

# AGENDA

**Ordinary meeting of the**

**Saxton Field Hearings Panel**

**Friday 14 June 2024**

**Commencing at 9.30a.m. - to Deliberate on feedback to the  
amendment to Saxton Field Reserve Management Plan**

**Nelson City Council Chamber**

**Floor 2A, Civic House**

**110 Trafalgar Street, Nelson**

Membership:

**Chairperson**  
**Members**

Chairperson Derek Shaw  
Cr Campbell Rollo  
Cr Tim Skinner  
Cr Barry Dowler  
Cr Glen Daikee

Quorum: 3

## ***Saxton Field Committee***

The Saxton Field Committee is a joint committee of Nelson City and Tasman District Councils. It is governed by a Terms of Reference (A1342334).

### **Areas of Responsibility:**

The Committee is responsible for:

- Considering proposals for reserve development
- Promotion and marketing of Saxton Field as a regional venue
- Capital development of Saxton Field
- Developing a naming and signage policy and considering requests under this policy
- Considering applications for leases and licenses
- Activities, developments and management actions provided for in the adopted Saxton Field Reserve Management Plan and associated policies
- Developing a work programme including any community consultation required.

### **Powers to Decide**

- Matters relating to items provided for in the approved operations, capital expenditure and maintenance budgets for Saxton Field
- Matters relating to marketing of Saxton Field, within approved budgets and policies
- Approval of applications for concessions

### **Powers to Recommend to Councils:**

The Committee has powers to recommend to the Nelson City Council, and the Tasman District Council:

- Future capital works programmes
- Financial contributions for the operations, maintenance and capital development of the reserve
- Reserve policies for approval including the Saxton Field Reserve Management Plan and any Development Plan
- Leases, licenses and easements (to the relevant Council)
- Any other matters within the areas of responsibility noted above
- All recommendations to Council will be subject to adoption of an equivalent resolution by the other Council, unless it is a matter specific to one Council only.

### **Quorum:**

- The Quorum for the Saxton Field Committee is three, including at least one member from each local authority.

### **Procedure:**

- The Standing Orders of the Council providing administration to the committee shall be applied at each meeting.
- The Chairperson will not have a casting vote
- Copies of minutes of meetings of the Saxton Field Committee will be retained by each Council for record keeping purposes

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**Karakia and Mihi Timatanga**

**1. Apologies**

Nil

**2. Confirmation of Order of Business**

**3. Interests**

3.1 Updates to the Interests Register

3.2 Identify any conflicts of interest in the agenda

**4. Public Forum**

There is no public forum.

**5. Confirmation of Minutes**

5.1 7 June 2024

**6. Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising)**

**8 - 138**

Document number R28537

Recommendation

***That the Hearings Panel***

- 1. Receives the report *Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising) (R28537) and its attachments (196698121-57978 and 196698121-57920); and****
- 2. Agrees having considered the written and oral submissions, that the proposed amendments to the Saxton Field Reserve Management Plan as set out in Attachment 2 (196698121-57920) of Report R28537 provide appropriate wording for the alcohol policy in the Saxton Field Reserve Management Plan.***

Recommendation to the Joint Committee

***That the Joint Committee of Tasman District and Nelson City Councils***

- 1. Adopts in accordance with Section 41 of the Reserves Act 1977, and Part 6 of the Local Government Act 2002, the amendments to the Saxton Field Reserve Management Plan as set out in Attachment 2 (196698121-57920) of Report R28537; and***
- 2. Notes the recommendation from Te Whatu Ora and Alcohol Healthwatch that the councils consider updating the Nelson Tasman Regional Alcohol Strategy 2006; and***
- 3. Notes the recommendation from Alcohol Healthwatch that the councils advocate for policy change that enables local government to better reduce alcohol marketing exposure in their environments.***

**Karakia Whakamutanga**



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## **Minutes of a meeting of the**

### **Saxton Field Committee**

#### ***Te Kōmiti o Saxton***

**Held in the Nelson City Council Chamber, Floor 2A, Civic House, 110 Trafalgar Street, Nelson on Friday 7 June 2024, commencing at 9.32a.m. - to hear feedback on amendment to Saxton Field Reserve Management Plan**

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Present: D Shaw (Chairperson), Nelson City Councillors C Rollo and T Skinner and Tasman District Councillors G Daikee and B Dowler

In Attendance: Nelson City Council Group Manager Community Services (A White), Tasman District Council Group Manager Community Infrastructure (R Kirby), Tasman District Council Group Manager Environmental Assurance (K Drummond), Tasman District Council Group Manager Finance (M Drummond), Senior Governance Adviser (A Andrews) and Governance Adviser (A Bryce)

Apologies : Nil

### **Karakia and Mihi Timatanga**

#### **1. Apologies**

There were no apologies.

#### **2. Confirmation of Order of Business**

There was no change to the order of business.

#### **3. Interests**

There were no updates to the Interests Register, and no interests with items on the agenda were declared.

Chairperson, Derek Shaw, advised he was a panel member on Nelson City Council's District Licensing Committee but did not consider this conflicted with the matters being heard.

#### 4. Public Forum

There was no public forum.

#### 5. Hearing - Draft Saxton Field Reserve Management Plan Amendments (relating to alcohol)

Document number R28564, agenda pages 4 - 115 refer.

Principal Parks and Facilities Activity Planner, Paul Harrington, took the report as read and tabled two additional and one late submission (196698121-57998, 196698121-57999 and 196698121-57997). He provided updates to the submission page numbers in the officers report.

Resolved SAX/2024/001

##### ***That the Saxton Field Hearings Panel***

- 1. Receives the report Hearing - Draft Saxton Field Reserve Management Plan Amendments (relating to alcohol) (R28564) and its Attachments (196698121-56658, 1982984479-7549 and 96698121-57926); and***
- 2. Accepts the additional submissions (196698121-57998 and 196698121-57999) and the late submissions (196698121-57997) (tabled at the meeting) on the Draft Saxton Field Reserve Management Plan Amendments (relating to alcohol).***

Skinner/Rollo

Carried

##### **Attachments**

- 1 196698121-57998 Additional Submission - Jo McNabb 33350
- 2 196698121-57999 Additional Submission - Paul Burgess 33351
- 3 196698121-57997 Late Submission - Hospitality NZ

5.1 Howard Williams – 33248 – Did not arrive

5.2 Bruce Struthers – 33272

Bruce Struthers, tabled his speaking notes (1982984479-7619), provided a presentation (1982984479-7618) and spoke to his submission. He answered questions on the alcohol advertising and policy amendments.

5.3 Peter McCosker – 33299

Peter McCosker spoke to his submission.

5.4 Dr Rachel Eyre – Te Whatu Ora – 33327

Public Health Medicine Specialist / Medical Officer of Health / Acting Clinical Director Te Whatu Ora, Dr Rachel Eyre, provided a presentation (1982984479-7623) and spoke to her submission. She answered questions on alcohol restriction policy timeframes and provided perspective on 0% alcoholic beverages.

5.5 Andrew Galloway - Alcohol Healthwatch (Auckland) – 33334

Executive Director and Health Promotion Adviser, Andrew Galloway, spoke to his submission. He answered questions on central government alcohol levy.

5.6 Andy Leonard - Nelson Cricket Association – 33336

Chair Nelson Cricket Association, Andy Leonard, tabled his speaking notes (1982984479-7608), provided a presentation (1982984479-7607) and spoke to his submission. He answered questions on economic impact and reduction of advertising at the Saxton Oval.

5.7 Kent Inglis – 33346 – Did not arrive

5.8 Jock Sutherland – 33346

Jock Sutherland, spoke to his submission. He answered questions on his views on commercial vs retail alcohol advertising and international standards of the stadium.

**Tabled Documents Saxton Field Hearings Panel (7 June 2024)**

The following documents were provided in support of the hearings of submissions.

**Attachments**

- 1 1982984479-7619 Bruce Struthers Speaking Notes
- 2 1982984479-7618 Bruce Struthers PowerPoint
- 3 1982984479-7623 Dr Rachel Eyre PowerPoint
- 4 1982984479-7608 Nelson Cricket Association Speaking Notes
- 5 1982984479-7607 Nelson Cricket Association PowerPoint

**Karakia Whakamutanga**

There being no further business the meeting ended at 10.27a.m.

Confirmed as a correct record of proceedings by resolution on (date)

*Resolved*

## Saxton Field Hearings Panel

14 June 2024

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<b>Report Title:</b>	<b>Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising)</b>
<b>Report Author:</b>	<b>Paul Harrington - Principal Planner - Parks and Facilities Activity</b>
<b>Report Authoriser:</b>	<b>Andrew White - Group Manager Community Services</b>
<b>Report Number:</b>	<b>R28537</b>

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### 1. Purpose of Report

2. To assist the Hearings Panel to deliberate on the submissions received on the proposed amendments to the Saxton Field Reserve Management Plan 2021 (SFRMP) in relation to alcohol advertising and make recommendations to the Joint Committee.

### 3. Summary

- 3.1 This report has been prepared to assist the Hearings Panel with its deliberations on the submissions received on the proposed amendments to the SFRMP in relation to alcohol advertising. It summarises the key issues and themes raised by submitters and outlines recommended options for changes to the SFRMP to be recommended to the Joint Committee.

### 4. Recommendation

#### ***That the Hearings Panel***

- 1. Receives the report **Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising) (R28537)** and its attachments (196698121-57978 and 196698121-57920); and***
- 2. Agrees having considered the written and oral submissions, that the proposed amendments to the Saxton Field Reserve Management Plan as set out in Attachment 2 (196698121-57920) of Report R28537 provide appropriate wording for the alcohol policy in the Saxton Field Reserve Management Plan.***

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising)

Recommendation to the Joint Committee

***That the Joint Committee of Tasman District and Nelson City Councils***

- 1. Adopts in accordance with Section 41 of the Reserves Act 1977, and Part 6 of the Local Government Act 2002, the amendments to the Saxton Field Reserve Management Plan as set out in Attachment 2 (196698121-57920) of Report R28537; and***
- 2. Notes the recommendation from Te Whatu Ora and Alcohol Healthwatch that the councils consider updating the Nelson Tasman Regional Alcohol Strategy 2006; and***
- 3. Notes the recommendation from Alcohol Healthwatch that the councils advocate for policy change that enables local government to better reduce alcohol marketing exposure in their environments.***

## **5. Background**

- 5.1 On 16 April 2024 the Saxton Field Committee adopted draft amendments to the SFRMP in relation to alcohol advertising.
- 5.2 The SFRMP disallowed alcohol advertising at Saxton Field, which has frustrated the ability to host international cricket matches in Nelson due to existing contractual arrangements. This issue is further detailed in the report to the 16 April 2024 meeting of the Committee.
- 5.3 The proposed amendments were publicly advertised on 6 May 2024 and a public consultation period was open until 24 May 2024.
- 5.4 150 submissions were received, including one late submission that was tabled and accepted at the hearing which was held on 7 June 2024. Full submissions are provided in Attachment 1.

### **Hearings Panel purpose**

- 5.5 The role of the Hearings Panel is to consider the submissions received and recommend to the Joint Committee the extent to which the proposed amendments should be approved, approved with variation or rejected.
- 5.6 The officer recommendations provide an indication of the views of staff.

## **6. Matters raised in submissions**

- 6.1 This section gives an overview of the points raised in submissions. As expected submitters are generally polarised in their opinion, either for or against the amendments and as such it is not considered necessary to "accept or reject" individual submissions one by one. Rather, comments

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are summarised below, presented together under “in support” or “in opposition” headings, where they are further grouped into broad themes. This section is followed by an overview of iwi feedback, discussion and a recommendation.

- 6.2 Of the total 150 submissions, 122 indicated they were in support of the amendments and 27 were in opposition based on the Yes/No question (one submitter did not answer the question). Following review of submissions officers are confident this number can be revised to 123 in support and 27 in opposition<sup>1</sup>.

