustainable community action on alcohol issues and partnering with communities to make a change rather than just being a core funder. During the year communities have become more aware of the impacts of alcohol-related harm in their localities, which gave us a number of opportunities to work more closely with communities on local issues.

We have commissioned a three-year evaluation of our community funding initiatives, which will assess the extent to which the new community-based funding approach is contributing to achieving its objectives and ALAC's strategic direction.

CROSS SECTOR COLLABORATION

Improving stakeholder relationships

We have continued to improve our relationships with our key partners and developed and maintained new relationships across the government, non-government and community sectors to facilitate good cross sector collaboration. We have worked closely with the Ministries of Health and Justice and other government agencies such as New Zealand Police and ACC on alcohol-related issues and strategies. We have also built good regional and community-based networks, including relationships with hapū/iwi, Pacific communities, young people and industry through the work of our regional managers, priority population managers and specialist project managers in environments and settings, community action and local government.

We have been actively engaging with a number of organisations to ensure a wider range of settings are supported to provide responsible drinking environments, including public and private drinking environments and workplaces. We have been working with the Royal New Zealand Air Force which is both an employment setting and a place where people spend non-work time.

The valuable community networks that we have built over the years have enabled us to assist others with their community consultation processes (eg the Law Commission's public consultation on its review) and to ensure that our key strategies and action plans reflect community realities.

In May 2010, we held the **ALAC Working Together Conference** which brought together more than 300 people from organisations such as New Zealand Police, health sector agencies, licensing agencies, community representatives, industry representatives and researchers.

Fitting the theme of 'Time for Action', the Conference highlighted strategies and tools to help communities and agencies take action. It also highlighted promising projects in community action, the health sector, law enforcement and research and delivered an informative and well received programme for a broad audience of professionals working in the field of alcohol harm reduction.

We have also partnered with and supported conferences and forums held by other agencies and stakeholders that have brought together people with a common focus on working together to reduce alcohol harm. This has included support for:

- :: the Students Against Violence conference
- :: nine fono culminating in a 'Pacific Champions of Change' summit in Auckland
- :: 2009 Cutting Edge conference hosted by DAPAANZ (the Drug and Alcohol Practitioners' Association)
- :: the training of police alcohol harm reduction officers – to develop their lead and specialist role of enforcement action on breaches of the conditions of the Sale of Liquor Act.

ALAC led the **national working group for the management of alcohol at large events**, comprising a stable membership of statutory agencies chiefly concerned with applying and enforcing the conditions for large events. The group is made up of New Zealand Police, local authorities, health agencies and a security provider and assisted with developing and refining a set of standard conditions to be applied to large events across New Zealand. The group has welcomed participation from other parties such as venue owners and operations managers, event chief executives, Rugby New Zealand 2011 Limited (Rugby

World Cup 2011), the Ministry of Economic Development and council planning staff.

Guidelines for Managing Alcohol at Large Events 2010 (an update of the Guidelines for the Management of Alcohol at Large-Scale Public Events 2008), have been produced to assist agencies apply a consistent range of conditions to liquor licences across New Zealand.

Local government

We recognise the important role that local authorities play in reducing alcohol-related harm in their communities. We have worked with local authorities to encourage them to build local partnerships – with health organisations, Police, licensees, social service organisations, community organisations, local Māori and other population groups. We have also contributed advice and submissions on aspects of local authorities' alcohol-related work. Examples include the Local Government (Auckland Council) Bill associated with Auckland Super City, alcohol action plans and important issues before the Liquor Licensing Authority. We also supported an inter-sectoral group which is focused on reducing alcohol-related harm in the greater Auckland region with its submission to the Auckland Social Policy Forum.


Health sector

We work to develop and maintain good working relationships with health organisations and individuals working within the health sector because of their considerable involvement in the prevention and treatment of alcohol-related harm. Health professionals have an important role in providing systematic screening and advice (often called brief interventions) to people in their care to encourage them to make changes to the amount and frequency of their drinking and to refer those that need specialist help to addiction treatment services.

Consistent advice from health professionals that 'there is no known safe level of alcohol use at any stage of pregnancy' is particularly important.

We have funded and are evaluating a number of initiatives to better support general practitioners and emergency department clinicians to undertake brief interventions. These include the following projects:

- :: An ABC approach to alcohol risk and problem drinking in general practice** - we supported a primary care pilot in Whanganui general practice to implement the ABC system (ask the question; provide a brief intervention; and offer cessation treatment) used in the region for a successful smoking cessation project to prompt also for alcohol use. The reminder for GPs and practice nurses to ask about alcohol use is through a computer system already utilised by the practices. The pilot will evaluate uptake among the region's general practices and assess the applicability of the ABC approach to alcohol risk and problem drinking.
- :: Workshop with emergency department to increase the use of brief interventions in emergency departments** - This was a practical workshop aimed at increasing clinicians' skills in dealing effectively with patients whose presentations are related to alcohol. It provided clinicians with an opportunity to learn from experts who were actively working to reduce the burden of acute and chronic alcohol-related harm in emergency departments.
- :: Electronic screening and brief intervention (e-SBI) trial in seven university campuses** - This trial was conducted anonymously in June 2010 with more than 5,000 students (1,791 Māori and 3,296 non-Māori). It involved little or no clinician contact.



A follow-up assessment is planned for December 2010. The project is being conducted by the University of Otago and to date has involved the participation of seven out of the eight New Zealand universities.

We have continued, in partnership with the Ministry of Health, to fund a national **Alcohol Drug Helpline** for those with alcohol and drug problems. The service is delivered by the Alcohol Drug Association of New Zealand. It is a national 0800 telephone service that operates 12 hours a day (10am to 10pm), seven days a week, and provides immediate access to expert help and support, information, interventions and referrals to treatment services for people with drinking or drug problems.

The Helpline has recorded significant growth in its call numbers in the past 12 months. Alcohol-related calls made up 75 percent of all calls. The most significant increase in calls to the Helpline in the past year was by Māori (an increase of 15 percent) and Pacific peoples (an increase of 12 percent). In August 2009 Māori and Pasifika lines were established and counsellors with specialist cultural knowledge were recruited to staff these lines.

A new Helpline website has been established that provides callers, significant others and professionals with access to a range of alcohol and drug information, contact details for support agencies and other resources. An email facility is also available so that service users can contact Helpline staff. Service users can also speak to Helpline counsellors online.

Working with industry

We work with industry groups on a number of fronts. A key aspect of our approach is to explore opportunities for working with industry to minimise alcohol harm and lead

a change in the New Zealand drinking culture.

The licensed trade (including certified managers, licensees and staff of licensed premises) is legally required to 'contribute to a reduction of liquor abuse' (object of the Sale of Liquor Act), and practical support from ALAC to assist its contribution is, therefore, warranted and appropriate. We have produced a range of resources to assist the hospitality industry to meet its requirements, such as host responsibility guidelines, promotions protocols, signage, and information and advice specifically aimed at preventing intoxication.

We have actively supported Hospitality Association of New Zealand (HANZ) to take a leadership role among its membership to lift the standard of host responsibility on licensed premises. In the past year we have supported the annual HANZ 'Excellence in Host Responsibility Award' as well as local regional hospitality excellence awards. Our support of HANZ gave us the opportunity to build the criteria for the award.

During the year we initiated a stocktake of alcohol accords throughout New Zealand. Accords give industry participants the opportunity to find solutions and work together with statutory agencies to reduce the impacts of alcohol misuse in their communities. These accords are well represented by proactive hospitality venue and liquor retail operators, who often provide practical points of view on some of the solutions to liquor abuse matters.

We met regularly with industry representatives and, while on occasion this required challenging some industry practices, the industry is an important part of the alcohol environment in which ALAC works and an important part of solutions. ALAC has also met through the year with representatives from the retail, producer and hospitality groups to communicate ALAC's policy positions on

various alcohol matters and to give feedback on their approaches to minimising harm.

PROVISION OF TOOLS AND RESOURCES

ALAC has updated, produced and funded a range of tools and resources to help reduce alcohol-related harm. These include pamphlets, posters, booklets, DVDs, training packs and online resources. The following are examples of our online resources:

:: *Like a drink?* a new web-based tool to help teenagers and young adults change their drinking.

It showcases the real stories of 10 young people as they talk about their experiences with alcohol. The resource (www.likeadrink.org.nz) offers interactive self-assessment tools, encouragement to change and links to further help. It offers insights into a wide range of subjects, topics and themes.

:: *Where's the line?* - an on-line tool with guidelines on the various stages of intoxication.

This resource (www.wherestheline.org.nz) is an education tool to help people working in licensed premise to deal with and recognise the signs of impending intoxication as it is against the law to sell or supply alcohol to an intoxicated person.

RESEARCH

We have commissioned a range of research projects on aspects of alcohol use, its sale and supply and on the prevention of harm as well as the purchase of data and information to monitor our progress and effectiveness in achieving our work. Evaluations have also been undertaken or begun of initiatives that we funded in the community and in health sector. The following are examples of some these research projects:

- :: *Liquor outlets in Manukau City* –** this is a two year project undertaken by the Population Studies Centre, University of Waikato, which looks at the impacts of extra liquor outlets in Manukau City. The project is near completion and was also supported by Manukau City Council. While the results were specific to Manukau, the model developed through this research can be used in other areas.
- :: *Analysis of the health burden from alcohol* -** This project will provide information about the magnitude of the health burden, the main conditions that contribute to alcohol-attributable morbidity and mortality, and the distribution of the burden by age group, sex and ethnicity. It updates a similar project carried out in 2004 and is being carried out by the University of Otago.
- :: *Home safety study* –** This study provide an in-depth investigation and analysis of the role, contribution and context of alcohol consumption in unintentional injuries in the home. The three-year project concludes in January 2011 and is being carried out by the School of Population Health, University of Auckland. ALAC jointly funding the research with ACC.
- :: *Takatāpui, Lesbian, Gay and Bisexual Scoping Exercise* –** This research looked at relevant information to provide a preliminary assessment of the need to reduce alcohol-related harm amongst sexual minority populations, identify current gaps in service provision, identify key stakeholders, provide an analysis of the role that ALAC could play in reducing alcohol-related harm for sexual minority communities, and provide an analysis of future opportunities and strategies.

PRIORITY POPULATIONS

We completed three-year action plans for each of our priority populations (Māori, Pacific peoples and young people) in October 2009 and are making good progress on implementing the plans under the guidance of recently appointed action plan managers.

As part of the development of the plans, ALAC led a series of nationwide hui with Māori and Pacific communities, young people and key Māori, Pacific and youth stakeholders to both inform and consult on the broad direction we were taking. Overall there was general support and a lot of community buy-in to ALAC's strategic direction.

Māori

Implementing our Māori action plan has seen us build strategic community partnerships with Māori health sector groups including: Te Matarau (the National Collective of Māori Development Organisations); Nga Ngaru Hauora O Aotearoa (National Māori Health Providers); Te Kaunihera O Nga Neehi Māori (National Council of Māori Nurses); and the Health Research Council Hui Whakapiripiri 2010. Iwi relationships consolidated over the period have included those with Tainui, Ngapuhi, Ngai Tahu and Taranaki.

