

SUPERCITY HOST CHARTER

2013

Foreword

As Mayor, it is my desire is to see Auckland become “the world’s most liveable city”. This includes Auckland regularly hosting varied and international quality events including; concerts, cultural and arts festivals, culinary festivals, stage shows, major sporting events and providing a vibrant and enjoyable entertainment sector for Aucklanders and visitors alike to enjoy.

Our hospitality and entertainment sector has a vital role in achieving this goal. Auckland’s hospitality sector contributes approximately \$740 million to the Auckland economy each year and employs 27,000 staff. I am proud of our hospitality industry’s professionalism, high standards and world-class offerings and of the vital contribution they make as an important component of the Auckland economy.

However, excessive alcohol consumption, its related anti-social behaviour and its impact on the safety and wellbeing of our people and communities is a key issue across our region and for our society as a whole. In recent times, this has been more acute in the central city area, as Auckland’s entertainment hub with a growing residential population, but it’s an issue that affects all Auckland communities.

We all want Auckland to be a place where hospitality staff, patrons and all people feel safe while either working within or enjoying the varied and quality entertainment and hospitality offerings across our region. Achieving this for our communities is a shared responsibility.

It is my hope that this Host Charter initiative will provide useful additional tools to assist us all to work together more efficiently in our shared efforts to maintain a responsible balance between supporting our vibrant entertainment and hospitality sector, while managing the adverse social costs of alcohol.

We know we are great hosts and now we want to raise our standards even further.

A handwritten signature in black ink, appearing to be 'Len Brown', with a stylized, flowing script.

Len Brown
MAYOR OF AUCKLAND

ABOUT THE SUPERCITY HOST CHARTER

The Supercity Host Charter initiative grew from workshops with key inner-city hospitality operators, following on from the Mayoral Taskforce on Alcohol and Central City Safety in 2012.

The Charter has been developed by licensees, for licensees and contains a number of licensee obligations in addition to the legal responsibilities under the Sale of Liquor Act 1989 and the Sale and Supply of Alcohol Act 2012, once the relevant sections come into force during 2013 and beyond.

The Charter aims to encourage all new and existing hospitality operators to sign up, use it as a business tool and participate in assisting the Auckland Hospitality Industry to be the very best in the country.

VISION

Every member of the Supercity Host Charter is proud to be part of Auckland City; we are committed to providing a fun and safe hospitality environment within the community.

SUPERCITY HOST CHARTER OBJECTIVES

1. Foster and promote a sense of pride in licensed venues, and Auckland City, within the hospitality industry.
2. Contribute to the overall safety of Auckland City.
3. Enhance responsible management of venues and licensing practices.
4. Contribute to raising awareness of responsible service and consumption of alcohol within the community.
5. Develop new initiatives through cooperative action.
6. Build and foster effective communication and cooperation between licensed venues, government agencies and the community.

BENEFITS OF JOINING THE FORUM

The benefits of joining the Supercity Host Charter are:

- opportunities to work collaboratively with other licensed venues and local agencies
- opportunities to meet and discuss common issues with other venue operators and managers
- becoming a signatory to the Supercity Host Charter
- development as a Licensee
- providing a voice in hospitality issues.
- contribution to the overall safety of Auckland City

SUPERCITY HOST CHARTER

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We're proud to be a Supercity Host venue.

PATRON'S CODE OF CONDUCT

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To ensure that everyone has a great time, we ask that you:

- have your photo ID ready
- adhere to local liquor bans and do not bring pre-purchased alcohol into the premises
- drink responsibly, intoxication is not acceptable
- look after your mates to ensure a safe, fun night out
- everyone here is entitled to have a good time – don't spoil it for others
- respect our staff and their guidance
- get home safely. (See our staff for information on transport options.)

We welcome your custom but we reserve the right to refuse entry.

LICENSEE'S CODE OF CONDUCT

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To ensure that you have a great time, we will:

- make you feel welcome
- keep you informed
- treat you with respect
- ensure our staff are trained to a high standard
- create a safe and friendly environment
- interact as a precinct, refusal here may result in refusal elsewhere
- run responsible promotions.

SUPPORTED BY:

Hospitality
NEW ZEALAND



MEMBERS OF THE
SUPERCITY
HOST CHARTER