### **Comments made in support of the amendments**

#### 6.2.1 Use of facility/opportunity

- World class facility - need to be able to attract more games to the oval
- Agree alcohol causes harm however banning it from games at Saxton Field will achieve nothing (games will go to other regions)
- “No” is punishing the community/the people that get will penalised will be the local fans who miss out
- The loss of those very few sporting events would likely have greater negative impact on the health and wellbeing of the younger population by them not being engaged and inspired by a healthy activity (elite sport) than the possibility of seeing some advertising/benefits to kids from watching sport - activity and sport participation is promoted by watching premier matches
- Saxton Field is one of the best grounds in the country, it’s a shame it cannot be used for more international games
- Will be a wasted resource/return on investment/stadium won’t justify its existence
- Losing matches would fail the region

#### 6.2.2 Economic

- Value/revenue games bring, helps struggling economy
- International cricket is a showcase for Nelson

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<sup>1</sup> Submitter 33236 did not check either the “Yes” or “No” box but it is clear that they oppose the amendments. It would appear from the content of submission 33344 that the submitter has accidentally checked the “No” box when the intent was “Yes”, and did the reverse for the question about presenting to the hearing which was checked “Yes” but no contact was able to made.

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- Keeps spend in the region
- Exposure of region, global audiences
- Visitors/tourism to the region
- Liveability for locals
- Cost already high to bring games to Nelson (need to reduce barriers)
- Need security of holding events (or games will be taken elsewhere)

6.2.3 Pragmatism

- Sensible balance/pragmatic approach
- Harm alcohol causes in society is acknowledged but drawing a direct line to advertising at a few games per year seems disproportionate
- Need to let people make their own decisions
- Issue should be dealt with at the national level not at local council level, to create a level playing field
- The good outweighs the bad
- Games are infrequent
- Minimal branding is displayed/doesn't stand out/wasn't aware of it until issue was debated
- Ban was a mistake – ramifications were not envisaged

6.2.4 Perceived inconsistencies

- There is alcohol advertising everywhere around us, it shouldn't matter if it occurs just for those matches
- Comparison with beer and wine section of supermarket
- Inconsistency with other events and festivals on council land where alcohol is served and celebrated (Marchfest, Gindulgence)
- Inequity with other sponsors e.g. fast food brands
- Ban won't prevent exposure, matches are contestable, kids will watch it on TV and see the advertising at other grounds
- Impact worse if watching on TV, reach is wider

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6.2.5 Suggestions

- Balance the advertising with educational signs
- Expand to include advertising at domestic and other codes
- Don't phase advertising out

**Comments made in opposition to the amendments**

6.2.6 Public health

- Alcohol is an addictive drug that harms - costs to health, wellbeing and community services in our district
- 20% of population are problem drinkers
- Advertising causes an increase in alcohol consumption in the community
- Domestic violence is associated with alcohol consumption
- Advertising promotes normalisation of alcohol
- Children exposed to alcohol advertising start drinking at younger age
- Oppose but if it does go ahead limit to international cricket
- Advertising in sport increases potency and harm by capitalising on excitement to increase positive attitudes towards alcohol

6.2.7 Leadership and principles

- Need to show leadership
- Organisations/codes should get a clear message to seek sponsorship elsewhere
- Alcohol advertising is not a requirement in sports, especially not at public/family-oriented sports events
- Alcohol and sport do not go together, shouldn't be linked
- Nelson/Tasman should do better than the Government by not caving in to pressure
- If we capitulate now then its unlikely it will be phased out
- Sends wrong message to youth
- Promotes drinking culture
- Comparisons drawn with tobacco advertising



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- Suggestions that there are plenty of other sponsors
- Feels like pandering to a special interest
- Profits shouldn't go before wellbeing
- Sponsor in question has non-alcoholic products that could be advertised
- Timeline should have enabled NZ Cricket to be aware of the policy when it signed with sponsor
- Cost of in-ground advertising is much cheaper than digital marketing, which is why companies push for it
- Noted that community had already expressed its view (through the development of the Reserve Management Plan 2021)

**Specific wording suggestions**

6.2.8 The following suggestions were made in relation to the proposed wording, and are discussed further in Section 0 below.

- Submissions 33261 and 33267 suggested that alcohol advertising should not be phased out.
- Submission 33327 (Te Whatu Ora) sought for the amendments to be rejected, but if accepted that the exemption be limited to international matches with contractual sponsorship in place. Additionally, varied wording was proposed that clarifies timeframes for phasing out alcohol advertising. The submission also recommends that the councils consider updating the Nelson Tasman Regional Alcohol Strategy 2006.
- Submission 33272 (Bruce Struthers) proposed alternative wording relating to policy 4.8.2.3.
- Submission 33334 (Alcohol Healthwatch) sought for the amendments to be rejected, but if accepted that this be limited to international cricket fixtures only. The submission also recommends that the councils consider updating the Nelson Tasman Regional Alcohol Strategy 2006 and advocate for policy change to enable local government to enable changes such as the prohibition of alcohol advertising in their environments.

**7. Engagement with Māori**

7.1 Iwi were approached for feedback in early April and again on 1 May 2024. Feedback was received by email from Te Ātiawa, Ngāti Koata and Ngāti Toa Rangatira who advised they do not have strong objections, are comfortable with the approach or do not have further comments to make.

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- 7.2 On 15 May 2024 officers presented Te Ohu Whakahaere hui with iwi managers.
- 7.3 The feedback provided during the 15 May 2024 Te Ohu Whakahaere hui conveyed a general theme of opposition to alcohol and alcohol advertising, and consequently opposition to the proposed amendments. Pou Whakahaere discussed the disproportionate impact on Māori of alcohol and that if it were to be allowed then the advertising needed to be balanced with safety messages noting its risks and impacts. An 'elephant in the room' was mentioned in that alcohol was still available and being served regardless of whether it was being advertised. It was also noted that watching cricket was potentially not as popular with Māori than some other codes<sup>2</sup>. Pou Whakahaere were given until 31 May 2024 to provide any further input in relation to the proposed amendments. No further input was received.
- 7.4 One Iwi also raised the possibility that historic grant funding agreements for Saxton Field developments (e.g. the Saxton Oval Pavilion) may include provisions relating to the advertising of alcohol. A subsequent search of council records and archives did not identify any agreements or funding conditions that made an explicit statement relating to alcohol advertising.

## **8. Discussion**

### **General comments**

- 8.1 By the weight of submission numbers alone there is considerably more support for the amendment to enable alcohol advertising during international cricket games, with four and a half times the number of submissions received in support of the amendment. Decision makers need to be wary however of making judgements based on numbers alone. It is noted for example that a higher percentage of supporters of the amendments 'ticked the box' but did not provide any comments, when compared with those in opposition.
- 8.2 There is little doubt that the advertising of alcohol is a contributor to a range of societal issues. What is in question through this proposal is the degree to which this is exacerbated by enabling it at international cricket games in Nelson, and the community's response to this proposal.
- 8.3 Several submitters provided compelling evidence of the issue of alcohol and alcohol advertising in general, which was also referenced in the 16 April 2024 officer's report to the Committee. No specific information or evidence was provided however that identified or estimated the impact of

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<sup>2</sup> Officers were unable to source spectator data, but Sport NZ indicate that 5% of all young people play cricket compared with 4% for Māori, and 3% of adults play cricket compared with 3% for Māori. Therefore there is no significant difference in participation.

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the particular decision at hand i.e. the additional impact or harm likely to be caused by the exposure generated by alcohol advertising being allowed during international cricket matches, in the frequency and form proposed.

- 8.4 It is also noted that should the amendment not proceed, it is highly likely that the games would be played elsewhere and the receiving community in that location be subjected to the same exposure (with Nelson locals potentially watching the games on TV where they could arguably be more potently exposed). Principles aside, this could be considered to be simply shifting the problem elsewhere.
- 8.5 Regarding the comment that the community had already expressed its view on this matter through the development of the Reserve Management Plan 2021, officers have reviewed submissions received through that process and note that the advertising of alcohol was raised by just one submitter (Nelson Marlborough Health). Alcohol consumption generally was noted by around ten submitters in response to the front-footed question around smoke/vape-free and the sale and consumption of alcohol (these submitters supported controlling the sale and consumption of alcohol). It is also noted that under s41(4) of the Reserves Act 1977 a management plan is to be kept under continuous review so that the plan can be adapted to changing circumstances or in accordance with increased knowledge.
- 8.6 Reflecting on the discussion with Iwi at the 15 May 2024 hui, it is noted that the emphasis was often in relation to alcohol consumption and advertising generally (e.g. general opposition to any investment in selling or advertising alcohol). A principled position was formed which informed Pou Whakahaere discussion on the present matter. Consideration needs to be given to the degree that this general position relates to the impact of the decision at hand.
- 8.7 It is also noted that the evidence presented to the hearing by Te Whatu Ora indicated that across New Zealand Māori have a higher rate of hazardous drinking compared with 'European/Other', but that Māori have a lower rate in Nelson/Tasman<sup>3</sup>. In relation to risk and health for Māori this could potentially indicate a net detriment should the games be moved elsewhere.

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<sup>3</sup> Slide 5 of Te Whatu Ora's presentation, 7 June 2024 (NDOCS-1982984479-7623): Hazardous drinkers: prevalence rate for total population by ethnicity and regional council.

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**Discussion in relation to specific submissions in opposition or seeking changes to what was proposed**

Submission 33327 (Te Whatu Ora)

- 8.8 Te Whatu Ora opposed the amendments and provided information on the issues and harm generated by alcohol and alcohol advertising. Te Whatu Ora submitted that should the amendment be accepted, any advertising be limited to international matches who have contractual sponsorship (Point 1) and the wording around phasing out should be strengthened and include beginning and end dates for the phase out, and that an action plan and timeline be immediately developed (Point 2).
- 8.9 With regards to Point 1, the contractual sponsorship requirement is already in place in the draft amendments.
- 8.10 Point 2 relates to the introductory and expectations text and seeks the immediate development of an action plan and timeline to phase out the advertising of alcohol for international cricket at Saxton Field.
- 8.11 Officers do not think this is warranted particularly given the uncertainty around future Government policy and future arrangements NZ Cricket may or may not have with sponsors. A timeline is already stipulated (next plan review) which gives ample warning to relevant stakeholders.
- 8.12 There is also no certainty that stakeholders today will be the same in the future, or have the same views as they would in future, and it is therefore considered questionable as to whether such an action plan developed now would retain its validity over this timeframe.
- 8.13 Finally, there is a limit to the level of control and influence councils can have on Government policy or the funding choices of national sporting associations, however it is considered that any influence would be best placed in the reserve management plan itself rather than a separate action plan, which could lose visibility over time. The wording in the draft amendments is considered to clearly signal the region's position.
- 8.14 The proposed *introductory* wording includes reference to encouraging organisers to reduce advertising and avoiding in-venue promotions and activations. Clause 4.8.1.2 provides an *expectation* that work will be undertaken in advance of the next plan review. A middle ground is considered appropriate whereby an additional *policy* (4.8.2.5) be included to reflect the introductory and expectations text, that better directs the actions expected through 4.8.1.2:

4.8.2.5 Prior to the next full review of this Plan, collaborative work will be undertaken with relevant stakeholders in relation to the alcohol advertising enabled by policy 4.8.2.4, noting the expectation expressed in 4.8.1.2 (that advertising of alcohol will be phased out by the time of the next review).

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- 8.15 Another option considered was to add a policy directing the councils to maintain a watching brief on national policy and sporting sponsorship arrangements with a view to bringing forward the collaborative work and policy review should alcohol-related sponsorship cease in the interim. This is not considered necessary as the policy will already become somewhat redundant if such changes occur.
- 8.16 The submission also recommends that the councils consider updating the Nelson Tasman Regional Alcohol Strategy 2006 which, while outside of the scope of this decision, is noted in the recommendations to the Joint Committee.