We put a strong emphasis on ensuring our actions are informed by the best evidence available. Therefore we commissioned evaluations of existing programmes such as our communications work with Radio Waatea and the He Oranga Pounamu Te Whare Tukutuku (Southern Māori Addiction Network) and developed an evaluation of Māori Wardens in collaboration with Te Puni Kōkiri and New Zealand Police.

Pacific peoples

We engaged with the Ministry of Health's Pacific branch and key district health boards and PHOs in exploring opportunities for early intervention at the primary and secondary care interface to screen for, prevent and manage alcohol harm in Pacific communities.

An active partnership was developed with the Ministry of Social Development's Pacific Advisory Group resulting in a number of joint national initiatives prior to and following the national Ministry of Social Development/ALAC 'Pacific Champions of Change' fono.

We reviewed the evidence gathered to date to help develop a research agenda to inform our gaps in knowledge, monitor trends over time and measure our success in achieving our desired outcomes for Pacific communities.

Young people

To inform future work, we have commissioned some research including looking at what motivates young people to change their drinking, looking at what works in national marketing campaigns for young people, and a literature review on peer influencers.

We continued to build youth leadership to contribute to national and local government decision-making, as well as role-modelling to other youth. This includes supporting Youth Week, in which approximately 7,000 people attended alcohol-focused Youth Week events.

OUR ORGANISATIONAL HEALTH

Currently we employ 32 people made up of 23 percent Māori, three percent Pacific, three percent Asian, 13 percent European and 58 percent Other including New Zealander.

During the past year we have reviewed our internal policies and procedures to ensure they fit with the seven main criteria for a good employer as recommended by the Human Rights Commission in its Good Employer Guidance and Status Report. This involved ensuring all staff were aware of their obligations and responsibilities as well as ensuring they are aware of ALAC's obligations and responsibilities to staff.

We provide and support an environment where employees feel valued and respected, where difference is celebrated and diversity encouraged, where there is active staff engagement, transparency on policies and procedures, and regular opportunities for staff to provide feedback. ALAC strives to ensure that it makes maximum use of the skills and strengths of all staff.

HOW WE DEMONSTRATE SUCCESS

ALAC's *Statement of Intent 2009-2012* outlines medium-term (three to five year) measures to be used to assess progress in achieving the outcomes framework of outcomes, impacts and medium-term outputs. A number of these measures, in particular at the output level, are included in the measures in the Statement of Service Performance (SSP) as part of this annual report. The SSP, along with the description of our achievements against the medium term outputs, provides information on ALAC's progress to date towards achieving its medium-term output measures.

ALAC currently undertakes the following surveys to measure its progress:

- ∴ The ALAC Annual Monitor – an annual survey of the attitudes and behaviour related to drinking of a nationally representative sample of people aged 12 years and older.

- ∴ ALAC Omnibus Monitor Surveys – questions on measures related to ALAC's national marketing campaign are included as part of larger omnibus surveys of a nationally representative sample of people aged 18 years and older, with oversampling of Māori and Pacific peoples.

- ∴ The ALAC Stakeholder Survey and Key Informant Interviews – an online survey and in-depth interviews of key stakeholders that gathers feedback on ALAC's strategic direction, activities and relationships with stakeholders. This year was the first year that a full stakeholder survey was carried out.

ALAC is in its first year of a medium term plan. It is intended that baseline data obtained this year will be reported against for a richer picture of directional change in future year's reporting against impacts and outputs. Ongoing work is also being undertaken to refine performance measures for future years.

In addition to ALAC's own surveys, to measure progress against high level outcomes, ALAC is reliant on other agencies' alcohol-related data collection. Issues with the periodic nature, robustness and reliability of this data as well as changes in methodology between different survey periods impact on ALAC's ability to report changes and long-term trends. Key information comes from the Ministry of Health, New Zealand Police and the Ministry of Transport. ALAC actively works with these agencies to encourage an increasingly rich collection of alcohol-related data and trend information.

The following table provides a brief summary of the available information that reports on ALAC's progress to date against the medium-term measures for the outcomes and impacts outlined in *ALAC's Statement of Intent 2009-2012*.

PROGRESS TOWARDS MEDIUM-TERM (THREE TO FIVE YEARS) MEASURES

Outcomes	Performance measures	Measurement
New Zealand communities experience less alcohol harm.	Decrease in alcohol-related harm.	<p>There is no single information source that enables ALAC to report on changes in alcohol-related harm as harm from alcohol is broad and includes personal, social and economic harm. The following points summarise current baseline information and, where available, trend information:</p> <ul style="list-style-type: none"> • Overall, 12.2 percent of adults aged 16 to 64 reported in the Ministry of Health's 2007/08 New Zealand Alcohol and Drug Use Survey (NZADUS) experiencing harmful effects from alcohol in the past year as a result of their own drinking. The harmful effects include impacts on friendships or social life, home life, work or study, financial position, legal problems and difficulty in learning. (Source: NZADUS, Ministry of Health) • Overall, 18.1 percent of adults aged 16 to 64 reported in the 2007/08 NZADUS survey experiencing harmful effects from alcohol in the past year as a result of someone else's alcohol use. The harmful effects include impacts on friendships or social life, home life, financial position and motor vehicle accidents. (Source: NZADUS, Ministry of Health) • Through the 1990's substantial progress was made in reducing the number of alcohol and drug-related deaths and serious injuries associated with motor vehicle crashes. Progress has, however, stalled since 2000. In 2000 there were 115 deaths and 473 serious injuries in crashes where driver alcohol or drugs was a contributing factor compared to 119 deaths and 572 serious injuries in 2008. (Source: Safer Journeys 2010, Ministry of Transport) • The percentage of alleged offenders of family violence incidents, where it was identified that alcohol was present and where a violence category offence was recorded as the most serious offence, has essentially remained the same; from 33 percent in 2005/2006 to 34 percent in 2007/2008. The percentage of instances where it was unknown if alcohol was present has increased over this time period. (Source: National Alcohol Assessment 2009, NZ Police) • Total alcohol-related deaths (based on alcoholic liver disease and cirrhosis, alcoholic cardiomyopathy, alcohol dependence, alcoholic psychoses and alcohol use disorder) were 158 in 2000 and 165 in 2006. However, over this time period the total each year has fluctuated, with 138 in 2001, 153 in 2002, 146 in 2003, 163 in 2004 and 155 in 2005. (Source: Mortality and Demographic Data, Ministry of Health)
New Zealanders drink more responsibly in environments that support this (ie reduced alcohol misuse).	Decrease in binge drinking in conjunction with reduced per capita consumption.	<p>Due to differences in data collection times, it is not possible to link binge drinking trends with capita consumption. What is known is that:</p> <ul style="list-style-type: none"> • from 2005/2006 to 2008/2009, the proportion of adult drinkers (aged 18+) who are reported binge drinkers remained the same but the proportion of young people (aged 12 to 17) who are reported binge drinkers increased. (Source: ALAC Annual Monitor) • in 2009, the total volume of alcohol available for consumption was 471.1 million litres, down 3.1 percent from 2008. This was the first decline in this measure following eight years of annual increases. Similarly the volume of pure alcohol available for consumption per person (aged 15 or over) was 9.3 litres, down 2.4 percent from 2008. The overall trend over the last nine years has, however, been an increase in this measure. (Source: Statistics NZ)

MANAGEMENT REPORT CONT'D

Impacts	Performance measures	Measurement
Drinking culture.	<p>Increased awareness of the harms that occur as a result of drunkenness.</p> <p>Reduction in the public's acceptance of drunkenness.</p> <p>Increase in the number of people choosing to drink more moderately.</p>	<p>ALAC's overarching vision is 'a New Zealand drinking culture that supports the moderate use of alcohol so that whānau and communities enjoy life, free from alcohol harm'. ALAC works to promote a drinking culture of moderate use of alcohol through raising awareness of harms and supporting behaviour change in a variety of ways, including printed and online resources, media activity and national marketing campaigns.</p> <p>ALAC's May 2010 omnibus monitor survey (n=824) to gauge people's initial awareness of the new advertising campaign launched in April 2010, the messages they took from it and the actions they had undertaken as a result showed that:</p> <ul style="list-style-type: none"> • 90 percent of respondents were aware of ALAC's marketing communications activities • 31 percent of respondents who were aware of drinking habits communications had thought about their own drinking • 61 percent of respondents who were aware of the advertising reported taking some action as a result • 43 percent of respondents who were aware of the advertising reported taking some action in relation to their friends' or families' drinking. <p>ALAC's 2009 Annual Monitor (n=3,000) of attitudes and behaviours towards alcohol showed that:</p> <ul style="list-style-type: none"> • 58 percent of adults (aged 18+) agreed that they were more likely to cause serious harm to themselves if they got drunk in 2009, up from 55 percent in 2008. For young people (aged 12 to 17), 64 percent agreed with this statement in 2009, up from 62 percent in 2008. • 44 percent of adults (aged 18+) agreed that they were more likely to cause serious harm to other people if they got drunk in 2009, with 45 percent agreement in 2008. For young people (aged 12 to 17), 57 percent agreed with this statement in 2009, up from 46 percent in 2008.
Supportive environments.	<p>Increased awareness by licensed premises, staff, and the public alike, of the requirements of the law regarding prevention of intoxication.</p> <p>Increased sector adoption of ALAC policies and guidelines as measured by stakeholder surveys.</p>	<p>ALAC has been working to improve awareness of the legal requirements to prevent intoxication. A key awareness raising resource has been <i>That's intoxicating</i> and <i>Where's the line?</i> – an on-line tool with guidelines on the stages of intoxication. This tool has received positive feedback from industry stakeholders and statutory agencies.</p> <p>ALAC's 2009 baseline stakeholder survey feedback from all respondents (n=41) showed that 80 percent 'agreed' or 'strongly agreed' that relevant agencies were aware and working with ALAC to provide consistent messages on alcohol.</p>



Impacts	Performance measures	Measurement
Priority populations.	An increase in the awareness (by priority populations) of harms that result from drunkenness and acceptance of drunkenness.	<p>In October 2009, three year action plans were completed for each of the priority populations of Māori, Pacific peoples and young people. Good progress is being made on a range of initiatives to implement these action plans.</p> <p>ALAC's 2009 Annual Monitor of attitudes and behaviours towards alcohol showed that:</p> <ul style="list-style-type: none"> • 51 percent of Māori adults (aged 25+), 42 percent of Māori young people (aged 12 to 24), 43 percent of Pacific adults (aged 25+) and 42 percent of Pacific young people (aged 12 to 24) agreed that they were more likely to cause serious harm to themselves if they got drunk. This is baseline information as data for these measures is only available for 2009. • 39 percent of Māori adults (aged 25+), 39 percent of Māori young people (aged 12 to 24), 38 percent of Pacific adults (aged 25+) and 34 percent of Pacific young people (aged 12 to 24) agreed that they were more likely to cause serious harm to other people if they got drunk. This is baseline information as data for these measures is only available for 2009. • for young people (aged 12 to 24), 53 percent agreed that they were more likely to cause serious harm to themselves if they got drunk in 2009, slightly down from 55 percent in 2008 • for young people (aged 12 to 24), 38 percent agreed that they were more likely to cause serious harm to others if they got drunk in 2009, down from 42 percent in 2008.
Sector ownership.	<p>Increased formal priority given to alcohol in DHB strategies and/or in responses to ALAC surveys of health sector.</p> <p>Increased alcohol interventions and good models of practice in non-specialist health care settings.</p>	<p>ALAC is actively working to encourage alcohol interventions and good models of practice in an increasing range of non-specialist health care settings including within general practices and family planning clinics.</p> <p>Preliminary information has been collected from DHB Emergency Departments (EDs) about the extent to which EDs collect, analyse and report data on alcohol-related presentations, and about how EDs respond to alcohol-related presentations. Ongoing work is being undertaken with EDs to increase clinician skills in dealing effectively with patients whose presentation is related to alcohol.</p>
Local communities.	An increase in the number of communities implementing strategies to reduce alcohol-related harm (eg strategies, liquor policies or community action projects).	ALAC's 2009 baseline stakeholder survey feedback from community-based organisations and non-government organisation (NGO) respondents (n=13) showed that 100 percent 'agreed' or 'strongly agreed' that communities were implementing strategies to reduce alcohol-related harm. Of the local and regional government respondents (n=13), 84 percent 'agreed' or 'strongly agreed'.

THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

The Alcohol Advisory Council of New Zealand (ALAC) is an autonomous Crown entity. It was established in 1976 under legislation by its original name – the Alcoholic Liquor Advisory Council, following a report by the Royal Commission of Inquiry into the Sale of Liquor. The Commission recommended establishing a permanent council whose aim was to encourage responsible alcohol use and minimise misuse.

The name was formally changed when the Alcohol Advisory Council of New Zealand Amendment Act came into force in August 2000.

AIMS AND OBJECTIVES

The Alcohol Advisory Council Amendment Act 2000 states that ALAC's primary objective is:

“The encouragement and promotion of moderation in the use of liquor, the discouragement and reduction of the misuse of liquor, and the minimisation of the personal, social, and economic harm resulting from the misuse of liquor”.

OUR VISION

A New Zealand drinking culture that supports the moderate use of alcohol so that whānau and communities enjoy life, free from alcohol harm.

We will know we are on track when New Zealanders share responsibility for:

- :: minimising harm that results from alcohol misuse in our communities, families and whānau
- :: a culture where all aspire to moderate consumption and reject drunkenness, or choose abstinence if that is best for them
- :: widespread understanding of the harm associated with the misuse of alcohol

- :: supporting the measures that control the environments where alcohol is consumed

- :: ensuring that those who do have problems with alcohol consumption will have access to appropriate support and treatment for themselves, their whānau, families and communities.

OUR MISSION

To lead a change in New Zealand's drinking culture.

We will know we are on track when:

- :: moderation is encouraged and expected by everyone
- :: drunkenness is seen as socially unacceptable and its occurrence is significantly reduced
- :: whānau, hapū and iwi exercise rangatiratanga over oranga in their communities
- :: young people delay drinking until they are older
- :: there is an active involvement of communities, families and whānau in the prevention and reduction of alcohol-related harm
- :: there is compliance with the law, and responsible behaviour, by suppliers and providers of alcohol.

ALAC will undertake this mission by:

- :: sharing responsibility for changing the drinking culture – with individuals, communities, non-government organisations, the liquor and hospitality industries, national and local government and their agencies
- :: working to identify, implement and monitor programmes to meet the specific needs of Māori, Pacific peoples and young people

- :: putting in place programmes and support, with the help of others, that contribute to change, so that a new drinking culture can emerge
- :: recognising our unique relationship with Māori and ensuring our Treaty of Waitangi obligations are reflected in all we do
- :: ensuring that people who are beginning to experience problems as a result of alcohol misuse are identified and assisted
- :: ensuring that those with established alcohol problems receive appropriate treatment.

PRIORITY POPULATIONS, PRIORITY SETTINGS

We have continued to have a strong commitment to three groups who experience disproportionate alcohol-related harm compared with the rest of the population. They are:

- :: Māori
- :: young people (aged 12 to 24)
- :: Pacific peoples.

We have used a participatory approach with these communities and with our partners. Our participatory approach involves working with these groups to quantify and measure whether we are achieving the outcomes and changes that we want.

We recognise that gains for the priority populations will be achieved through changing the drinking culture of our whole society. So at the same time as we focus on the three priority populations, we seek to address the issues of the wider population.

OUR PEOPLE AND CULTURE

We aim to recruit and retain skilled, talented and motivated staff to achieve our key outcomes. Our vision, mission and the following values underpin the collective spirit of service:

- :: **Leadership** – We provide positive and inspirational leadership so that we share knowledge and cooperate with each other.
- :: **People matter** – We create a safe environment where people matter.
- :: **Excellence** – We are committed to personal and professional excellence, are innovative and creative, and we learn from our mistakes.
- :: **Integrity** – We create an environment of openness through positive communication and transparency.

THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND CONT'D

STRUCTURE

COUNCIL, EXECUTIVE TEAM

Council

Rea Wikaira *Chair* (appointed 1 January 2010)

Trevor Shailer *Deputy Chair*

Anne Hobby

Papa'ali'i Kim Ma'ia'i

Helen Moriarty

Ian Miller (appointed 1 January 2010)

Barbara Docherty (appointed 1 January 2010)

Peter Glensor *Chair* (retired 31 December 2009)

Alick Shaw (retired 31 December 2009)

Gavin McFadyen (resigned 6 July 2009)

Robyn Northey (retired 31 December 2009)

Executive Team

Gerard Vaughan *Chief Executive Officer*

Andrew Hearn *Manager Strategy and Research*

Tuari Potiki *Manager Strategic Operations*

Chris Allen *Manager Corporate Services*

OFFICES

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Wellington 6011

PO Box 5023, Lambton Quay

Wellington 6145

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Fax (04) 473 0890

central@alac.org.nz

Northern Regional Office

Level 2

Ascot Central

7 Ellerslie Racecourse Drive

Greenlane

PO Box 11791, Ellerslie

Auckland 1542

Phone (09) 916 0330

Fax (09) 916 0339

northern@alac.org.nz

Southern Regional Office

Level 4

77 Hereford Street

Christchurch 8140

PO Box 2688

Christchurch 8140

Phone (03) 365 8540

Fax (03) 365 8542

southern@alac.org.nz

Website

www.alac.org.nz

www.waipiro.org.nz

STATEMENT OF RESPONSIBILITY

for the year ended 30 June 2010

In terms of Section 42(2)(b) of the Public Finance Act 1989, in the financial year ended 30 June 2010 the Council and Management of the Alcohol Advisory Council of New Zealand were responsible for:

- :: the preparation of the annual financial statements and the judgements used herein
- :: establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of financial and non-financial reporting.

In the opinion of the Council and Management of the Alcohol Advisory Council of New Zealand, the annual financial statements for the year ended 30 June 2010 fairly reflect the financial position and operations of the Alcohol Advisory Council of New Zealand.



Rea Wikaira

Chair

1 November 2010



Gerard Vaughan

Chief Executive Officer

1 November 2010



Trevor Shailer

Deputy Chair

1 November 2010

AUDIT REPORT

for the year ended 30 June 2010

TO THE READERS OF ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND'S FINANCIAL STATEMENTS AND STATEMENT OF SERVICE PERFORMANCE FOR THE YEAR ENDED 30 JUNE 2010

The Auditor-General is the auditor of Alcohol Advisory Council of New Zealand (the 'Crown Entity'). The Auditor-General has appointed me, Michael Rania, using the staff and resources of BDO Wellington, to carry out the audit on her behalf. The audit covers the financial statements and statement of service performance included in the annual report of the Crown Entity for the year ended 30 June 2010.

Unqualified opinion

In our opinion:

- :: The financial statements of the Crown Entity on pages 22 to 32:
 - comply with generally accepted accounting practice in New Zealand; and
 - fairly reflect:
 - the Crown Entity's financial position as at 30 June 2010; and
 - the results of its operations and cash flows for the year ended on that date.
- :: The statement of service performance of the Crown Entity on pages 33 to 50:
 - complies with generally accepted accounting practice in New Zealand; and
 - fairly reflects for each class of outputs:
 - its standards of delivery performance achieved, as compared with the forecast standards outlined in the statement of forecast service performance adopted at the start of the financial year; and
 - its actual revenue earned and output expenses incurred, as compared with the forecast revenues and output expenses outlined in the statement of forecast service performance adopted at the start of the financial year.

The audit was completed on 1 November 2010, and is the date at which our opinion is expressed.

The basis of our opinion is explained below. In addition, we outline the responsibilities of the Council and the Auditor, and explain our independence.

Basis of opinion

We carried out the audit in accordance with the Auditor-General's Auditing Standards, which incorporate the New Zealand Auditing Standards.

We planned and performed the audit to obtain all the information and explanations we considered necessary in order to obtain reasonable assurance that the financial statements and statement of service performance did not have material misstatements, whether caused by fraud or error.

Material misstatements are differences or omissions of amounts and disclosures that would affect a reader's overall understanding of the financial statements and statement of service performance. If we had found material misstatements that were not corrected, we would have referred to them in our opinion.

The audit involved performing procedures to test the information presented in the financial statements and statement of service performance. We assessed the results of those procedures in forming our opinion.

Audit procedures generally include:

- :: determining whether significant financial and management controls are working and can be relied on to produce complete and accurate data;
- :: verifying samples of transactions and account balances;
- :: performing analyses to identify anomalies in the reported data;
- :: reviewing significant estimates and judgements made by the Council;
- :: confirming year-end balances;
- :: determining whether accounting policies are appropriate and consistently applied; and
- :: determining whether all financial statement and statement of service performance disclosures are adequate.

We did not examine every transaction, nor do we guarantee complete accuracy of the financial statements and statement of service performance.

We evaluated the overall adequacy of the presentation of information in the financial statements and statement of service performance. We obtained all the information and explanations we required to support our opinion above.

AUDIT REPORT CONT'D

for the year ended 30 June 2010

Responsibilities of the Council and the Auditor

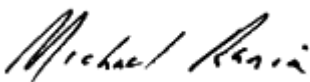
The Council is responsible for preparing the financial statements and statement of service performance in accordance with generally accepted accounting practice in New Zealand. The financial statements must fairly reflect the financial position of the Crown Entity as at 30 June 2010 and the results of its operations and cash flows for the year ended on that date. The statement of service performance must fairly reflect, for each class of outputs, the Crown Entity's standards of delivery performance achieved and revenue earned and expenses incurred, as compared with the forecast standards, revenue and expenses adopted at the start of the financial year. The Council's responsibilities arise from the Crown Entities Act 2004 and the Alcohol Advisory Council Act 1976 and amendments.

We are responsible for expressing an independent opinion on the financial statements and statement of service performance and reporting that opinion to you. This responsibility arises from section 15 of the Public Audit Act 2001 and the Crown Entities Act 2004.

Independence

When carrying out the audit we followed the independence requirements of the Auditor-General, which incorporate the independence requirements of the New Zealand Institute of Chartered Accountants.

Other than the audit, we have no relationship with or interests in the Crown Entity.



Michael Rania

BDO Wellington

On behalf of the Auditor-General

Wellington, New Zealand



MATTERS RELATING TO THE ELECTRONIC PRESENTATION OF THE AUDITED FINANCIAL STATEMENTS

This audit report relates to the financial statements of the Alcohol Advisory Council of New Zealand for the year ended 30 June 2009 included on the Alcohol Advisory Council of New Zealand's website. The Council is responsible for the maintenance and integrity of the Alcohol Advisory Council of New Zealand's website. We have not been engaged to report on the integrity of the Alcohol Advisory Council of New Zealand's website. We accept no responsibility for any changes that may have occurred to the financial statements since they were initially presented on the website.

The audit report refers only to the financial statements named above. It does not provide an opinion on any other information which may have been hyperlinked to/from these financial statements. If readers of this report are concerned with the inherent risks arising from electronic data communication they should refer to the published hard copy of the audited financial statements and related audit report dated 30 June 2010 to confirm the information included in the audited financial statements presented on this web site.

Legislation in New Zealand governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

STATEMENT OF ACCOUNTING POLICIES

for the year ended 30 June 2010

REPORTING ENTITY

The Alcohol Advisory Council of New Zealand (ALAC) is a Crown entity as defined by the Crown Entities Act 2004 and is based in Wellington, New Zealand with branches in Auckland and Christchurch. As such, ALAC's ultimate parent is the New Zealand Crown.

ALAC is funded from a levy on alcohol produced for sale within New Zealand.

The primary objective of ALAC is the encouragement and promotion of moderation in the use of liquor, the discouragement and reduction of the misuse of liquor, and the minimisation of the personal, social and economic harm resulting from the misuse of liquor.

ALAC has designated itself as a public benefit entity for the purposes of New Zealand equivalents to International Financial Reporting Standards (NZ IFRS).

BASIS OF PREPARATION

Statement of Compliance

The financial statements of ALAC have been prepared in accordance with the requirements of the Crown Entities Act 2004, which includes the requirement to comply with New Zealand Generally Accepted Accounting Practices ("NZ GAAP").

The financial statements comply with NZ IFRS and other applicable Financial Reporting Standards as appropriate for public benefit entities.

The accounting policies set out below have been applied consistently to all periods presented in these financial statements.

Measurement Base

The financial statements have been prepared on a historical cost basis.

The functional and presentation currency in the financial statements is New Zealand dollars and all values are rounded to the nearest thousand dollars (\$'000).

SIGNIFICANT ACCOUNTING POLICIES

REVENUE

Revenue is measured at the fair value of consideration received or receivable.

Levy income

Levy income from locally produced beer, spirits, grape wine, fruit wine and imported liquor is recognised as income in the accounting period when earned and is then reported in the financial period to which it relates.

Interest

Interest income is recognised using the effective interest method.

LEASES

Operating leases

Leases that do not transfer substantially all the risks and rewards incidental to the ownership of an asset to ALAC are classified as operating leases. Lease payments under an operating lease are recognised as an expense on a straight-line basis over the term of the lease in the statement of financial performance.

ALAC leases office equipment and premises.

CASH AND CASH EQUIVALENTS

Cash and cash equivalents include cash on hand and deposits on call.

DEBTORS AND OTHER RECEIVABLES

Debtors and other receivables are initially measured at fair value and subsequently measured at amortised cost using the effective interest rate, less any provision for impairment.

INVESTMENTS

Investments in bank deposits are initially measured at fair value plus transaction costs.

After initial recognition, investments in bank deposits are measured at amortised cost using the effective interest method.

For bank deposits, impairment is established when there is objective evidence that ALAC will not be able to collect amounts due according to the original terms of the deposit.

Significant financial difficulties of the bank, the probability that the bank will enter into bankruptcy, and default in payments are considered indicators that the deposit is impaired.

PROPERTY, PLANT AND EQUIPMENT

Property, plant and equipment consist of artwork, leasehold improvements, furniture and office equipment, and motor vehicles.

Property, plant and equipment are shown at cost or valuation, less accumulated depreciation and impairment losses.

Additions

The cost of an item of property, plant and equipment is recognised as an asset only when it is probable that the future economic benefits or service potential associated

STATEMENT OF ACCOUNTING POLICIES CONT'D

for the year ended 30 June 2010

with the item will flow to ALAC and the cost of the item can be measured reliably.

Where an asset is acquired at no cost, or for a nominal cost, it is recognised at fair value when control over the asset is obtained.

Disposals

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount of the asset. Gains and losses on disposals are included in the statement of financial performance.

Subsequent costs

Costs incurred subsequent to initial acquisition are capitalised only when it is probable that the future economic benefits or service potential associated with the item will flow to ALAC and the cost of the item can be measured reliably.

The costs of day-to-day servicing of property, plant and equipment are recognised in the statement of financial performance as they are incurred.

Depreciation

Depreciation is provided on a straight-line basis on all property, plant and equipment, other than land, at rates that will write off the cost (or valuation) of the assets to their estimated residual values over their useful lives. The useful lives and associated depreciation rates of major classes of assets have been estimated as follows:

Furniture and fittings	10 years	10%
General office equipment	5 years	20%
Computer equipment	3 years	33.3%
Leasehold improvements*	3 years	33.3%
Motor vehicles	5 years	20%
Library books	10 years	10%

*Leasehold improvements are depreciated over the unexpired period of the lease or the estimated remaining useful lives of the improvements, whichever is the shorter.

The residual value and useful life of an asset are reviewed, and adjusted if applicable, at each financial year-end.

INTANGIBLE ASSETS**Software acquisition and development**

Acquired computer software licences are capitalised on the basis of the costs incurred to acquire and bring to use the specific software.

Costs that are directly associated with the development of software for internal use by ALAC are recognised

as intangible assets. Direct costs include the software development, employee costs and an appropriate portion of relevant overheads. Staff training costs are recognised as an expense when incurred.

Costs associated with maintaining computer software are recognised as an expense when incurred.

Costs associated with the development and maintenance of ALAC's website are recognised as an expense when incurred.

Amortisation

The carrying value of an intangible asset with a finite life is amortised on a straight-line basis over its useful life. Amortisation begins when the asset is available for use and ceases at the date that the asset is derecognised. The amortisation charge for each period is recognised in the statement of financial performance.

The useful lives and associated amortisation rates of major classes of intangible assets have been estimated as follows:

Acquired computer software	3 years	33%
Developed computer software	4 years	25%

IMPAIRMENT OF NON-FINANCIAL ASSETS

Property, plant and equipment and intangible assets that have a finite useful life are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amounts may not be recoverable.

An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs to sell and value in use.

Value in use is depreciated replacement cost for an asset where the future economic benefits or service potential of the asset are not primarily dependent on the asset's ability to generate net cash inflows and where ALAC would, if deprived of the asset, replace its remaining future economic benefits or service potential.

If an asset's carrying amount exceeds its recoverable amount, the asset is impaired and the carrying amount is written down to the recoverable amount. For re-valued assets, the impairment loss is recognised against the revaluation reserve for that class of asset. Where that results in a debit balance in the revaluation reserve, the balance is recognised in the statement of financial performance.

For assets not carried at a re-valued amount, the total impairment loss is recognised in the statement of financial performance.

STATEMENT OF ACCOUNTING POLICIES CONT'D

for the year ended 30 June 2010

CREDITORS AND OTHER PAYABLES

Creditors and other payables are initially measured at fair value and subsequently measured at amortised cost using the effective interest method.

EMPLOYEE ENTITLEMENTS

Employee entitlements that ALAC expects to be settled within 12 months of balance date are measured at nominal values based on accrued entitlements at current rates of pay.

These include salaries and wages accrued up to balance date, annual leave earned but not yet taken at balance date, retiring and long service leave entitlements expected to be settled within 12 months, and sick leave.

ALAC recognises a liability and an expense for bonuses where it is contractually obliged to pay them, or where there is a past practice that has created a constructive obligation.

Long-term employee entitlements

Entitlements that are payable beyond 12 months, such as long service leave and retiring leave, have been calculated on an actuarial basis. The calculations are based on:

- :: likely future entitlements accruing to staff, based on years of service, years to entitlement, the likelihood that staff will reach the point of entitlement and contractual entitlements information
- :: the present value of the estimated future cash flows.

The discount rate is based on the weighted average of government bonds with terms to maturity similar to those of the relevant liabilities. The inflation factor is based on the expected long-term increase in remuneration for employees.

Defined contribution schemes

Obligations for contributions to KiwiSaver and the Super Trust of New Zealand are accounted for as defined contribution schemes and are recognised as an expense in the statement of financial performance as incurred.

Defined benefit schemes

ALAC makes contributions to the Super Trust of New Zealand Scheme (the scheme), which is a multi-employer defined benefit scheme.

Insufficient information is available to use defined benefit accounting, as it is not possible to determine from the terms of the scheme the extent to which the surplus/deficit will affect future contributions by individual employers, as there is no prescribed basis for allocation.

The scheme is therefore accounted for as a defined contribution scheme.

ALAC recognises a provision for future expenditure of uncertain amount or timing when there is a present obligation (either legal or constructive) as a result of a past event, it is probable that expenditures will be required to settle the obligation, and a reliable estimate can be made of the amount of the obligation.

Provisions are measured at the present value of the expenditures expected to be required to settle the obligation using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the obligation. The increase in the provision due to the passage of time is recognised as a finance cost.

GOODS AND SERVICES TAX (GST)

All items in the financial statements are presented exclusive of GST, except for receivables and payables, which are presented on a GST-inclusive basis. Where GST is not recoverable as input tax, it is recognised as part of the related asset or expense.

The net amount of GST recoverable from, or payable to, the Inland Revenue Department (IRD) is included as part of receivables or payables in the statement of financial position.

The net GST paid to or received from the IRD, including the GST relating to investing and financing activities, is classified as an operating cash flow in the statement of cash flows.

Commitments and contingencies are disclosed exclusive of GST

INCOME TAX

ALAC is a public authority and consequently is exempt from the payment of income tax. Accordingly, no charge for income tax has been provided for.

BUDGET FIGURES

The budget figures are derived from the Statement of Intent as approved by the Board. The budget figures have been prepared in accordance with NZ IFRS, using accounting policies that are consistent with those adopted by ALAC for the preparation of the financial statements.

STATEMENT OF ACCOUNTING POLICIES CONT'D

for the year ended 30 June 2010

CRITICAL ACCOUNTING ESTIMATES AND ASSUMPTIONS

In preparing these financial statements ALAC has made estimates and assumptions concerning the future. These estimates and assumptions may differ from the subsequent actual results. Estimates and assumptions are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below:

Property, plant and equipment useful lives and residual value

At each balance date ALAC reviews the useful lives and residual values of its property, plant and equipment. Assessing the appropriateness of useful life and residual value estimates of property, plant and equipment requires ALAC to consider a number of factors, such as the physical condition of the asset, expected period of use of the asset by ALAC, and expected disposal proceeds from the future sale of the asset.

An incorrect estimate of the useful life or residual value will impact the depreciation expense recognised in the statement of financial performance, and carrying amount of the asset in the statement of financial position.