Submission 33272 (Bruce Struthers)

- 8.17 This submission provided commentary on the timeline of NZ Cricket signing with the present sponsor, and provided insights into the advertising industry (e.g. cost benefits of in ground vs digital marketing). This information is not considered to necessarily influence the issue at hand, which primarily relates to health impacts.
- 8.18 The submitter proposed an alternative to policy 4.8.2.3: *"No physical or electronic display product [sic] advertising is permitted anywhere on any sports venue within Saxton Field at any time"*. As drafted this would remove the ability for any advertising including sponsorship, however assuming this is intended to relate only to alcohol advertising, the suggestion is essentially the same as rejecting the proposed amendments, and is not recommended.

Submissions 33261 and 33267

- 8.19 These submitters suggested that the plan should not signal that alcohol advertising is expected to be phased out. These comments were not substantiated with significant information or reasoning, and given the concern expressed through other submissions it is recommended this suggestion be rejected.

Balancing alcohol advertising with educational signage

- 8.20 Suggestions that balancing alcohol advertising with educational signs have merit, and are considered to be better dealt with on a case by case basis rather than trying to include a workable direction in the Reserve Management Plan.
- 8.21 This could be a condition of an alcohol licence or among the safeguards the Chair and Chief Executives stipulate as part of the final decision making process on a proposal for advertising of alcohol at an international cricket fixture.

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Submission 33334 (Alcohol Healthwatch)

- 8.22 Alcohol Healthwatch sought for the amendments to be rejected, but if accepted that this be limited to international cricket fixtures only (which is accommodated in the recommended amendment).
- 8.23 The submission also recommends that the councils consider updating the Nelson Tasman Regional Alcohol Strategy 2006 and advocate for policy change to enable local government to better reduce alcohol marketing exposure in their environments. While outside of the scope of this decision, these suggestions have been noted in the recommendations to the Joint Committee.

**9. Legal context**

- 9.1 Saxton Field is a mixture of Recreation Reserve that has been vested in the Councils as administering bodies and Local Purpose Reserve. There is also an area of freehold land that is leased from Radio NZ.
- 9.2 The subject amendments are therefore being approved under section 41(13) of the Reserves Act 1977 and Part 6 of the Local Government Act 2002.
- 9.3 This aligns with the 16 April 2024 decisions of the Saxton Field Committee where it was resolved that proposed amendments were not a comprehensive review of the SFRMP and that the Councils could follow a procedure they thought appropriate, having regard to section 41 of the Reserves Act 1977 and Part 6 of the Local Government Act 2002.

**10. Recommendation**

- 10.1 Officers recommend proceeding with the proposed amendment with the addition of a policy that reinforces the expectation that alcohol advertising is phased out (see Attachment 2).
- 10.2 With present national policy settings, this is a difficult issue for councils that wish to take a different stand. The wider concern is certainly acknowledged and accepted, but in this context it is considered to be unreasonable for a region enforce such a ban and jeopardise international fixtures coming to the region.
- 10.3 It is noted however that regardless of this amendment, leadership is still being shown by the councils. International cricket is an outlier at Saxton Field, and the amended Reserve Management Plan sends a clear message around future expectations. The remainder of the policy remains intact meaning for all other events and users of Saxton Field, including the hundreds of tamariki who come to play sport most days of the year, there is to be no advertising of alcohol present.
- 10.4 The key consideration is how much risk and harm will increase as a result of two or three games of international cricket per year. Given the infrequency of games and the nature of the advertising concerned, it is

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considered important that the known issues with alcohol consumption and advertising are considered in the context of the present proposal, which is by no means considered to be 'opening the floodgates'.

- 10.5 It is acknowledged that this is a cumulative issue, including one of normalising alcohol, however there is an absence of specific evidence relating to the increased risk and harm these amendments would generate. Given New Zealand's very liberal policy context and the consequent scale and prevalence of alcohol and alcohol advertising across the motu (meaning children are already regularly exposed to the advertising and numerous other high profile sporting groups have agreements with alcohol companies e.g. the All Blacks, Tasman Mako, Nelson Giants), not allowing the advertising to occur during a few international games per year is considered disproportionate and unreasonable.
- 10.6 It is hoped that in due course appropriate Government policy will be introduced that provides an equitable solution for all of the country and consequently enable all regions to be on an equal footing. In the meantime, there doesn't appear to be a net benefit of shifting the issue elsewhere.
- 10.7 Submitter 33223 is considered to sum up the recommendation succinctly: *"No one wants to diminish the harm alcohol causes in society but to draw a direct line to some advertising at a couple of games per year seems disproportionate. The benefit the community gets from international cricket is marked both economically and in terms of wellbeing"*.

## 11. Options

- 11.1 The obligation is now on the Hearing Panel to deliberate and make decisions on the submissions received. Three options exist as a consequence of the public consultation process that has been undertaken, noting submitters were relatively polarised in their views with representatives of both viewpoints raising valid points. This means that all options bear some risk of being seen as a failure to listen. These options are discussed below.

### **Option 1: accept amendments as advertised**

- 11.2 Recommend to the Councils that the draft amendments are accepted as consulted on, which would allow advertising of alcohol to occur during international cricket matches.
- 11.3 This option would largely satisfy submitters who supported the amendments, predominately for reasons relating to hosting international cricket in the region, capitalising on the use of the cricket facility, economic benefit and pragmatism.

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- 11.4 This option is appropriate if the Panel feels no change to the document is needed following submissions. This is not the option recommended by staff.

**Option 2 (recommended): accept amendments with changes as a result of submissions**

- 11.5 Recommend to Councils that the draft amendments are accepted but with changes based on feedback from submitters.
- 11.6 This option is recommended by staff and the further change suggested is to include a policy that directs collaborative work with relevant stakeholders prior to the next review.
- 11.7 The Panel may wish to make other amendments instead of or in addition to those proposed by staff.
- 11.8 This would allow advertising of alcohol to occur during international cricket matches and would largely satisfy submitters who supported the amendments, while the further amendment may go some way to satisfying those submitters whose broader points have not been accepted, however it is would not satisfy submitters whose views have not been incorporated into the amended document.

**Option 3: reject amendments**

- 11.9 Recommend to Councils that the draft amendments be rejected and the Plan remain with a ban on all alcohol advertising.
- 11.10 This option would satisfy those submitters who oppose the amendments, predominately for reasons concerning public health and showing leadership. This option is not recommended by staff.

Option 1: Accept amendments as advertised	
Advantages	<ul style="list-style-type: none"><li>• Certainty for international cricket organisers and Councils</li><li>• Advertising is limited to international cricket events</li><li>• Considered an appropriate balance between economic, community and social wellbeing opportunities from hosting international cricket matches, and the additional risk that exposure to alcohol advertising at such events brings</li><li>• Reserve Management Plan retains leadership by:<ul style="list-style-type: none"><li>○ banning all alcohol advertising aside from international cricket matches</li><li>○ acknowledging issue with advertising alcohol</li></ul></li></ul>



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	<ul style="list-style-type: none"> <li>○ signalling expectation that alcohol advertising will be phased out at next review</li> <li>• Supports the view of the majority of submitters</li> </ul>
Risks and Disadvantages	<ul style="list-style-type: none"> <li>• Advertising alcohol at Saxton Field adds to a cumulative exposure which is a known public health issue</li> <li>• Expectation that alcohol advertising will be phased out at next review is not reflected in policy</li> </ul>
<b>Option 2: Accept amendments with changes as a result of submissions (recommended)</b>	
Advantages	<ul style="list-style-type: none"> <li>• As per Option 1, but additional policy directing collaborative work with relevant stakeholders prior to the next plan review more firmly supports associated expectation around phasing out of alcohol advertising</li> </ul>
Risks and Disadvantages	<ul style="list-style-type: none"> <li>• Advertising alcohol at Saxton Field adds to a cumulative exposure which is a known public health issue</li> </ul>
<b>Option 2: Reject amendments</b>	
Advantages	<ul style="list-style-type: none"> <li>• Adheres to 2021 Reserve Management Plan policy, demonstrating leadership in relation to alcohol advertising at sporting events</li> <li>• Reduced exposure to alcohol advertising for public</li> <li>• Gives certainty to event organisers – alcohol advertising is not permitted and should organisers wish to use the venue, alternative sponsorship agreements would be required</li> <li>• Given the polarised views of submitters this option could be valid, as it is clear there is community representation that supports forgoing international cricket matches in the region rather than permit alcohol advertising present at the matches</li> </ul>
Risks and Disadvantages	<ul style="list-style-type: none"> <li>• Highly likely this would mean no further international cricket matches held at Saxton Field in the foreseeable future, with associated potential loss of economic and community benefit</li> <li>• Potential reputational risk</li> <li>• Immediate future of Saxton Oval as an asset would need to be reviewed</li> </ul>

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	<ul style="list-style-type: none"><li>• Rejects majority of submissions that supported the amendment to allow alcohol advertising</li></ul>
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## 12. Conclusion and Next Steps

- 12.1 Officers recommend confirming the amendments with additional policy wording that directs collaborative work with relevant stakeholders prior to the next plan review.
- 12.2 The next steps are for the recommendations of the Hearings Panel to be presented to the Joint Committee of Tasman District and Nelson City Councils for adoption.
- 12.3 Officers will then update the Saxton Field Reserve Management Plan as required.

### Important considerations for decision making

#### 13.1 Fit with Purpose of Local Government

This decision to seek views from the public on amending the Saxton Field Reserve Management Plan has enabled democratic decision-making by and on behalf of communities.

#### 13.2 Consistency with Community Outcomes and Council Policy

An earlier exemption to allow alcohol advertising for three international cricket games was inconsistent with the policy included in the Saxton Field Reserve Management Plan 2021.

Consulting on a proposed change to the Reserve Management Plan has allowed community input on the proposed change before a decision is made.

A decision in support of the recommendation would be in line with the provision in the Councils' Long Term Plans to provide for international events at Saxton Field.

#### 13.3 Risk

Known risks and harm associated with increased exposure to alcohol advertising. This risk is no greater than pre-2021 levels (before the current policy was introduced) and needs to be balanced with reputational risk of losing games as well as the economic and community wellbeing benefits that international cricket games provide for the region.

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**13.4 Financial impact**

There is no noteworthy financial impact in relation to these deliberations and recommendations, other than the direct financial impact to the city of losing international cricket games.

**13.5 Degree of significance and level of engagement**

Based on the below assessment of the Nelson City Council and Tasman District Council Significance and Engagement Policies, this matter is considered overall to be of medium significance. The public engagement process that this report is a part of is considered appropriate.

- The decision does not impact the ownership of a 'strategic asset'.  
(*Low significance*)
- The proposed policy change does not impact on levels of service provided by Council or the way in which services are delivered, but does have an impact on how often a key facility can be used.  
(*Low significance*)
- The decision is not irreversible  
(*Low significance*)
- The decision is considered to have a moderate impact on sections of the community for two broad reasons. On those attending the events, who are exposed to alcohol advertising; and on the number of people able to attend significant events (e.g. if the events no longer occur).  
(*Medium significance*)
- There is some history of the matter generating public interest through media coverage and directly from NPHS-NM, Nelson Cricket and Central Districts Cricket, which has the potential to generate a degree of controversy.  
(*Medium significance*)
- The proposed change does not impact on Council's financial capacity and capability.  
(*Low significance*)
- The wider impact of the decision has the potential to impact social wellbeing of the community, particularly the young or vulnerable, through exposure to alcohol advertising which is matched with sporting values (success, heroes, fun, endurance, connection). However this is part of a wider cumulative issue and the scale of impact from this venue alone is not easily quantifiable.  
(*Medium significance*)

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<ul style="list-style-type: none"><li>• The proposed change does not impact on Council’s ability to mitigate climate change. <i>(Low significance)</i></li><li>• The proposed change does not involve the sale of a CCO/CCTO. <i>(Low significance)</i></li><li>• The proposed change does not involve partnership with the private sector. <i>(Low significance)</i></li></ul> <p>The proposed decision could impact an existing activity, that being international cricket matches being played in the region. <i>(Medium significance)</i></p>
<p><b>13.6 Climate Impact</b></p> <p>This decision would have little or no climate change impact.</p>
<p><b>13.7 Inclusion of Māori in the decision making process</b></p> <p>Iwi were first approached for feedback early in April, with a follow up 1 May 2024. On 15 May 2024 officers presented Te Ohu Whakahaere hui.</p> <p>Iwi feedback is discussed in section 0 of the report and in the discussion.</p>
<p><b>13.8 Delegations</b></p> <p>Based on the below delegations and resolutions, the Saxton Field Committee has the power to hear and deliberate on submissions, and the power to make recommendations to the Joint Committee of Nelson City and Tasman District Councils.</p> <p>The Saxton Field Committee has the following delegations to consider alcohol advertising in the Saxton Field Reserve Management Plan.</p> <p><i>Areas of Responsibility:</i></p> <ul style="list-style-type: none"><li>• <i>Promotion and marketing of Saxton Field as a regional venue</i></li><li>• <i>Activities, developments and management actions provided for in the adopted Saxton Field Reserve Management Plan and associated policies</i></li><li>• <i>Developing a work programme including any community consultation required</i></li></ul>

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*Delegations:*

- *Approval of the draft Saxton Field Reserve Management Plan for public consultation, to undertake the public consultation process and to be the Hearings Panel to hear and deliberate on the submissions for the draft Saxton Field Reserve Management Plan*

*Powers to Recommend (if applicable):*

- *Reserve policies for approval including the Saxton Field Reserve Management Plan and any Development Plan*
- All recommendations to Council will be subject to adoption of an equivalent resolution by the other Council, unless it is a matter specific to one Council only

At 22 March 2024 meeting the Nelson City Council resolved the following:

- *Delegates, subject to Tasman District Council approval, to the Joint Committee of the Nelson City and Tasman District Councils consideration and decisions on any recommendations from the Saxton Field Committee regarding changes to the Saxton Field Management Plan, in respect of alcohol advertising.*

At its 28 March 2024 meeting the Tasman District Council resolved the following:

- *Delegates to the Joint Committee of Nelson City and Tasman District Councils consideration and decisions on any recommendations from the Saxton Field Committee regarding changes to the Saxton Field Management Plan, in respect of alcohol.*

At its 16 April 2024 meeting the Saxton Field Committee resolved the following:

- *appoints a Hearings Panel to hear and deliberate on the submissions received on the draft amendments to the Saxton Field Reserve Management Plan and to make a recommendation to the Joint Committee, with the membership comprising of:*
  - *Chairperson Derek Shaw*
  - *Nelson City Councillors – Tim Skinner and Campbell Rollo*
  - *Tasman District Councillors – Glen Daikee and Barry Dowler; and*
- *notes the Hearings Panel quorum of 3 members, with a minimum of 1 Elected Member from each Council.*

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising)

### **Attachments**

Attachment 1: 196698121-57978 - Full submissions including late submission [↓](#)

Attachment 2: 196698121-57920 - Recommended amendments to Saxton Field Reserve Management Plan following consultation [↓](#)

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

196698121-57978

ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33200	Desmond Duthie	No		01. Support?	Yes	No	
33200	Desmond Duthie	No		02. Other feedback?	N/A	No	
33201	Mr Hugh Gully	No	N/A	01. Support?	Yes		
33202	Mr Isaac Owen	No		01. Support?	Yes	To sacrifice the rare game of international cricket we are offered in the entire region is not an acceptable solution. Yes we all know alcohol has and continues to cause harm but punishing the community by preventing quality sporting fixtures is doing a disservice to the region.	
33203	Mrs Annemieke Lewis	No		01. Support?	Yes		
33203	Mrs Annemieke Lewis	No		02. Other feedback?	N/A	If alcohol is being sold then alcohol should be allowed to advertise. Seems hypocritical to ban advertising yet still sell it and make a profit from its sales.	
33204	Mr mark quinn	No		01. Support?	Yes	For the sake of international sport I say yes	
33205	Dr Roger Frost	No		01. Support?	No	They represent a possible thin end of the wedge. If councils take a firm stand against alcohol advertising the organisations involved will get a clear message that they must seek sponsorship elsewhere. Otherwise they will keep at it.	
33205	Dr Roger Frost	No		02. Other feedback?	N/A	Alcohol use and abuse imposes huge costs to health, well-being and community services in our district. We should be doing nothing to promote use. Alcohol advertisements are a strong encouragement to consume at the moment. Claims that they only influence brand are a smokescreen.	
33206	Mr Max Brown	No		01. Support?	No	Alcohol advertising causes an increase in alcohol consumption in the community, and children exposed to alcohol advertising start drinking at a younger age on average. Alcohol is a drug that harms individuals and communities, so it should not be advertised at council facilities.	
33207	Ms Coralie Grooby	No		01. Support?	No		
33208	Mrs Amanda Deans	No		01. Support?	Yes		
33209	Ms Alli Jackson	No		01. Support?	No	Alcohol is NOT a requirement for sports. Ever. Allowing alcohol advertising is, unequivocally, sending the wrong message to all involved.	

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33210	Mr Andrew STEPHENS	No		01. Support?	Yes		
33210	Mr Andrew STEPHENS	No		02. Other feedback?	N/A	We have a world class facility. We need to be able to attract more games to the oval.	
33211	Mr Paul Willis	No		01. Support?	Yes	Yes I support them. They are a sensible balance.	
33212	Mrs Tracy Rolle	No		01. Support?	Yes	I took my daughter to all the games that were here over the summer. Even with light alcohol being served. Every one was well behaved. Plus there is alcohol advertising every where around us. So it shouldn't matter if it is adverts at the game. Just for the matches.	
33213	Ms Natascha Whitehead	No		01. Support?	Yes	<p>I definitely support these proposed changes. The revenue the international cricket brings into the region is huge. The facility was built to host international fixtures and this is not occurring.</p> <p>There is already alcohol being sold on site and children are already exposed to subjective advertising/witnessing the drinking culture.</p> <p>Sadly because of archaic rules we as avid cricket lovers are missing out. It's a long drive to christchurch or to travel out of town.</p> <p>I grew up with Benson &amp; hedges being an advertising revenue for international matches and I was not influenced or driven to smoking.</p> <p>In today's society where we all struggle it is a no brainer to bring into much needed revenue, fantastic promotion of our region and see the town thrive. I went to a World Cup Match here back in 2015 and absolutely loved the match and atmosphere only achieved by watching live cricket.</p>	
33214	Mr David Morrison-Jones	No		01. Support?	Yes		



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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33215	Delwyn Jenkins	No		01. Support?	Yes	<p>Nelson has built a fantastic facility at Saxton Oval and my understanding is that we went out of our way to ensure it was up to international cricket standards to enable overseas teams to play here which then brings money into our awesome region.</p> <p>Surely at the time it was built both NCC &amp; TDC would have been aware of the chances that an international cricket team would be sponsored by an alcohol company.</p> <p>Alcohol advertising is not going to make kids at the ground start to drink, most of them won't even know what Asahi, for example is. For adults, you might change the beer you drink based on advertising but not start drinking it.</p> <p>Alot of people don't even drink the beer available at the game because of the ridiculous cost.</p> <p>Don't ruin our ability to have international cricket played at Saxton Oval.</p> <p>If you think NZ or World Cricket will change their sponsorship deals because we don't allow alcohol sponsorship, think again. There are plenty of other cricket grounds in NZ. All we'll do is shoot ourselves in the foot.</p>	
33216	Mr Nick Boyle	No		01. Support?	Yes		
33217	Jenna Wolter	No		01. Support?	Yes		
33218	Vanessa Johnson	No		01. Support?	Yes	For goodness sake stop babying the public, let people make their own decisions around what they drink.	

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

196698121-57978

ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33219	Mr Charles Saville	No		01. Support?	No	We can/should show leadership as a community. Advertising alcohol does not add to the event - the only reason to amend the rule would be to bow to the pressure of advertising - and, advertising for a substance that is by all means harmful to humans. The WHO just last week released a statement indicating there is no 'safe' level of alcohol consumption. We do not need to advertise this any more in any additional location. Push back on the event organizers - if they want to supply their alcohol at these events, make them double down on their economic support for the community. There is no reason for us to give up our standards for their money.	
33220	Ms Jacqui Clarke	No		01. Support?	No	There is absolutely no need to advertise alcohol at Saxton Field.	
33221	Mr Billy MacDougall	No		01. Support?	Yes	International Cricket in Nelson and being broadcast around the world is a huge showcase for Nelson and for tourism to the area. Any ban on alcohol advertising makes us look very foolish.	
33221	Mr Billy MacDougall	No		02. Other feedback?	N/A	Please remove the ban on alcohol advertising.	
33222	Mr Jeremy Hall	No		01. Support?	Yes	Yes I support the proposed amendment. Nelson Council needs to support NZ Cricket and get as many games here as possible	
33223	Mr Tim Casey	No		01. Support?	Yes	I support a pragmatic approach, no one wants to diminish the harm alcohol causes in our society but to draw a direct line to some advertising at a couple of games per year seems disproportionate. The benefit the community gets from international cricket is marked both economically and in terms of wellbeing. Womens cricket growth is also a significant opportunity for the reason to host more games.	
33224	Ms Chrystal Pitcher	No		01. Support?	Yes		
33225	Mr Les Edwards	No	Personal	01. Support?	Yes	Minimal branding is displayed and a cold beverage or two isn't harmful to anyone. Keep big cricket matches coming to Saxton otherwise it will be a white elephant	
33225	Mr Les Edwards	No	Personal	02. Other feedback?	N/A	Commercial impact on the CBD and surrounds should hold most weight in making your decision.	
33226	Mr David Houston	No		01. Support?	Yes		

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33227	Mr Lindsay Coll	No		01. Support?	Yes	A pragmatic amendment - balances both views while still enabling international cricket at Saxton (such a wonderful venue)	
33228	Mr Tim O'Connell	No		01. Support?	Yes		
33229	Mr Jason Mckinlay	No		01. Support?	Yes		
33230	Mr Mayuresh Gawas	No		01. Support?	Yes		
33231	Mr C Richard	No		01. Support?	Yes	I agree that alcohol causes harm however banning it from games at saxton will achieve nothing. Nz will simply take the games to other regions, where they will still be seen on national tv. The issue of alcohol is with sport Nz not at local council level. Saxton is one of the best grounds in the country, it's a shame it cannot be used for more international games. Will be a wasted resource if council ban alcohol advertising	
33231	Mr C Richard	No		02. Other feedback?	N/A	Simply put the only people that get penalised for the ban on alcohol advertising is the local fans who miss out. The games will still go ahead, just somewhere else	
33232	Dr Suzanne Anette Becher	No	Submitting as a private citizen	01. Support?	No	There should be no advertising for alcohol at all, but especially not at public/family oriented sports events. Alcohol and sport do not go together. Families and alcohol do not go together - so much domestic violence is associated with alcohol consumption.	
33232	Dr Suzanne Anette Becher	No	Submitting as a private citizen	02. Other feedback?	N/A	I feel very strongly that the Government (no matter what political persuasion) has a massive conflict of interest and that this needs to be discussed more and more openly. On the one hand they collect tax revenue off alcohol and tobacco sales on the other they wish to have a long living healthy population and don't want people leaning on the public health system. They need to stop trying to have their cake and eat it while glossing over these conflicts. Nothing to do with the NCC, except you can do better than the Government by not caving in to pressure from alcohol and tobacco lobbyists. Get sports/sports events funded by someone else. If that is not possible, perhaps we cannot have events	
33233	Mr Jimmy Van der Colk	No		01. Support?	Yes		