ALAC minimises the risk of this estimation uncertainty by:

- physical inspection of assets
- asset replacement programmes
- review of second-hand market prices for similar assets
- analysis of prior asset sales.

ALAC has not made significant changes to past assumptions concerning useful lives and residual values.

Retirement and long service leave

ALAC has minimal exposure in relation to estimates and uncertainties surrounding retirement and long service leave liabilities.

CRITICAL JUDGEMENTS IN APPLYING ALAC'S ACCOUNTING POLICIES

Management has exercised the following critical judgements in applying ALAC's accounting policies for the period ended 30 June 2009:

Lease classifications

Determining whether a lease agreement is a finance or an operating lease requires judgement as to whether the agreement transfers substantially all the risks and rewards of ownership to ALAC.

Judgement is required on various aspects that include, but are not limited to, the fair value of the leased asset, the economic life of the leased asset, whether or not to include renewal options in the lease term and determining an appropriate discount rate to calculate the present value of the minimum lease payments. Classification as a finance lease means the asset is recognised in the statement of financial position as property, plant and equipment, whereas for an operating lease no such asset is recognised.

ALAC has exercised its judgement on the appropriate classification of equipment leases and has determined that a number of lease arrangements are operating leases.

CHANGES IN ACCOUNTING POLICIES

There have been no significant changes in accounting policies since the date of the last audited financial statements. All policies have been applied on bases consistent with last year, other than the impact of the adoption of NZ IFRS as described above.

STATEMENT OF COMPREHENSIVE INCOME

for the year ended 30 June 2010

	Actual 2010 \$000	Budget 2010 \$000	Actual 2009 \$000
Income			
Levies	12,488	12,700	12,563
Interest Income	129	50	215
Other revenue	66	100	72
Total Income	12,683	12,850	12,850
Expenditure			
Grants and Programme Costs	8,313	8,363	8,361
Lease Payments	392	390	395
Other Occupancy Costs	44	44	34
Personnel Costs	3,050	3,046	2,936
Audit Fee	31	28	29
Depreciation and Amortisation Expense	138	139	109
Council Costs	127	128	131
Operating Costs	732	712	941
Total Expenditure	12,827	12,850	12,936
Operating Deficit for the Year	(144)	-	(86)
Net Deficit	(144)	-	(86)
Total Comprehensive Income for the Year	(144)	-	(86)

STATEMENT OF CHANGES IN PUBLIC EQUITY

for the year ended 30 June 2010

	Actual 2010 \$000	Budget 2010 \$000	Actual 2009 \$000
Total Comprehensive Income for the Year	(144)	-	(86)
Opening Public Equity	1,611	1,697	1,697
Closing Public Equity	1,467	1,697	1,611

The accompanying accounting policies and notes form an integral part of these financial statements.

BALANCE SHEET

as at 30 June 2010

	Notes	Actual 2010 \$000	Budget 2010 \$000	Actual 2009 \$000
Assets				
<i>Current Assets</i>				
Cash and cash equivalents		508	45	37
Investments	1	2,000	975	2,000
Trade and other receivables	2	1,299	1,504	1,130
Total Current Assets		3,807	2,524	3,167
<i>Non-Current Assets</i>				
Property, plant and equipment	3	188	287	199
Intangible assets	3	41	40	72
Total Non-Current Assets		229	327	271
TOTAL ASSETS		4,036	2,851	3,438
Liabilities				
<i>Current Liabilities</i>				
Trade and other payables	4	2,393	1,044	1,680
Provisions	5	176	110	147
Total current liabilities		2,569	1,154	1,827
TOTAL LIABILITIES		2,569	1,154	1,827
NET ASSETS		1,467	1,697	1,611
General funds		1,467	1,697	1,611
Total Equity		1,467	1,697	1,611



Rea Wikaira
Chair
1 November 2010



Gerard Vaughan
Chief Executive Officer
1 November 2010



Trevor Shailer
Deputy Chair
1 November 2010

The accompanying accounting policies and notes form an integral part of these financial statements.

STATEMENT OF CASH FLOWS*for the year ended 30 June 2010*

	Notes	Actual 2010 \$000	Budget 2010 \$000	Actual 2009 \$000
Cash Flows from Operating Activities				
Receipts from Levies and Other Income		12,499	12,666	12,783
Interest received		127	50	208
Payments to suppliers		(8,764)	(9,382)	(10,231)
Payments to employees		(3,050)	(3,204)	(2,936)
Goods and services tax (net)		(248)	0	98
Net Cash from Operating Activities	6	564	130	(78)
Cash Flows from Investing Activities				
Purchase of property, plant and equipment		(93)	(130)	(181)
Net Cash from Investing Activities		(93)	(130)	(181)
Cash Flows from Financing Activities				
Receipts		0	0	0
Payments		0	0	0
Net Cash from Investing Activities		0	0	0
Net increase (decrease) in cash		471	0	(259)
Add opening cash brought forward		2,037	1,020	2,296
Closing Cash Balance		2,508	1,020	2,037
Actual Cash Balance				
Represented by:				
Cash and cash equivalents - BNZ and NBNZ		508	45	37
Investments	1	2,000	975	2,000
Closing Cash Balance		2,508	1,020	2,037

The accompanying accounting policies and notes form an integral part of these financial statements.

NOTES TO THE FINANCIAL STATEMENTS

for the year ended 30 June 2010

	Actual 2010 \$000	Actual 2009 \$000
Note 1: Investments		
All Investments are "Held-to-Maturity"		
Term Deposits - 90 days at 3.64% per annum (2009 at 4%)	1,000	1,000
Term Deposits - 90 days at 4.50% per annum (2009 at 3%)	1,000	1,000
Total	2,000	2,000

Note 2: Trade and Other Receivables

Accruals	46	52
Levies receivable	1,005	1,103
GST receivable	248	98
Total	1,299	1,253

	Current Year Depreciation \$000	Cost \$000	Additions \$000	Accumulated Depreciation/ Amortisation \$000	Net Book Value \$000
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Note 3: Property, Plant and Equipment, Intangible Assets**2010**

Artwork	0	17	0	0	17
Motor Vehicles	3	45	23	24	21
Library Books and Films	0	96	0	96	0
General Office Equipment	5	101	0	89	12
Computer Hardware	49	353	11	296	57
Computer Software	39	314	8	273	41
Leasehold Improvements	26	305	51	279	26
Fixtures, Furniture and Equipment	16	210	3	155	55
Total	138	1,441	96	1,212	229

2009

Artwork	0	17	0	0	17
Motor Vehicles	4	52	0	51	1
Library Books and Films	0	96	0	96	0
General Office Equipment	14	139	8	122	17
Computer Hardware	72	524	76	428	96
Computer Software	3	373	90	301	72
Leasehold Improvements	0	370	1	369	1
Fixtures, Furniture and Equipment	16	218	9	151	67
Total	109	1,789	184	1,518	271

	Actual 2010 \$000	Actual 2009 \$000
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Note 4: Trade and Other Payables

Sundry creditors	2,331	1,630
Salary accrual	62	50
Total	2,393	1,680

NOTES TO THE FINANCIAL STATEMENTS CONT'D*for the year ended 30 June 2010*

	Actual 2010 \$000	Actual 2009 \$000
Note 5: Provisions		
Employee Entitlements – Annual leave	176	147
Total	176	147
Note 6: Reconciliation of Net Deficit with Net Cash Flows from Operating Activities		
Net Deficit from Operations	(144)	(86)
Add Non-Cash Items		
Depreciation expense	138	109
Total Non-Cash Items	138	109
Add/(Less) Movements in Working Capital Items		
Decrease/(Increase) in receivables and prepayments	(169)	123
(Decrease)/Increase in accounts payable	713	(281)
(Decrease)/Increase in employee entitlements	29	57
Net Working Capital Movements	573	(101)
Less Items Classified as Investing Activities		
Net gain on sale of fixed assets	(3)	0
Total of Investing Activities	(3)	0
Net Cash Flow from Operating Activities	564	(78)

Note 7: Financial Instruments

ALAC has a series of policies providing risk management for interest rates and operating expenditures, and the concentration of credit. ALAC is risk averse and seeks to minimise exposure from its treasury activities. Its policies do not allow any transactions which are speculative in nature to be entered into. Investments are held to maturity.

Credit Risk

Credit risk is the risk that a third party will default on its obligation to ALAC, causing it to incur a loss.

ALAC has a minimal credit risk in its holdings of various financial instruments. ALAC has classified these instruments as follows: Loans and Receivables (Trade & other Payables and Trade & other Receivables) and Held-to-Maturity Investments (Cash and Investments)

ALAC places its investments with institutions with a minimum AA credit rating. It also reduces its exposure to risk by limiting the amount that can be invested in any one institution. ALAC believes that these policies reduce the risk of any loss that could arise from its investment activities. ALAC does not require any collateral or security to support financial instruments.

Fair Values

The fair value is equivalent to the carrying amounts of financial instruments disclosed in the Statement of Financial Position.

Credit Facilities

ALAC did not have bank overdraft or other credit facilities as at 30 June 2010 (Nil at 30 June 2009).

Currency and Interest Rate Risk

There is no significant exposure to interest rate risk on the Council's financial instruments as a result of movements in market interest rates. In addition, the Council has no exposure to currency risk.

Classification

All Trade and other Receivables are classified as current.

NOTES TO THE FINANCIAL STATEMENTS CONT'D*for the year ended 30 June 2010***Note 8: Related Party Transactions**

ALAC is a wholly owned entity of the Crown.

ALAC has entered into some transactions with government departments, Crown agencies and State-Owned Enterprises on an arm's length basis. Where those parties are acting in the course of their normal dealings with ALAC, related party disclosures have not been made for transactions of this nature.

No severance payments were made to Council members during 2009/10. Remuneration through fees is all inclusive.

	<i>Number of Employees</i>	
	2010	2009
Note 9: Employee Remuneration		
Total remuneration		
\$000		
\$100-110	1	1
\$110-120	1	0
\$130-140	1	1
\$140-150	0	0
\$160-170	2	2
\$180-190	1	1
Termination Benefits		
\$000		
\$16.6	1	0
	2010	2009
	\$000	\$000

Note 10: Key Management and Council Remuneration

Council members earned the following fees during the year:

Rea Wikaira (Chair)	Appointed Jan 10	11.5	0.0
Trevor Shailer (Deputy Chair)		14.4	14.0
Anne Hobby		11.5	11.5
Helen Moriarty		11.5	11.5
Kim Ma'ia'i		11.5	11.5
Barbara Docherty	Appointed Jan 10	5.8	0.0
Ian Miller	Appointed Jan 10	5.8	0.0
Peter Glensor (former Chair)	Term ended Dec 09	11.5	23.0
Alick Shaw	Term ended Dec 09	5.8	11.5
Robyn Northey	Term ended Dec 09	5.8	11.5
Gavin McFayden	Resigned Jun 09	0.0	5.0
Vacant position		0.0	0.0
Total Council Fees		95.1	99.5

The Chief Executive's remuneration is in the \$180K - \$190K band. (2009 \$180K - \$190K band).
No other benefits were received

NOTES TO THE FINANCIAL STATEMENTS CONT'D

for the year ended 30 June 2010

	2010 \$000	2009 \$000
Note 11: Commitments and Contingencies		
Grants and Funding		
At 30 June 2010, ALAC had approved funds for disbursements to individuals and organisations.		
Not later than one year	748	903
Later than one year and not later than two years	354	26
Later than two years and not later than five years	40	5
Later than five years	0	0
	1,142	934
Rental Expenses Committed		
Leases on ALAC's premises in Wellington, Christchurch and Auckland:		
Not later than one year	297	386
Later than one year and not later than two years	32	297
Later than two years and not later than five years	0	31
Later than five years	0	0
	329	714
Operating Lease Commitments		
Non-cancellable lease payments for office equipment:		
Not later than one year	15	15
Later than one year and not later than two years	15	15
Later than two years and not later than five years	8	23
Later than five years	0	0
	38	53
Total Commitments	1,509	1,701

Capital Commitments

As at 30 June 2010 no capital expenditure had been committed under contractual arrangements. (Nil at 30 June 2009). There were no contingent liabilities outstanding as at 30 June 2010 (Nil at 30 June 2009).