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33234	Mr Keith Berrington	No		01. Support?	No	Assuming under 18's are allowed into the games then the ban should apply regardless and not be governed by money to make specific exceptions.	
33234	Mr Keith Berrington	No		02. Other feedback?	N/A	We have moved on from this. Consumption of alcoholic beverages is a known human carcinogen, people should of course be allowed to drink (or smoke) but not encouraged to, or encouraged to start - and that is what this is.	
33235	Mrs Andree Schultz	No		01. Support?	Yes	Completely agree with making an exception to the current plan. The benefits to the region because of hosting events like this is vast. We DONT want to make things harder than they already are for major events and drive them to look at other regions. Nelson always "shines" on tv with the cricket hosting. The spotlight for potential tourism to the region is great. The day itself is so much fun for attendees and I can't see any issue with a bit of alcohol advertising.	
33236	Ms Julie Newell	No	Person	02. Other feedback?	N/A	I support a ban on alcohol advertising at sports events including keeping the ban in place for international cricket at Saxton Fields	
33237	Mrs Patricia Reynolds	No		01. Support?	Yes	I believe that the temporary alcohol advertising allows for more international fixtures to be attracted to Nelson. The revenue earned from both travelling teams and the visiting public to the region cannot be ignored or dismissed nor the publicity of the region with televised events. Having experienced the Saxton cricket facility for the first time watching the well run Black Caps vs Bangladesh match, I fully support the amendment.	
33238	Mr Lyndon Brewerton	No	Individual	01. Support?	Yes	Support this amendment. Is a good pragmatic approach to the situation. Personally think the alcohol advertising doesn't stand out. If we dont allow for this advertising will just happen at a different venue with the same/similar exposure to the same/similar audience.	
33239	Mrs Kath O'Regan	No	Motueka Tennis Club Inc	01. Support?	No	Sport should not be linked to alcohol. Wrong message to our children,youth,adults. NZ still suffers from bad "drinking culture " Many of us fighting hard to promote healthy pastimes. Alcohol advertising at sporting venues undoes so much hard work by many people and organisations.	

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33239	Mrs Kath O'Regan	No	Motueka Tennis Club Inc	02. Other feedback?	N/A	Don't sell out our morales for blood money from giant alcohol producing corporations	
33240	Mrs Cleo Cowdrey	No		01. Support?	Yes	I feel that the good achieved by allowing international cricket and it's advertising will far outweigh any negative outcomes. We will have internal visitors and international coverage which will give a bump to the economy and have the potential to attract more visitors in future. If we don't allow this advertising we may also put ourselves in a position where we aren't invited to host any future games.	
33240	Mrs Cleo Cowdrey	No		02. Other feedback?	N/A	Nelson hosts multiple craft alcohol festivals, held on council grounds and advertised by the council. I don't see any reason that these are permitted when other events aren't even allowed to advertise alcohol.	
33241	Mr Hamish Lewis	No	Fulton Hogan	01. Support?	Yes	Keen for more cricket	
33241	Mr Hamish Lewis	No	Fulton Hogan	02. Other feedback?	N/A	Attract more sport and cash to the region without unnecessary regulations	
33242	Ms Gay Hamilton	No		01. Support?	Yes	International matches are few and far between. International teams have lots of sponsors attached to help with costs.  Having attended an international match at Saxton, advertising is minimal and alcohol advertising is only a small portion of that.  If we want international matches to come to the region (and we do!) then its a no brainer. Its money for the facilities, for wages and providing ratepayers with appropriate use of the excellent facilities we have paid for. And great to see our regions kids getting close to top level sports. Inspiring!  A big tick from me.	
33242	Ms Gay Hamilton	No		02. Other feedback?	N/A	Great facilities, enjoyed watching the Womens cricket there a month or so ago. Who looks at advertising anyway	
33243	Mrs Sarah Inglis	No		01. Support?	Yes		
33244	Mrs Maria Fillary	No		01. Support?	Yes	It allows the region access to international sports fixtures and kids to see there 'heros'. It also keeps that spend in the region rather than it be used to travel to other regions.	

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33245	Mr Trent Wales	No		01. Support?	Yes		
33246	Mr Anthony Woodwiss	No		01. Support?	Yes	As long as it is only used to fulfill contractual obligations for international sporting events	
33247	Mrs Ailsa Gillin	No		01. Support?	Yes	This is not a nanny state. I rarely drink and don't go to cricket but my husband does, and if he and his friends want a beer in the Nelson sunshine then let them, they are responsible adults. I agree with other comments that Nelson City Council supports things such as festivals and Gindulgence, and allows alcohol to be sold at pretty much every concert held at the Trafalgar Centre, so why not make alcohol available at Saxton Field. Make sure it's 'policed' in that obviously drunk customers are not served and there you are. There is no harm in the advertising, viewers are watching the game, not looking at a beer hoarding and saying 'I have to have a beer'.	

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33248	Howard Williams	Yes		01. Support?	Yes	<p>Should there be a temporary lift on restricting alcohol advertising at sport events? The answer is yes. The challenge to that statement would be on the "temporary" aspect of it.</p> <p>If what we're talking about specifically is/was the Black Caps vs Pakistan one day match back in December 2023. An event that was almost derailed due to unreasonable legislation and, could have cost the region hundreds of thousands of dollars, damaged the reputation of the region and relegated one of the best sport facilities in the top of the South to a simple shed.</p> <p>Understandably, the reason for the legislation, is to reduce the risk of alcohol related harm. Alcohol, for some, has always had, and always will have a negative impact on individuals, families and the wider community. The same could be said for others who sponsor sports teams or events such as, MacDonalds, gambling companies like the Lion foundation, oil companies, the list goes on. So where does it stop.</p> <p>Is it fair to condemn an event for everyone, for the sake of advertisement? When for the most part, those who attend are the ones who need to take the responsible approach to consumption, as are those who are selling it and keeping a watchful eye on the fine line between alcohol abuse, vs alcohol appreciation. When it's boiled down, an adult who over indulges should be met with punishment. And is a child who would be exposed to the advertising going to become subliminally addicted to the advertised product, or are they simply going to be absolutely buzzing that their sporting heroes are right on their door step?</p> <p>At a club level, certainly there can be restrictions however, until another sponsor is willing to fill that deficit, there would be incredible losses to incredible gains throughout the regional sporting world. That money helps teams fund leagues and youth development which can and does bring money into the regions. For the most part there is no real issue with serious alcohol abuse/binge drinking at sport events that can't be controlled at the point of sale, or with imposing repercussions on the individual consumer.</p>	
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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
						At sport events, most of the staff are untrained, do not generally work within the industry and do the job as a side hustle. This opens itself to risk. If this isn't controlled then those who wish to abuse alcohol are let off the leash. If they cross the line, they are simply asked to leave, there are few financial/legal repercussions for individuals abusing alcohol which lends itse	



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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33249	Brent Brown	No		01. Support?	Yes	<p>I totally oppose any form of ban on alcohol advertising at Saxons field or any venue in the Nelson city authority now or anytime in the future.</p> <p>For every advertising sign NCC should put an educational sign (right beside it)</p> <p>We do not want to risk not being able to host events of any sort in Nelson because of any form of sanctions applied by the governing council.</p> <p>Kind regards Brent Brown</p>	
33250	Dr Mike Ball	No		01. Support?	Yes		
33250	Dr Mike Ball	No		02. Other feedback?	N/A	If we are going to ban advertising, we should also be considering banning sale and consumption of alcohol at sporting events. Maybe in the interim, at any particular event someone (the organiser?) decides whether they want advertising OR sales, but they can't have both.	
33251	Mr Ben Douglas	No		01. Support?	Yes	If this is the difference between hosting international cricket in Nelson and not then the benefits lost are significant for regions GDP. Also sets a precedent for other venues, Trafalgar Centre etc for hosting international sports events. The decision to ban alcohol advertising at grounds sits with the NSO or central government. Alternative is Nelson loses games to other regions who do allow alcohol advertising.	
33252	Mr Ben Dallimore	No	Tasman District Council	01. Support?	Yes	If we lose international cricket matches, the stadium will not justify its existence. alcohol advertising is present on all TV replays and more likely to have an impact than in person at the ground. There are so many other distractions at a live game, that the advertising around the ground has little to no effect on anyone present. The economic cost to the community if we lose international status is far worse than banning a few advertising hoardings while the game is on	

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33252	Mr Ben Dallimore	No	Tasman District Council	02. Other feedback?	N/A	On the level of alcohol influencing i would place advertising at a cricket game way down the list - when you can comfortably walk through the beer and wine section at the supermarket all day everyday. just seems like a bizarre decision to lose out on millions of dollars for the region, and lose one of the nicest grounds in the country over PR that doesnt really address the problem anyway.	
33253	Dr Graeme Lear	No		01. Support?	No	The proposed amendments echo the new government's plans for tobacco consumption. I believe that the health of the community, particularly children, should be protected, and outweighs any potential financial benefit to businesses (local and multinational). Large corporations responsible for the wide distribution of alcohol and tobacco are not known for their social conscience and have tried to minimise the public's perception of harm. We are not going to see a decrease in incidence of conditions like foetal alcohol syndrome unless we make consistent efforts to educate the community on the risks of alcohol intake. Backtracking on this appropriate rule will just send the message that sports people (our children's heroes) see alcohol use as normal and safe. We have an opportunity in Tasman to show leadership and stand up to threats of withdrawal of international cricket matches. If we capitulate to pressure from big business now, I am sceptical that alcohol advertising will be phased out in the future.	
33254	Ms Juliet Westbury	No		01. Support?	No	Why limit it to Cricket, what if another sporting code came along with an alcohol sponsor as well. The intention is to rule out alcohol at Saxton field in the long term so why take a step backwards now. It is also a good way of demonstrating to all sporting codes that alcohol sponsorship is less acceptable than in the past and they need to find new more appropriate sponsorship.	
33255	Mr John Holtum	No	Private	01. Support?	Yes		
33256	Mr Anthony Hunter	No	Private Individual	01. Support?	Yes	Yes we should encourage use of the facility and if that means on field advertising for international events so be it. I agree with the councils approach that contracts should be amended when they fall due. If that means loss of games however, then you will need to think again. The investment needs to be used.	

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33257	Mrs Sabien Blazek	No	Victory Community Centre	01. Support?	No	I do not support the amendment which would allow alcohol advertising for the reasons you have already listed. I believe it is the duty of the Council, Mayor, and Saxton Field to prevent any possible harm to the community. As research shows, allowing alcohol to be advertised does not protect the community from a substance that is a known carcinogen and causes irreparable damage to people's lives.	
33258	Mr Steve Savage	No		01. Support?	No	Nelson should not be held to ransom by the alcohol lobby and their sponsoring of sports. We have been through this already with tobacco products, now we need to draw a line in the sand with alcohol advertising.	
33258	Mr Steve Savage	No		02. Other feedback?	N/A	Nelson needs to stand firm and not be held to ransom. There are plenty of other potential sponsors out there that are not alcohol related.	
33259	Mrs Beth Wright	No		01. Support?	Yes		
33260	Mr Brendan Hodgson	No	Ritex International	01. Support?	Yes		
33260	Mr Brendan Hodgson	No	Ritex International	02. Other feedback?	N/A	No	
33261	Mrs Sylvia Wesney	No	Personal	01. Support?	Yes	I do support the amendments to the Saxton Field Management Plan to permit advertising alcohol at international cricket matches and would like included any matches in NZ National (Domestic) cricket calendar, if applicable.	
33261	Mrs Sylvia Wesney	No	Personal	02. Other feedback?	N/A	I do not support the inclusion in the amendment signalling an expectation that advertising of alcohol will be phased out eventually. I attend cricket matches at Saxton Oval and until the Nelson City Council debated 'alcohol' at the Oval, I was completely unaware one of the sponsors produced alcoholic products, the advertising of this company was hard to find at the last international cricket match. Perhaps a direction re size of signage at these events.	

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33262	Ms Bronwyn Jones	No		01. Support?	Yes	I support alcohol advertising at any event, not just the cricket. This will make it easier to get events in Nelson which improves the livability of the Nelson (and Tasman) region. It also has economic benefit from large events like cricket, this is critical to ensure a strong economic base in a struggling economy. Finally the exposure Nelson receives from the cricket (or other international events) showcases Nelson and therefore has ongoing benefit to tourism in the region.	
33262	Ms Bronwyn Jones	No		02. Other feedback?	N/A	Feed back as above. I would like to see alcohol advertising extended to other events for the reasons outlined in the above comments section. I would also like to have this extended beyond the time limit that are outlined in the document. I do not see a need for Saxton to work toward stopping alcohol advertising at events. As a regular cricket attendee I have not seen issues with alcohol at these events.	
33263	Mrs Audrey Watt	No		01. Support?	Yes	Nelson needs the security of providing international events. Nelson may lose such events and the broader implications from loss of revenue cannot be understated	
33264	Mr Lindsay McLennan	No		01. Support?	Yes		
33265	Mr Marcelo Batista Ribas	No	Te Mana Taki Hauora - Health Action Trust	01. Support?	No	Please see uploaded document.	Yes Page
33266	Mr William Rait	No		01. Support?	Yes	I go to the cricket at Saxons and love going to the games. Nelson needs to put it's Big Boy pants on and if NZ Cricket arrange a National advertising deal then we have to go with the flow. Who actually sees the advertising? Children are too busy getting player signatures on their bat and it's a stretch to claim it effects them. Nelson needs these games which are well supported by locals and the many visitors that are in the area when games are held. Time to look at the big picture and not be ruled by the minority Just Do It.	
33267	Mrs Ingrid Wagenvoort	No		01. Support?	Yes		

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33267	Mrs Ingrid Wagenvoort	No		02. Other feedback?	N/A	We want international cricket in Nelson as a priority. If alcohol advertising is required in order to have these matches then so be it. It shouldn't be phased out either under the proposed amendment to the plan.	
33268	Mr Dave Edwards	No		01. Support?	Yes	I am an avid sports fan and love being able to watch International cricket matches at the awesome facility we have at Saxton fields. I attended all three International matches held here during the past summer season. Can I say that I honestly never even noticed any alcohol advertising whilst at the matches and never consumed any alcohol at the matches either. I would be hugely disappointed if Nelson lost International cricket matches.	
33269	Mr Jonathon Deans	No		01. Support?	Yes	The value to the region both economically and socially is incredibly large. The city needs events such as this. It's vital to allow Nelson to prosper.	
33269	Mr Jonathon Deans	No		02. Other feedback?	N/A	The council supports events promoting alcohol such as March Fest and gin dulgence. To not allow mere advertising because of harm but allow these events would be incredibly hypocritical.	
33270	Ms Lesley Jones	No		01. Support?	Yes		
33270	Ms Lesley Jones	No		02. Other feedback?	N/A	International cricket is a wonderful promotion of a great sport to all age groups, genders and religions. Patrons purchase tickets to watch cricket, meet with family and friends to enjoy the sport and promote this to younger people. It also provides a venue for small business operators to earn an income and for charitable organisations to fund raise and give back to the Nelson Tasman community - such as the Rotarians. People do not attend to drink alcohol such as the Beer and Cider Festivals sponsored by Nelson City Council. The value to the Nelson Tasman community via TV is incalculable. We have a beautiful venue which looks fabulous and comments by those who watch on TV state how wonderful the region looks.	

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33271	Mr Peter Harman	No		01. Support?	Yes	Both Councils have spent a lot of money investing in the Saxton Oval Area and associated sports areas. Having attended many major sporting events here in Nelson/Tasman as well as around the world, it is fantastic to have events here in our own back yard, such as Black Caps & White Ferns matches. Having been to these events I find that the advertising of Alcohol is hardly even noticeable and I do not believe is something that has a major influence on some of the issues that are brought up. Councils should want a return on their investment from these facilities for rate payers and this is achieved by hosting events such as Cricket Internationals and acknowledge their commercial partners without who these events would never happen. Heading down the path of preventing a national organisation from promoting it's partners because you are not sure if you agree with the product they legally promote raises other questions about our society, such as should we remove books from the library because they contain a point of view that some in our community may not agree with. Let's make it easier for events to come to this great region, acknowledge the sponsors who make it happen, trust that organisations such as NZC have a moral copmpas when they take on a sponsor and ensure those at the event have a great time and want to do it again, instead of finding ways to prevent an event happening and risking the benefits that event can bring to the region and its economy.	

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33272	Bruce Struthers	Yes		01. Support?	No	<p>The people of Tasman District and Nelson City have ALREADY expressed their opinion on alcohol advertising at Saxton Field, and have said no.</p> <p>NZ Cricket was aware of this policy, which was in place BEFORE they signed up Asahi as a sponsor (2021). Asahi has a wide range of non-alcoholic beverages, which they CAN advertise.</p> <p>This would compete with sponsor, Powerade, "the official sports drink of the Black Caps".</p> <p>NZ Cricket made a mistake, and they are trying to blackmail the owners of this venue to resolve THEIR, not OUR, contractual issue.</p> <p>NZ Cricket has, pre-game, made promises about the economic benefit of matches to the area.</p> <p>Saxton Oval has a capacity for 6,000 spectators. The highest attendance of an NZ Cricket match is just above 4,000.</p> <p>So, NZ Cricket has NOT delivered on their end of the bargain. No actual measurement of economic benefit post-game has been done.</p>	Yes Page
33272	Bruce Struthers	Yes		02. Other feedback?	N/A	<p>Asahi and all sponsors have the option of advertising on television and internet video broadcasts of matches. This will reach hundreds of millions of cricket fans, not the few thousands in the stands.</p> <p>Unfortunately for Asahi, the majority of cricket fans reside in countries that do not allow alcohol advertising, as their population is predominantly Muslim.</p> <p>Saxton Field should not accomodate a single sponsor's desire to advertise a single product line, of many.</p> <p>Sneaky advertisers and extortionate sports organizations should never be allowed to override the expressed preference of local venue owners, and their international fans.</p> <p>Saxton Field was justified, and built, to promote local sport by local residents.</p> <p>Corporate welfare, especially in a time of stressed local government budgets and dramatic rate increases, is a charity we cannot afford.</p>	
33273	Mr Patrick Murray	No		01. Support?	Yes		

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33274	Mr Charley Cross	No		01. Support?	No	The rules were made with good reason. The proposed change feels like pandering to a special interest.	
33275	Mr bob phillips	No	n/a	01. Support?	Yes		
33275	Mr bob phillips	No	n/a	02. Other feedback?	N/A	as a cricket match volunteer I see how the Nelson public appreciate international matches ...since the first game vs West Indies 10 years ago the supporters also bring benefit to our region	
33276	Mr Eric Sutton	No		01. Support?	Yes	My family are cricket players and fans, and we support local, provincial and international games. It is a big advantage to the region to have international games held at Saxton Oval, and we request that alcohol advertising is continued to be permitted at Saxton Oval so that the Nelson Tasman region continues to gain the huge benefit from the international games where team sponsors require alcohol advertising.	
33276	Mr Eric Sutton	No		02. Other feedback?	N/A	I would also support a further amendment to permanently permit alcohol advertising at international cricket games.	
33277	Mr Derek Smail	No		01. Support?	Yes	There is no justifiable reason why the sizeable local cricketing community should be deprived of watching international cricket at Saxton Field. The Black Caps recent match there to a packed stadium spoke volumes - a well ordered gathering with sufficient ground stewards to ensure a thoroughly enjoyable day's international cricket. Thank goodness common sense prevailed and the match was able to proceed, otherwise Nelson would have been the loser and some other town would have happily welcomed New Zealand Cricket to their facilities. We need more international cricket in Nelson, which has such an ideal and very well supported venue.	



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33278	Mr Ray Wilson	No		01. Support?	Yes	<p>Saxton Oval is a world class multi million dollar cricketing gem. It is a credit to those who look after it. It is so good it brings out the best in the best.</p> <p>YOUR ROLE IS TO MAXIMISE ITS USE</p> <p>I suspect the decision to impose a ban on liquor advertng overlooked consideration of the terms of modern day professional sport sponsorship contracts. These deals are vital to the financial viability of many sports at all levels.</p> <p>The ramifications which arose from the ban were not envisaged, so an innocent mistake was made. Surely it is now a simple matter to rescind it.</p> <p>I attended all 3 international matches this summer. The liquor advertising was almost unnoticeable. These games were close to being switched elsewhere, but were saved by the swift common sense action of council management. They did the right thing.</p> <p>Those who attended the games had a wonderful time seeing the top players in action. They want this to continue.</p> <p>These international games are televised to a vast audience both here and abroad. The coverage at times extends beyond the game to show shots of what Nelson has to offer. The free publicity that Saxton Oval and the district receives is priceless.</p> <p>Nelson City Council is presently seeking ways to "revitalise" the city. Any reason which forces international fixtures away has to surely be in direct conflict with that goal.</p> <p>PLEASE BASE YOUR DECISION ON THE MERITS OF THIS IMPORTANT MATTER ONLY It should be self evident. And please don't base it on the number of pros and cons received.</p> <p>REMEMBER, YOUR ROLE IS TO</p>	
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Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

196698121-57978

ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
						<p>MAXIMISE THE USE OF SAXTON OVAL</p> <p>Yours sincerely,</p> <p>R. D. Wilson 14 Best Place, Stoke.</p>	

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33279	Mrs Lauren Mekalick	No		01. Support?	Yes	Saxton Stadium was an expensive asset to build and is expensive to maintain and to justify its existence, it needs to be used. Like it or not, sports need money from alcohol partnerships to exist. We want to see NZ Cricket bringing more games to Nelson so we need to be good hosts by allowing them to fulfil their commercial obligations to their partners.	
33279	Mrs Lauren Mekalick	No		02. Other feedback?	N/A	<p>This is a Central Government issue, not a local government one. No other venues in NZ are stopping the advertising of alcohol at their venues so we are putting ourselves on the back foot when it comes to hosting events.</p> <p>If it was to be banned by Central Government then all regions would be on a level playing field with one rule across the country.</p> <p>It was so good to see international cricket back at Saxton Oval over the summer, please don't ruin it!</p>	
33280	Mr Michael Younghusband	No		01. Support?	Yes	<p>Not far enough. Alcohol advertising is a great source of revenue for sport. The trickle down effect of more sport is hugely positive. This additional funds could be used towards other sports in NZ such as hockey which is struggling. It would be hugely beneficial to have international competitions in many sports.</p> <p>The amendment should be even more relaxed.</p>	
33281	Mrs Bridget Younghusband	No		01. Support?	Yes	International games bring life and engagement to Nelson. Brings money, people and creates positive energy in our very sleepy town. We have a wonderful set up at Saxton and it's hardly getting used. What a waste.	
33282	Mrs Zanahe Ruth Galloway	No		01. Support?	No	Why go half way and give so much power to alcohol companies. They make enough profits as it is and everybody knows who they are so the advertising money could go directly to the events! Win-win situation!	