STATEMENTS OF SERVICE PERFORMANCE

for the year ended 30 June 2010

ALAC KEY PERFORMANCE INDICATORS (KPIs) FOR 2009/10

1. Policy analysis and advocacy

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Drinking culture	<p>Development of new or revised ALAC policy positions on how best to move towards adopting a drinking culture that is safe and responsible, including a policy on price and a policy on alcohol advertising and sponsorship.</p> <p>Provision of expert policy analysis and advice to our Minister and the Government as required on evidence-informed, best-practice interventions to change New Zealand's drinking culture.</p>	<p>1.1 ALAC's stakeholder survey shows 75 percent of stakeholders have a clear awareness and understanding of ALAC's published policies.</p> <p>1.2 ALAC policy positions on price and alcohol advertising/ sponsorship are available on the ALAC website and are published in <i>alcohol.org.nz</i> by June 2010.</p> <p>1.3 Minister's office feedback is that advice provided is always timely and of excellent quality.</p>	<p>1.1 (A) ALAC's stakeholder survey feedback from all respondents (n=41) showed that 76 percent had read or used ALAC's submissions or policies, and of those (n=31), 94 percent had found them easy to understand.</p> <p>1.2 (A) ALAC policy positions were published on ALAC's website, along with our submission to the Law Commission. These policy positions were published in the May 2010 issue of <i>alcohol.org.nz</i>.</p> <p>1.3 (A) Our policy positions prepared for our submission to the Law Commission were provided to our Minister and further discussed with him at our regular meetings. Advice to the Minister was provided on time and no advice was returned for further work. ALAC provided advice both directly and indirectly to the Government e.g. on alcohol legislative reform and <i>Drivers of Crime</i> work.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

1. Policy analysis and advocacy – continued

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	<p>Development of outcomes management framework.</p> <p>Promote innovative and best-practice treatment solutions for hazardous and harmful drinkers.</p>	<p>1.4 Develop an appropriate measure for alcohol-related harm using a matrix compilation of harm results from survey data by December 2009.</p> <p>1.5 Complete and disseminate the findings of an outcomes evaluation of the Moana House Therapeutic Community Programme by May 2010.</p>	<p>1.4 (PA) In order to accommodate requests from several of ALAC's key partners that ALAC expand the scope of the measures intended for inclusion in the matrix beyond a focus on harm, the timeframe for completion was pushed out beyond December 2009.</p> <p>Continuing development of the Outcomes Measurement Framework and the <i>Drivers of Crime: Deliverable 6</i> work on an alcohol monitoring framework, both of which are considering appropriate measures of alcohol harm, has resulted in this specific measure coming under review.</p> <p>Discussions and workshops with ALAC staff on ALAC's Outcomes Measurement Framework are ongoing and work is continuing on developing this framework.</p> <p>ALAC is leading the <i>Drivers of Crime: Deliverable 6</i> project on developing an alcohol monitoring framework. A sub-group of the Drivers of Crime alcohol stream has been set up and four meetings held so far to progress the framework.</p> <p>1.5 (PA) The outcomes evaluation of the Moana House Therapeutic Community Programme two-year project was completed, and the final report received, in May 2010. Dissemination is ongoing and is expected to be completed in the next financial year.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

2. National marketing communications

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	Implement a national campaign aimed at changing the public's attitudes and behaviours towards drinking and drunkenness.	<p>2.1 Survey results show:</p> <ul style="list-style-type: none"> • at least 90 percent of people are aware of ALAC's marketing communications activities • at least 50 percent of people are aware of the harms that are associated with drunkenness • at least 30 percent have thought about their own drinking • at least 50 percent report taking some action to address their own drinking or the drinking of someone they care about. 	<p>2.1 (A) ALAC launched the latest phase of its national marketing campaign on 7 April 2010, with the first of three new television commercials going to air. A second commercial launched on 5 May 2010 and the final commercial went to air on 2 June 2010. A series of newspaper and magazine advertisements also began running in early June 2010 to support the television commercials. The campaign website (www.hadenough.org.nz) was also updated with new content and a new look and feel to support the advertising and provide people with additional tools and confidence to make positive behaviour changes around alcohol use.</p> <p>An omnibus monitor survey to gauge people's awareness of the new advertising, the messages they took from it and the actions they had undertaken as a result, was completed in May 2010 (four weeks after the launch of the new advertising). Survey results (n=824) showed:</p> <ul style="list-style-type: none"> • 90 percent of respondents were aware of ALAC's marketing communications activities • 31 percent of respondents who were aware of drinking habits communications had thought about their own drinking • 61 percent of respondents who were aware of the advertising reported taking some action as a result • 43 percent of respondents who were aware of the advertising reported taking some action in relation to their friends' or families' drinking. <p>A second post-launch omnibus commenced at the end of June 2010 and will be completed in early July 2010.</p> <p>As well, an annual survey of attitudes and behaviours towards alcohol in New Zealand (the ALAC Annual Monitor), which was completed in November 2009 (n=3,000), showed that:</p> <ul style="list-style-type: none"> • 58 percent of New Zealanders agreed that they were more likely to cause serious harm to themselves if they got drunk • 44 percent of New Zealanders agreed that they were more likely to cause serious harm to other people if they got drunk.

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

3. Support community action

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	<p>Identify key communities in each ALAC region ready for and needing ALAC assistance, based on needs analysis, community readiness, energy and expected benefits.</p> <p>Assist key communities with guidance and best-practice advice to develop effective local programmes for local needs to achieve community wellbeing and a reduction in alcohol harms.</p>	<p>3.1 Stocktake of key community players in each ALAC region, and regional stakeholder management plans, completed by December 2009.</p> <p>3.2 75 percent of community projects that ALAC is substantially involved with (non-financially) achieve their stated outcomes.</p>	<p>3.1 (A) A stocktake of key community players in each of the three ALAC regions (Northern, Central and Southern) was completed, along with stakeholder management plans for each ALAC region. ALAC identified communities for specific input and plans of engagement, and those communities that applied for Community Action on Alcohol Fund (CAAF) funding were assessed and, where necessary, provided with additional support and guidance. Some communities that were unsuccessful for CAAF funding were offered alternative funding options for their projects.</p> <p>3.2 (PA) ALAC's stakeholder survey feedback from community-based organisations and non-government organisation (NGO) respondents (n=13) showed that 100 percent 'agreed' or 'strongly agreed' that communities were implementing strategies to reduce alcohol-related harm. Of the local and regional government respondents (n=13), 84 percent 'agreed' or 'strongly agreed'.</p> <p>ALAC's stakeholder survey feedback also showed that respondents (n=41) were accessing guidance and best-practice advice, with: 88 percent having read or used research published by ALAC, 76 percent having read or used ALAC's submissions or policies and 78 percent having read or used ALAC's guidelines.</p> <p>The regional managers assisted some community groups to plan and develop projects for inclusion in the February 2010 round of CAAF funding applications. The regions also worked with a number of communities in projects that complemented and supported ALAC's new marketing campaign. Tauranga was one of the communities that undertook to increase exposure of the 2010 ALAC national campaign launch. This took place in April 2010 and its report has been received as well as an evaluation of the Western Bay of Plenty Off-Licence Alcohol Accord.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

4. Cross-sector collaboration

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	<p>Contribute to the development of the National Alcohol Action Plan.</p> <p>Establish close relationships with other agencies with national marketing and education campaigns to align messages and reduce competition.</p> <p>Provide opportunities and host workshops for stakeholders and professionals working towards the reduction in alcohol-related harm to share and learn best practice.</p>	<p>4.1 Feedback on all ALAC papers and advice to the Inter Agency Committee on Drugs and to the Ministerial Committee on Drugs is that they are timely and of excellent quality.</p> <p>4.2 ALAC's stakeholder survey feedback shows all other relevant agencies are aware and working with ALAC to align education messages.</p> <p>4.3 Positive stakeholder feedback provided in post-conference and workshop evaluations, including that 75 percent of participants have learnt about best-practice interventions to change the drinking culture.</p>	<p>4.1 (Not Applicable for 2009/10) No specific papers have been requested.</p> <p>The Ministerial Committee on Drugs did not meet this year. ALAC is no longer a member of the core Inter Agency Committee on Drugs (IACD) following the review of its membership and purpose. ALAC understands that the IACD is considering the establishment of an alcohol sub-committee.</p> <p>Inter-agency work on the National Alcohol Action Plan remains on hold, pending the legislative outcome of the Law Commission review.</p> <p>4.2 (PA) ALAC's stakeholder survey feedback from all respondents (n=41) showed that 80 percent 'agreed' or 'strongly agreed' that relevant agencies were aware and working with ALAC to provide consistent messages on alcohol.</p> <p>4.3 (A) ALAC's stakeholder survey feedback from respondents who had attended seminars or forums organised by ALAC (n=23) showed that 87 percent 'agreed' or 'strongly agreed' that they had been supportive and useful.</p> <p>ALAC's Working Together Conference was held in May 2010 in Auckland. The Conference evaluation report showed that 85 percent of delegates reported that the Conference had provided an opportunity to learn about best-practice interventions to change the drinking culture and 89 percent of delegates rated the Conference overall as excellent or very good.</p> <p>The Cutting Edge conference is the national alcohol, drug and addiction treatment conference for the addiction field. This year's conference was held in Wellington in September 2009 and attended by more than 380 delegates. A final report was received in March 2010 and showed that delegates rated the relevance of the conference on a 1-10 scale (1 being poor and 10 excellent), with 71 percent rating the conference between 8 and 10 and 25 percent between 4 and 7.</p> <p>Positive stakeholder feedback was provided in the evaluation of ALAC's national hui, held in December 2009, to assist community groups to network more effectively, with both each other and ALAC, for the recipients of funding by the CAAF. The hui was attended by 70 delegates, representing 23 community organisations.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

5. Provision of tools and resources

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	Review and redesign ALAC website and <i>HadEnough</i> website.	5.1 Websites are redesigned by 30 June 2010.	5.1 (A) The <i>HadEnough</i> website was refreshed with a new look and feel and new content as part of the national marketing campaign. The ALAC website was reviewed and redesigned. The redevelopment of this website has commenced and will continue into the next financial year.
	Review format of ALAC's <i>alcohol.org.nz</i> magazine.	5.2 Four issues of <i>alcohol.org.nz</i> magazine published in the 2009/10 year.	5.2 (PA) To fit into the timing of external and internal events e.g. the Law Commission's review of the Sale of Liquor Act, the launch of ALAC's national marketing campaign and the ALAC conference, ALAC revised the number of magazines it would publish in 2009/10, and two issues of <i>alcohol.org.nz</i> were produced. The format for <i>alcohol.org.nz</i> was reviewed and in future years ALAC will produce two magazines per year and develop a monthly e-newsletter.
		5.3 Stakeholder survey feedback is that 90 percent of readers find the information useful and relevant to changing New Zealand's drinking culture.	5.3 (PA) ALAC's stakeholder survey feedback from all respondents (n=41) showed that 88 percent reported reading the <i>alcohol.org.nz</i> magazine in the previous 12 months, and of those (n=36) 77 percent 'agreed' or 'strongly agreed' that they had found the magazine useful and relevant to their work to change New Zealand's drinking culture.
	Jointly fund (with the Ministry of Health) an alcohol and drug helpline to provide advice and support to those seeking help for drinking behaviour issues.	5.4 100 percent of all calls received are answered by trained brief intervention counsellors.	5.4 (A) 100 percent of all calls received by the Alcohol Drug Helpline were answered by trained brief intervention counsellors. There were 19,912 calls processed by the Helpline in the 2009/10 year, a 12.5 percent increase compared with the previous year.
		5.5 At least 20 percent of all valid calls answered receive brief interventions or are referred to call-backs, follow-up interventions or treatment.	5.5 (A) 34 percent of valid calls answered during the 2009/10 year received brief interventions and/or were referred to call-backs, follow-up interventions or treatment.

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

6. Policy analysis and advocacy

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Supportive environments	<p>Provide policy analysis and evidence from ALAC research to the Law Commission review of the Sale of Liquor Act.</p> <p>Provision of expert policy analysis and advice to our Minister and the Government as required on evidence-informed, best-practice interventions to ensure the regulatory settings and sector practice support responsible drinking behaviour.</p> <p>Provide analysis and advice to local authorities on proposed or draft local alcohol policies/strategies/plans and liquor bans.</p>	<p>6.1 The Law Commission's final report reflects ALAC's policy positions on the legislative framework.</p> <p>6.2 Minister's office feedback is that advice provided is always timely and of excellent quality.</p> <p>6.3 Local authority feedback, via ALAC's stakeholder survey, is that 75 percent of local authorities are aware of ALAC's support role and the contribution ALAC can make.</p> <p>6.4 At least 30 local authorities have been provided with support and advice from ALAC, and targeted support provided to at least six local authorities developing alcohol strategies/policies or plans.</p>	<p>6.1 (A) ALAC continued to support the Law Commission's review. Our secondee returned to ALAC in March 2010, following the completion of the Law Commission's report, which was almost entirely consistent with ALAC's policy positions as presented in its submission.</p> <p>6.2 (A) Our policy positions prepared for our submission to the Law Commission were provided to our Minister and further discussed with him at our regular meetings. Advice to the Minister was provided on time and no advice was returned for further work. ALAC provided advice both directly and indirectly to the Government e.g. on alcohol legislative reform and <i>Drivers of Crime</i> work.</p> <p>6.3 (A) ALAC's stakeholder survey feedback from local and regional government respondents (n=13) showed that at least 77 percent were aware of ALAC's different support roles and the contributions ALAC can make.</p> <p>6.4 (A) Thirty local authorities were provided with support and advice from ALAC. Of these, 15 were provided with targeted support for the development of strategies/plans/policies.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

7. Cross-sector collaboration

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	<p>Provision of support to agencies with responsibility for enforcing liquor legislation to develop workforce skills, including supporting the development of best-practice guidelines promoting the consistent enforcement of liquor legislation.</p> <p>Work with industry and other stakeholders to agree on and develop voluntary protocols for the responsible sale, supply and promotion of alcohol, including supporting the consistent application of controls and measures to manage alcohol at all types of large-scale events.</p>	<p>7.1 ALAC's stakeholder survey feedback shows 75 percent of monitoring and enforcement agencies are aware of ALAC's support role and the contribution ALAC makes.</p> <p>7.2 ALAC's guidelines for managing alcohol at large-scale events form the basis for management of alcohol at the Rugby World Cup and at other similar large-scale stadia events.</p>	<p>7.1 (A) ALAC's stakeholder survey feedback from law enforcement respondents (n=12) showed that at least 75 percent were aware of ALAC's different support roles and the contributions ALAC can make.</p> <p>7.2 (A) ALAC's <i>Guidelines for Managing Alcohol at Large Events 2010</i> is in final draft form, and is currently awaiting final publication and printing as it contains several links to the current law that will be updated following the outcome of the Law Commission's review of the Sale of Liquor Act. The Guidelines are available in their current form and the strategies and tools are being promoted among industry forums.</p> <p>ALAC has contributed to three meetings of the Rugby World Cup Alcohol Management Steering Group. ALAC's advice (and final draft Guidelines) has been welcomed, and is forming part of the Alcohol Management Plan for the Rugby World Cup 2011.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

8. Provision of tools and resources

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	<p>Review and develop host responsibility resources, including the development of a licensed premises staff training package.</p> <p>Develop resources and tools to support drinking behaviour change in private settings and workplaces.</p>	<p>8.1 Licensed premises staff training package developed and available for use by June 2010.</p> <p>8.2 New resources are developed for drinking environment settings, including workplaces and private settings, by March 2010.</p>	<p>8.1 (A) The <i>'That's intoxicating'</i> and <i>'Where's the line?'</i> resources are receiving positive feedback from industry stakeholders and statutory agencies alike.</p> <p>8.2 (A) The <i>Winter Party Guide</i> development is underway. This resource will be produced in a similar vein to the <i>Great Summer Party Guide</i> and target private hosts.</p> <p>The development of a workplace brochure was completed in November 2009.</p>

9. Strategy implementation

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Priority populations	Implement the Youth Strategy, Māori Strategy and Pacific Strategy beginning July 2009, including the specific action areas as per the timeframes set out in the final strategy documents.	9.1 All actions meet the performance measures for 2009/10 included in the strategy implementation plans.	9.1 (A) The delivery of the actions included in each of the Youth, Māori and Pacific Strategy implementation plans was successful and met the performance measures.

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

10. Support community action

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	<p>Identify key priority population communities in each ALAC region ready for and needing ALAC assistance, based on needs analysis, community readiness, energy and expected benefits.</p> <p>Assist key communities with guidance and best-practice advice to develop effective local programmes for local needs to achieve community wellbeing and a reduction in alcohol harms.</p>	<p>10.1 Stocktake of key community players in each ALAC region, and regional stakeholder management plans, completed by December 2009.</p> <p>10.2 75 percent of community projects ALAC is substantially involved with supporting (non-financially) achieve their stated outcomes.</p>	<p>10.1 (A) A stocktake of key community players in each of the three ALAC regions (Northern, Central and Southern) was completed, along with stakeholder management plans for each ALAC region. ALAC identified communities for specific input and plans of engagement, and those communities that applied for CAAF funding were assessed and, where necessary, provided with additional support and guidance. Some communities that were unsuccessful for CAAF funding were offered alternative funding options for their projects.</p> <p>10.2 (A) ALAC's stakeholder survey feedback from community-based organisations and NGO respondents (n=13) showed that 100 percent 'agreed' or 'strongly agreed' that communities were implementing strategies to reduce alcohol-related harm. Of the local and regional government respondents (n=13), 84 percent 'agreed' or 'strongly agreed'. ALAC's stakeholder survey feedback also showed that respondents (n=41) were accessing guidance and best-practice advice, with: 88 percent having read or used research published by ALAC, 76 percent having read or used ALAC's submissions or policies and 78 percent having read or used ALAC's guidelines. The regional stocktake of the key community players identified a number of priority population community groups that required ALAC's advice and support to achieve their outcomes. Work with these groups continued during the year to develop project plans that will include the outcomes they are trying to achieve. Communities applying for CAAF funding were assessed and, where necessary, provided with additional support and guidance. Some communities that were unsuccessful for CAAF funding were offered alternative funding options for their projects. ALAC, in collaboration with Te Puni Kōkiri, set up a national Māori consultation meeting with the Law Commission on its Alcohol in Our Lives issues paper. This meeting was held in Wellington in October 2009, where key national Māori community representatives were formally consulted. A Strengthening Community Action on Alcohol workshop was held in Opotiki in January 2010 to help develop a community-wide project to address local alcohol harm issues. A comprehensive report on the workshop from Te Raukura Rangahou 2010 was received in February 2010.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

10. Support community action continued

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	Implement a consolidated Community Action Fund for all funding applications to ALAC for community action projects, with a priority given to projects targeting priority populations.	10.3 Evaluation of the first year's fund allocation will show that it is targeting ALAC's priority populations, and that the evaluation assistance has been taken up and used by 90 percent of funded projects (note: in out-years the evaluation will assess the achievement of stated outcomes and cost effectiveness).	10.3 (A) An internal review of the funding allocated under the CAAF showed that it was targeting ALAC's priority populations. The CAAF three-year evaluation project commenced in January 2010 and included a workshop to develop a logic model showing how the funding strategy contributed to achieving ALAC's objectives and vision. Twenty-five community organisations were funded by the CAAF. Of these, 23 community organisations (92 percent) were given evaluation assistance at the national hui held in December 2009.

11. Provision of tools and resources

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	Develop a communications and resource development plan that supports ALAC's priority population strategies.	11.1 A communications and development plan is developed by November 2009 for each of the strategies.	11.1 (A) A communications plan was developed and implemented to support the initial implementation of the three action plans and new manager roles. Resources were continually managed and reviewed.