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33283	Mrs Sonja Lamers	No		01. Support?	No	When children are exposed to alcohol advertising at a young age this will normalise alcohol and it is likely that they start drinking early. You mentioned this yourself as a disadvantage in your proposed key consultation matters. Our children are our future so the above should be our key focus, not the financial benefits short term for a cricket event.	
33284	Mr Vern Mardon	No		01. Support?	Yes		
33285	Karen Brooks	No		01. Support?	No		Yes Page
33286	Bev Myers	No		01. Support?	Yes	We need international cricket matches in Nelson.	
33287	Mr Jake Inwood	No		01. Support?	Yes		
33288	Mr andrew henderson	No	personal	01. Support?	Yes	I am in support of bringing major sporting events to the region	
33289	Ms Catherine van der Loos	No	MY Consulting Engineers Ltd	01. Support?	Yes	I absolutely believe that the alcohol ban should be lifted whilst a match is being played and attended by thousands of people. The revenue that this will bring into the region by fans of cricket, far outweighs the odd bill board with advertising.	
33290	Mr Steve Kelso	No		01. Support?	Yes		
33291	Mr Paul Ladbrook	No	Nelson Labour Hire	01. Support?	Yes	It's a no brainer, the big picture positives for the region outweigh any negatives.	
33292	Mr Todd Dunick	No		01. Support?	Yes	I have no issue with the advertising of Alcohol at International cricket games, having these games are good for the local economy. I also do not see why this rule was introduced in the first place, I don't need any council taking some sort moral stand against the advertising of alcohol on my behalf. Banning the advertising of alcohol at a cricket game will make no difference to the social harm it causes.	
33293	Mr Christian Le Gros	No		01. Support?	Yes		
33294	Ms Ana White	No		01. Support?	Yes	Tō enable hosting of international cricket, which is positive for our community	
33295	Mr Chris Downey	No		01. Support?	Yes		

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33295	Mr Chris Downey	No		02. Other feedback?	N/A	By not allowing an Amendment to the current Management Plan around Alcohol advertising, it will with 100% certainty remove any opportunity for New Zealand Cricket to bring any Cricket matches of International significance to our region ever again, which in my opinion is tantamount to shooting oneself in ones foot. Do not let all the hard work of making an International Cricket venue in such a small metropolitan area be lost to the archives of our memory's. I do not blame New Zealand Cricket for looking elsewhere to take games, when our local rule makers are intent on making planning events of this scale impossible.	
33296	Mr Steve Nicholls	No	Golden Bay Fruit	01. Support?	Yes	Anything that can help inspire my son and his fellow cricket colleagues will be most welcome, there has been a steady decline in interest for cricket at school level and this can only help, especially if aspiring keen cricketers can get a free ticket for volunteer work inside the ground.	
33297	Mr Gavin Robertson	No		01. Support?	Yes	I have 2 children who play cricket. Together we enjoy seeing top level cricket in Nelson. It would be disappointing not to have this opportunity...especially when we have such a great facility for such events.	
33298	Mr Campbell McLean	No		01. Support?	Yes	I support the proposed amendments to allow temporary alcohol advertising at Saxton oval for the purposes of International Cricket events. It is important for the region to host these fixtures.	
33299	Mr Peter McCosker	Yes		01. Support?	Yes	I support these amendments but consider that they are the bare minimum. I totally disagree with the council's current policy and firmly believe that creating barriers for professional sport at Saxton that kids can watch far outweighs any possible benefit of the advertising bans. Kids watch the game on TV and can see the advertising at other grounds. This councils ban at Saxton doesn't prevent exposure to alcohol sponsorship, it only prevents them from exposure to their sporting idols. As a father of teenage kids who actively play cricket, I cannot be clearer in my preference that they be exposed to international cricket rather than be somehow shielded from alcohol by a ban on advertising at Saxton.	

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33299	Mr Peter McCosker	Yes		02. Other feedback?	N/A	I remain astounded that this is even up for discussion. The amendments don't go far enough, but I support any effort to compromise and secure international sport in Nelson as a regular fixture.	
33301	Mr Michael Levy	No		01. Support?	Yes	The lack of international cricket in our area in recent times has been a shame and a disappointment to many locals. The matches that were scheduled this past season were widely welcomed.	
33301	Mr Michael Levy	No		02. Other feedback?	N/A	I am supportive also of the longer term objective to remove alcohol advertising completely but the pragmatic approach to bringing international sport to Saxton Oval requires the proposed amendments to be supported and approved.	
33302	Mr Cameron Mitchell	No		01. Support?	Yes	<p>Definitely allow the changes around the advertising of alcohol at the grounds, it is archaic to think that by advertising alcohol that people are going to go straight out to buy it.</p> <p>I grew up when alcohol and cigarettes were widely advertised and made no bearing on me smoking or drinking excessively I'm unlikely to have more than 1 standard drink a month.</p> <p>The community shouldn't miss out on international sporting events due to such a ridiculous ruling re advertising alcohol.</p> <p>I also have no issues around the sale of alcohol at the events. Just like at a bar or supermarket if it is done within the law (no under 18s purchasing) then I see no issues with it.</p>	
33303	Mr Darron Jones	No		01. Support?	Yes	Cricket is very important to me and going to international fixtures is part of being a kiwi!	
33304	Ms S Schneider	No		01. Support?	No	the Government and TDC know how damaging alcohol advertising is especially at sporting events and the rules should not be amended. Almost 20% of the NZ population are problem drinkers amongst them a lot of professional sports people. The alcohol industry is very powerful and likes sponsoring sports events with damaging health effects.	
33304	Ms S Schneider	No		02. Other feedback?	N/A	Alcohol is a drug and should never be advertised, not even for an international cricket event.	
33305	Dr Katherine Mann	No		01. Support?	Yes	Allowing advertisers of alcohol will allow support of international cricket to be played in Nelson	

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33305	Dr Katherine Mann	No		02. Other feedback?	N/A	Encouraging cricket as a nonviolent sport is helpful to our community and children. It will bring visitors and revenue to the region.	
33306	Julie Greene	No	na	01. Support?	No	The community decided in 2021 to not allow alcohol advertising at Saxton Field for valid, evidence-based reasons. Namely reducing overall exposure to alcohol, a known contributor to several cancers afflicting people in Aotearoa New Zealand. The State of Cancer in New Zealand 2020 report states that reducing exposure to alcohol adverts is an important step to reduce a number of cancers for New Zealanders, and the current Saxton Field policies reflect this well. If a cricket team refuses to play in a community because its sponsor's profit would be reduced, it seems that demonstrates that profits are more important than people's well-being. If the community values not having alcohol advertised to its community members at Saxton Field events, that is a strong value statement that should apply to all events. Changing the rules like this tells community members it's okay to ignore health risks at sports events. That seems the opposite of what the current Saxton Field policies accomplish.	
33306	Julie Greene	No	na	02. Other feedback?	N/A	Thank you for seeking public submissions on this important topic.	

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33307	Robin Hall	No		01. Support?	Yes	While living in the Waikato we drove 2 1/2 hours to Auckland to International cricket matches. We moved to Nelson at the time Saxton Oval was under construction and watched progress with interest. We have been to the majority of International matches held at Saxton Oval including the 3 games during the World Cup and matches in December 2023 and March 2024. We knew that beer was sold at both those matches as people walked past us with glasses of beer. We are not clear what brand of beer was advertised but we do know that KFC had a lot of advertising and we are told that childhood obesity is a problem. Will that advertising be banned at some time? Loud music spoils the game and does it also damage children's hearing? Are there statistics to prove that alcoholics started drinking because of advertising at a cricket venue? As 89 year olds we will not be able to go to another International cricket match if it is not held in Nelson. The spin off for the hospitality and retail industries is huge also as well as "advertising" the Nelson area and the wonderful Saxton	
33308	Mr Kevin Leonard	No		01. Support?	Yes		
33309	Mrs Lorraine Leonard	No		01. Support?	Yes		
33310	Mrs Lisa Foote	No		01. Support?	Yes	Alcohol advertising should be allowed at International matches at Saxton Stadium.	
33311	Dr Joanna Santa Barbara	No		01. Support?	No		
33312	Mrs Melissa Everett	No		01. Support?	Yes		



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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33313	Mr Jason Everett	No		01. Support?	Yes		
33314	Mr Gareth Williamson	No		01. Support?	Yes	The amendment would leave to significant economic and cultural nbenefits to the Nelson/Tasma community and economy by helping to facilitate international cricket matches at Saxton Oval. These sports matches are contestable in their chosen locations and the amendment would avoid Nelson being seen as an unfriendly environment for major events.	
33315	Mr Harrison Foote	No		01. Support?	Yes	I think its ridiculous to disappoint the whole community by disallowing an international cricket match because of alcohol advertising. I mean theres alcohol advertising everywhere else so what difference does it make	

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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33316	Mr Kelvin Scoble	No		01. Support?	Yes	<p>I write to express my unqualified support for the proposed amendments to alcohol advertising in the SFRMP.</p> <p>In so doing I declare my interest as President of the Nelson Cricket Association. Having said that, however, I wish to make it clear I do not submit in that capacity. Instead I submit as a longstanding ratepayer of this city who is deeply troubled by the possibility the amendments may not be adopted, thereby squandering the investment of time, effort and a significant capital sum (both civic and constituent in its origins) in a world class sporting facility.</p> <p>There have been 22 international cricket matches at Saxton Oval since we burst onto the scene in 2014, including a World Cup. Over the last 10 years we have hosted elite male and female players from Australia, England, the West Indies, Sri Lanka, Pakistan, Bangladesh, Zimbabwe, Ireland, Scotland and the UAE. More than half of those fixtures have been full one-day internationals, most of them featuring the Black Caps, our national team. The games consistently attract higher attendances than those initially estimated, and global TV audiences that watch these games are significant and widely dispersed. All of this makes it difficult to conceive of another sporting or cultural facility that has yielded anything like this sustained level of exposure for our region. And all of this is at serious risk if the status quo around alcohol advertising remains.</p> <p>The cold, hard-headed reality is that an increasing number of venues around the country are chasing international fixtures hard. Geographically, we are an outlier. There are significant logistical challenges to overcome, and costs to bear, in bringing events like this to Nelson. It would be a folly of the highest order for our community leaders to continue with an asset management plan that does not include some built-in flexibility and pragmatism into the way we put Saxton Oval to its highest and best use.</p> <p>Supporting amendments to alcohol advertising is not the same as opposing the health and social policy goals the current</p>	
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Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

196698121-57978

ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
						<p>rules hope to achieve. Instead it is recognition that evolution is usually far more effective than revolution.</p> <p>The SFRMP must be changed to include a mechanism that enables compromise, so that our civic and sporting representatives have a chance to develop mutually beneficial solutions for situations that are increasingly nuanced. Simply stated, we need a framework that accommodates everybody's reasonable ne</p>	
33317	Mr James Keys	No		01. Support?	Yes	<p>It pretty much common sense</p> <p>No point in having spent that much money an not have international games.</p>	
33318	Mr David Jordan	No		01. Support?	Yes		

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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33320	Mr John Smith	No	Nelson Cricket	01. Support?	Yes	<p>The combined councils have invested over a long period of time to develop the Saxton Field Area into a world class sports facility catering for a large number of sports. This facility is the envy of many other places in NZ and enables sport to be enjoyed winter and summer by adults and children at both grassroots and high-performance levels. Saxton Oval was a key part of the development, and the Councils deliberately designed it and the adjoining outdoor and indoor practice facilities in conjunction with NZ Cricket to enable it to meet the requirements to host international cricket. There have been around a dozen international games at the venue since 2014 including 3 world cup fixtures in 2015. NRDA have produced studies showing the economic benefit and international exposure to a wide audience, of hosting the games. Equally importantly hosting games enables kids to watch and interact with their heroes. Hosting games also means that the Councils earn income so earn a return on their investment in the facility. NZ Cricket after a break since 2019 allocated 3 games to Saxton in the season just completed and these were run in a joint effort by NZ Cricket, NCC, NRDA, Central Districts and Nelson Cricket very successfully. There were very good well-behaved crowds with lot of families and the atmosphere was great. The weather, the ground and the crowd showcased the Nelson-Tasman region to a wide audience for both the Black Caps/Bangladesh game and White Ferns/England games. NZ Cricket has to ensure that it is able to meet its contractual obligation to commercial partners to enable the sustainability of the sport in NZ. The returns from International cricket funds the whole game in NZ right down to grassroots level. With the development of Hagley Oval and Bay Oval in recent years they have more than enough venues to run international games without using Saxton Oval if it was not able to let them fulfil their contractual obligations. Nelson is remote logistically (Teams travel and Broadcasting equipment and staff) so it is expensive for them to have games in Nelson. That said, NZ Cricket seem to be keen to offer further games to Nelson if at all possible. Without this amendment being passed, Nelson will not be allocated games and the Councils and the sports fans in the region of all ages will miss the benefits of having international cricket here. In future years if the World Cup was</p>	
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Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
						in NZ, Nelson could not be a venue as it was in 2015, without this amendment.	
33321	Mr john faulkner	No		01. Support?	Yes	With some reluctance, as I believe there should be no restrictions on alcohol advertising at all. It seems this is the only option to get international cricket in the region.	
33322	Mrs Sara Booth	No		01. Support?	Yes		
33323	Mr Vincent Sibbald	No	F4R	01. Support?	Yes	Council needs to encourage use of and events to our region, as a events promoter, any barriers, including the advertising of sponsors products, is a road block that simply makes us look for other regions without these draconian rules, advertising of a brand isn't what drives people to consume alcohol, there is no evidence that through advertising of a brand that consumption of alcohol is actually increased, more so it drives people to the particular brand, taking them away from another brand. Council needs to understand the value of sponsors, and if your going to make an exception for 1 sport then makenit across the board.	