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

12. Policy analysis and advocacy

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Sector ownership	Development of a three-year research programme (consistent with ALAC's strategic direction) to ensure effective commissioning of research that addresses identified alcohol-related research gaps.	<p>12.1 A three-year work programme is developed by December 2009.</p> <p>12.2 ALAC's stakeholder survey feedback from 80 percent of government agencies is that the research programme will address alcohol-related research gaps.</p>	<p>12.1 (A) A core three-year research programme was developed and enacted in ALAC's <i>Business Plan 2010-13</i>.</p> <p>Foundation research</p> <ul style="list-style-type: none"> • Small project for each of the three years deriving from <i>Gaps and Needs</i> final report and evidential base. • Large project for each of the three years deriving from <i>Gaps and Needs</i> final report and evidential base. • Women, Children and Families Research project. <p>Monitoring and evaluation</p> <ul style="list-style-type: none"> • Outcomes model: further development and maintenance, including additional outcome measures developed during 2009/10 and refinement of logic model: collaborative project with Ministry of Health. • Automated indicator data collection and supply. • Regional data collection project. • Secondary analysis of various large databases. • Stakeholder survey. <p>Research support</p> <ul style="list-style-type: none"> • Research to support policy and regulatory matters, especially proceeding from the Law Commission's review. • Baseline and ongoing research on community views on local government policies and changes. • New Zealand Statistics Review Recommendations project (scope, develop, populate and maintain a database as recommended by the Statistics New Zealand 'Review of crime and criminal justice statistics' recommendation (April 2009)). • Mapping options for databases (similar to PHI's one). • Research and community sector relationship and collaboration. <p>12.2 (A) ALAC's stakeholder survey feedback from government agency respondents who had read or used ALAC's published research in the previous 12 months (n=17) showed that 100 percent agreed that ALAC's research was useful and 88 percent agreed that ALAC's research programme helped to address gaps in alcohol research.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

12. Policy analysis and advocacy

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	<p>Development of a three-year plan for ALAC's work in the area of health responses to alcohol problems.</p> <p>Provision of expert policy analysis and advice to our Minister and the Government as required on the need for a greater range and number of health care services for risky and harmful drinking.</p> <p>Undertake cost effectiveness study of early intervention in generalist health settings.</p>	<p>12.3 A three-year plan is developed by November 2009.</p> <p>12.4 Minister's office feedback is that advice provided is always timely and of excellent quality.</p> <p>12.5 A cost-effectiveness evaluation is completed by June 2010 and results made available to government agencies.</p>	<p>12.3 (A) A three-year plan was developed and the first year implemented.</p> <p>12.4 (A) Our policy positions prepared for our submission to the Law Commission were provided to our Minister and further discussed with him at our regular meetings. Advice to the Minister was provided on time and no advice was returned for further work. ALAC provided advice both directly and indirectly to the Government e.g. on alcohol legislative reform and <i>Drivers of Crime</i> work.</p> <p>12.5 (PA) A study of the cost savings of screening and brief intervention in primary health and ED was completed by June 2010.</p>

13. Cross-sector collaboration

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	<p>Support Local Government New Zealand's (LGNZ's) alcohol reference group looking at best practice in local authority regulation of alcohol issues.</p> <p>Development of strategies to reduce alcohol harm inclusive of the roles and contributions of the wider alcohol sector.</p>	<p>13.1 The reference group's decisions and positions are used by LGNZ as the basis for its own advice to all local authorities.</p> <p>13.2 ALAC develops a framework by June 2010 ready for consultation with stakeholders in the alcohol sector.</p>	<p>13.1 (A) ALAC continues to support the LGNZ alcohol reference group. The reference group met in May 2010 to provide advice to LGNZ and ALAC on the contents of the Law Commission's recommendations to the Government.</p> <p>13.2 (PA) Inter-agency work on the National Alcohol Action Plan (NAAP) remains on hold owing to the Law Commission's review and pending the Government's legislative response to the review.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

14. Provision of tools and resources

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	Development of guidance material on tools that support local authorities to reduce local alcohol-related harm, including alcohol strategies/plans/policies and liquor bans.	14.1 Guidance material developed and available by March 2010 and stakeholder feedback is that 75 percent of local authorities find the resources useful.	14.1 (PA) The development of the guidance material on tools that support local authorities to reduce local alcohol-related harm was postponed, pending the outcome of the review of the Sale of Liquor Act. ALAC's stakeholder survey feedback showed that of respondents involved in local and regional government in the previous 12 months who used or accessed: <ul style="list-style-type: none"> • ALAC's guidelines (n=13), 85 percent 'agreed' or 'strongly agreed' that they were useful • ALAC's submissions or policies (n=12), 67 percent 'agreed' or 'strongly agreed' that they were useful • ALAC's published research (n=13), 100 percent 'agreed' or 'strongly agreed' that they were useful. • ALAC's publications and resources (n=12), 100 percent 'agreed' or 'strongly agreed' that they were useful.

15. Policy analysis and advocacy

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
Local communities	Provision of expert policy analysis and advice to our Minister, the Government, select committees and local government on evidence-informed, best-practice interventions to ensure local communities are able and willing to take ownership of local alcohol harm issues.	15.1 Minister's office feedback is that advice provided is always timely and of excellent quality. 15.2 The Justice and Electoral Select Committee report on the Sale and Supply of Liquor and Liquor Enforcement Bill reflects that the Committee has fully understood ALAC's submission.	15.1 (A) Our policy positions prepared for our submission to the Law Commission were provided to our Minister and further discussed with him at our regular meetings. Advice to the Minister was provided on time and no advice was returned for further work. ALAC provided advice both directly and indirectly to the Government e.g. on alcohol legislative reform and <i>Drivers of Crime</i> work. 15.2 (PA) The Sale and Supply of Liquor and Liquor Enforcement Bill will be reported back from the Justice and Electoral Select Committee on 1 October 2010.

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

16. Support community action

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	<p>Identify key priority population communities in each ALAC region ready for and needing ALAC assistance, based on needs analysis, community readiness, energy and expected benefits.</p> <p>Assist key communities with guidance and best-practice advice to develop effective local programmes for local needs to achieve community wellbeing and a reduction in alcohol harms.</p>	<p>16.1 Stocktake of key community players in each ALAC region, and regional stakeholder management plans, completed by December 2009.</p> <p>16.2 75 percent of community projects that ALAC is substantially involved with supporting (non-financially) achieve their stated outcomes.</p>	<p>16.1 (A) A stocktake of key community players in each of the three ALAC regions (Northern, Central and Southern) was completed, along with stakeholder management plans for each ALAC region. ALAC identified communities for specific input and plans of engagement and those communities that applied for CAAF funding were assessed and, where necessary, provided with additional support and guidance. Some communities that were unsuccessful for CAAF funding were offered alternative funding options for their projects.</p> <p>16.2 (PA) ALAC's stakeholder survey feedback from community-based organisations and NGO respondents (n=13) showed that 100 percent 'agreed' or 'strongly agreed' that communities were implementing strategies to reduce alcohol-related harm. Of the local and regional government respondents (n=13), 84 percent 'agreed' or 'strongly agreed'.</p> <p>ALAC's stakeholder survey feedback also showed that respondents (n=41) were accessing guidance and best practice advice, with: 88 percent having read or used research published by ALAC, 76 percent having read or used ALAC's submissions or policies and 78 percent having read or used ALAC's guidelines.</p> <p>The CAAF process identified a number of community projects that did not meet the criteria for funding but required regional support and advice to achieve their outcomes.</p> <p>The regional stocktake of key community players and the CAAF process identified a number of communities that required non-financial assistance in achieving their alcohol-related outcomes and/or to facilitate their alcohol action plans. Currently, these communities are in the process of developing their plans for addressing alcohol issues.</p> <p>Communities applying for CAAF funding were assessed and, where necessary, provided with additional support and guidance. Some communities that were unsuccessful for CAAF funding were offered alternative funding options for their projects.</p> <p>Evaluations of the Far North Alcohol Accords and the Representatives from Agencies addressing Drug and Alcohol issues Regionally (RADAR) showed that these collectives were working well towards achieving a sustainable impact on alcohol and drug issues.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

16. Support community action continued

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	Implement a consolidated Community Action Fund for all funding applications to ALAC for community action.	<p>16.3 Evaluation of the first year's fund allocation will show that it is targeting ALAC's priority populations, and that the evaluation assistance has been taken up and used by 90 percent of funded projects (note: in out-years the evaluation will assess the achievement of stated outcomes and cost effectiveness).</p>	<p>The Christchurch Drinks Survey was completed successfully in collaboration with Christchurch Safer Communities and the Christchurch City Council. This survey is guiding these key groups in the design and development of an evidenced-based approach to reducing alcohol-related harm in this community. Some communities were assisted to modify and update earlier proposals in anticipation of the February 2010 CAAF funding round.</p> <p>A Strengthening Community Action on Alcohol workshop was held in Opotiki in January 2010 to help develop a community-wide project to address local alcohol harm issues. A final report was received in February 2010 detailing the outcomes that had been achieved as part of the workshop.</p> <p>ALAC arranged and facilitated more than 35 Law Commission consultation meetings across all three ALAC regions (Northern, Central and Southern). A report on these meetings was prepared, which identified that all meetings had achieved their stated outcomes. The Law Commission's final report, <i>Alcohol in Our Lives: Curbing the Harm</i>, described some of the community meetings organised by ALAC (Chapter 1 'What New Zealanders told us').</p> <p>An intercommunity hui was held between Rodney and Whangārei youth groups in May 2010. The groups achieved the stated outcome of the hui, which was to share ideas, explore joint initiatives and create links in staying connected.</p> <p>16.3 (A) An internal review of the funding allocated under the CAAF showed that it was targeting ALAC's priority populations.</p> <p>The CAAF three-year evaluation project commenced in January 2010 and included a workshop to develop a logic model showing how the funding strategy contributed to achieving ALAC's objectives and vision.</p> <p>Twenty-five community organisations were funded by the CAAF. Of these, 23 community organisations (92 percent) were given evaluation assistance at the national hui held in December 2009.</p>

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

17. Provision of tools and resources

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	<p>Review ALAC's community action and local government toolkit resources.</p> <p>Publish ALAC research and media releases and make available to community organisations.</p>	<p>17.1 Review of community action and local government toolkit resources completed by March 2010.</p> <p>17.2 ALAC's stakeholder survey shows 75 percent of all stakeholders know where and how to access ALAC's research and media releases and find these useful.</p>	<p>17.1 (PA) The <i>Strengthening Community Action on Alcohol</i> resource was reviewed and will be revised next financial year.</p> <p>The review of the local government toolkit resource was delayed, pending the outcome of the Sale of Liquor Act review.</p> <p>17.2 (A) ALAC's research and media releases are published on ALAC's website.</p> <p>ALAC's stakeholder survey feedback showed that they knew where and how to access ALAC's research and media releases and that they found them useful. Within the previous 12 months, out of all respondents (n=41):</p> <ul style="list-style-type: none"> • 88 percent had visited ALAC's corporate website • 88 percent had read or used <i>alcohol.org.nz</i> magazine, and of those (n=36) 77 percent had found the magazine useful • 88 percent had read or used ALAC's media releases, and of those (n=36) 86 percent had found the media releases useful • 88 percent had read or used published research, and of those (n=36) 95 percent had found the research useful • 76 percent had read or used ALAC's submissions or policies, and of those (n=31) 84 percent had found the policy positions useful • 78 percent had read or used ALAC's guidelines, and of those (n=32) 81 percent had found the guidelines useful.

STATEMENTS OF SERVICE PERFORMANCE CONT'D

for the year ended 30 June 2010

18. Cross-sector collaboration

Impact	Output	Measure	Progress (A) Achieved, (PA) Partially Achieved, (NA) Not Achieved
	Support the establishment and management of cross-sector local alcohol-focused forums and other inter-agency forums.	18.1 ALAC's stakeholder survey shows 75 percent of regional stakeholders believe there have been improved levels of regional collaboration due to ALAC's support.	18.1 (PA) ALAC's stakeholder survey feedback from regional stakeholders (local and regional government, NGOs and community-based organisations, n=26) showed that 69 percent 'agreed' or 'strongly agreed' that there were improved levels of regional collaboration owing to ALAC's activities. In addition, of these regional stakeholder respondents (n=26), 88 percent agreed that relevant agencies were aware and working with ALAC to provide consistent messages on alcohol.