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33323	Mr Vincent Sibbald	No	F4R	02. Other feedback?	N/A	Review and change this policy, it's implementation is causing major events to go to other regions, depriving this region and its businesses of revenue.	
33324	Mr Peter Rankin	No		01. Support?	Yes	<p>The amendment to allow temporary alcohol advertising is the right thing to do for a region (Nelson / Tasman) that gets very little if any international sporting events.</p> <p>It is unfortunately a small price that we as society have to pay if we wish to enjoy the activities that the larger regions have access to.</p> <p>It also appears that the original decision, whilst made with good intentions, was ideological and had not considered the unintended consequences of losing sporting events. The loss of those very few sporting events would more likely than not have greater negative impact on the health and wellbeing of the younger population by not being engaged and inspired by a healthy activity (elite sport) than the possibility of seeing some advertising that means nothing to them.</p> <p>The amendment to allow temporary alcohol advertising at Saxton Field, the benefits far outweigh the negatives and should proceed.</p>	
33325	Mrs Sarah Whittle	No		01. Support?	Yes	The increased revenue from the cricket outweighs the disadvantage from advertising alcohol on these occasions.	

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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33326	Mr Neil Allen	No		01. Support?	Yes	<p>This submission is in full support of the amendment.</p> <p>As I understand the current situation, unless this amendment is passed, international cricket, as it is currently funded, will not come to Saxton. If that happened I believe the Nelson and Tasman Councils would have failed the majority of their private ratepayers, the business owners within their districts (who are also ratepayers), and their commercial ratepayers and therefore have failed to maximise the income from a ratepayer owned facility. Any shortfall in income will therefore be an additional charge on all ratepayers to “balance the books”.</p> <p>From my own experience of attending top class events, both cultural and sporting, international cricket in Nelson will have wide ranging benefits to the Nelson Tasman community. Not only the cricketing community, being players and fans of all ages from across the region and beyond, but the wider community as well, including transport providers, hospitality, retail businesses and the generally accepted flow on effect of showcasing the Nelson Tasman region.</p> <p>International cricket games are televised and offer viewers a glimpse of our region. It brings our region into peoples lives.</p> <p>Both Nelson and Tasman councils financially support organisations that are charged with highlighting and encouraging tourism and bringing events that boost our region both financially and profile.</p> <p>I would imagine that the exposure of the region from one international cricket match would be ‘gold’ to those organisations. The benefit from one international cricket match must be worth many more times what other promotions seek and try to deliver. The leverage that these council funded organisations should be able to gain from these games should be considerable.</p> <p>We have many things in our lives and community that can cause harm, are addictive or that are less than healthy if not controlled either personally or by regulation. Fast food, sugary drinks, gambling and vaping are some that come to mind.</p>	
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Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
						<p>They all have a personal and community consequence of some sort or other.</p> <p>Many people enjoy and have a 'healthy' or self controlled relationship with these. Some do not and are afflicted, both financially and health wise by the consequences.</p> <p>Alcohol is in a basket along with tobacco and gambling (including TAB, pokies and Lotto) where they are regulated by our national government. Some of that regulation and control is devolved to territorial local government by statute. I do not</p>	



Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33327	Ms Hana Wilkinson	Yes	Te Whatu Ora	01. Support?	No	<p>Please find attached our National Public Health Service (NPHS) submission – 'NPHS Te Waipounamu Submission Saxton Field Management Plan Change 230524'. Along with the following attachments as stated in the submission:</p> <ul style="list-style-type: none"> <li>- Submission: NCC &amp; TDC Saxton Field Management Plan Review Dec 2020</li> <li>- Letters: 17th October 2023 and 3rd April 2024</li> <li>- PowerPoint Presentation: Saxton Field Committee Public Forum on 16th April 2024.</li> </ul> <p>Note I'm going on leave so please contact Rachel Eyre <a href="mailto:rachel.eyre@nmdhb.govt.nz">rachel.eyre@nmdhb.govt.nz</a> (cc'd) with confirmation of submission and hearing details.</p> <p>Ngā mihi,</p>	Yes Page
33328	Mr Adam Henderson	No		01. Support?	Yes	I fully support the amendment to allow Alcohol advertising during any international fixtures held at Saxton, not only cricket but any sport.	
33328	Mr Adam Henderson	No		02. Other feedback?	N/A	The amendment should include any international fixture not just cricket.	
33329	Mr Joe Bywater	No	Tasman District Council	01. Support?	Yes		
33329	Mr Joe Bywater	No	Tasman District Council	02. Other feedback?	N/A	I think that this amendment should apply to all international sporting events in the Saxton Field Complex - not just cricket. We need to remove barriers for international sporting events in the region	
33330	Mr Robert Cant	No	Individual	01. Support?	Yes	The Council has put a lot of time, effort and money into Saxton Stadium which is a wonderful facility. Obtaining the right to host international cricket matches has been difficult, in what is a competitive market between venues. If the city upholds the ban on alcohol advertising, the highly likely outcome is that NZ Cricket will simply schedule matches elsewhere. A degree of pragmatism needs to be considered to give Saxton Stadium and Nelson Cricket the best chance to have international cricket matches held in Nelson. I'd go further and say the Councils should do what is necessary to host Central Districts T20 matches, which have been conspicuous by their absence.	

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33330	Mr Robert Cant	No	Individual	02. Other feedback?	N/A	My personal opinion is that alcohol advertising shouldn't occur anywhere, but for me that is a decision for central government and it hasn't been a priority issue for any government for as long as I can remember. NZ Cricket would ideally not accept sponsorship from alcohol sponsors, but they have chosen to do so for presumably economic reasons. Nelson and Tasman Councils can take a principled stand and continue to prohibit alcohol advertising, but the outcome will just be that other venues will gladly host international cricket and if they have to (or already do) allow the advertising they will. I'd be happy for the Councils to lobby central government and NZ Cricket to stop alcohol advertising. While both consider it a necessary evil, it would seem to be like King Canute trying to turn back the tide for the Councils to take a principled stance standing alone.	
33331	Mrs Anna Bolitho	No		01. Support?	Yes	Of course they should be able to advertise. It's done in a tasteful manner. We will lose more and more events as a region if we don't sort out issues like this for cricket and Trafalgar centre for concerts. Other regions will benefit and continue to move ahead whilst sleepy Nelson drops back	
33332	Mrs Kerry Tate	No		01. Support?	No	Why have the rule in the first place if you then start making exemptions for it? Its either a value we believe in or not, you cant take the moral high ground then drop it when it suits you. And why should international cricket just get the benefit of this amendment. I cannot believe you have this rule as a means to protect people from alcohol advertising but that protection isnt necessary if some money is to be made. If you dont feel the ban is necessary at times, then it isnt necessary at all. You can not have it both ways.	
33333	Mrs Bridget Rodgers	No		01. Support?	Yes		
33334	Mr Andrew Galloway	Yes	Alcohol Healthwatch	01. Support?	No	See Attachment	Yes Page
33335	Mr David smith	No	n/a	01. Support?	Yes	I support what needs to be done to secure future sporting events that bring income and generated wealth to the region. If this means allowing alcohol advertising to attract big business sponsorship/ funding that brings jobs and increased tourism then do it as it makes business sense	

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33336	Mr Andy Leonard	Yes	Nelson Cricket Association	01. Support?	Yes	<p>I support the amendments on the basis;</p> <ul style="list-style-type: none"> <li>- The positive economic impact on the region from international cricket (as provided by NRDA).</li> <li>- The "brand awareness" for Nelson via televised (free to air) international sport such as cricket being played in Nelson at such an amazing visual location,</li> <li>- The "feel good factor" of international sport being played in Nelson for community vibrancy.</li> <li>- The investment NCC and TDC have made in Saxton oval (effectively fixed costs) that do not provide a return without international cricket.</li> <li>- The advertising of alcohol at the games in the recent summer was professional and of a subtle nature, barely noticeable at the event.</li> <li>- The events are well managed and not at all "boozy".</li> <li>- Any future alcohol advertising policies should be driven by Central Government (not local government) and with the appropriate investment in sport to offset the advertising income.</li> <li>- If the amendments are not made and the games are lost to Nelson, they will continue in another city in New Zealand under the same format of advertising.</li> </ul>	Yes Page
33337	Amelia Crundwell	No		01. Support?	Yes		
33338	Ms Jenny Easton	No		01. Support?	No	<p>It is obvious that the alcohol companies make a profit from having people of all ages staring at the cricket oval for a few days and absorbing their advertising either consciously or unconsciously. We know young sports fans idolise their heroes and are going to be influenced by the association with alcohol. The damage to individual lives, society and the cost to the health system are well documented. That is why the decision was made in 2021 NOT to have alcohol advertising there.</p> <p>So please show some staunch leadership and dont give in to the alcohol lobby.</p>	
33339	Ms Holly Partridge	No		01. Support?	Yes		
33340	Mr Peter Wakelin	No		01. Support?	Yes		

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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ID	FullName	Speak	Organisation	Questions	Support?	Comments	Attachment?
33341	Mr Barry Reade	No		01. Support?	Yes		
33342	Mr Lloyd Granger	No		01. Support?	Yes		
33343	Mr Bob Henderson	No		01. Support?	Yes		
33344	Mr Kent Inglis	Yes		01. Support?	No	(Hard copy)	Yes Page
33345	Mr Euan West	No		01. Support?	Yes	(Hard copy)	Yes Page
33346	Mr Jock Sutherland	Yes		01. Support?	Yes	(Hard copy)	Yes Page
33347	Mr Winston Williamson	No		01. Support?	Yes	(Hard copy)	Yes Page
33348	Natalie Williamson	No		01. Support?	Yes	(Hard copy)	Yes Page
33350	Jo McNabb	No		01. Support?	Yes	(Hard copy)	Yes Page
33351	Paul Burgess	No		01. Support?	Yes	(Hard copy)	Yes Page
Late #1	Zinnia Foster	No	Hospitality New Zealand	01. Support?	Yes	(Hard copy)	Yes Page

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33265 - Health Action Trust

196698121-57978

08 May 2024

Submission to Tasman District Council – Amendment to Saxton Field Reserve Management Plan to Accommodate Alcohol Advertising at Saxton Field.

Health Action Trust is a community-based health promotion organisation in Nelson, Aotearoa New Zealand. We provide health promotion and mental health services, under a range of contracts funded by the Ministry of Health.

We are committed to working in accordance with the principles of Te Tiriti o Waitangi and the cornerstones of the Ottawa Charter.

One of the contracts of Health Action Trust is the Community Action on Youth and other Drugs (CAYAD) programme. CAYAD is a national programme aimed at reducing the harm young people experience from alcohol and other drugs. We work with other groups to raise awareness and enable young people to make informed choices that lead to healthier outcomes.

Feedback on the Amendment to Saxton Field Reserve Management Plan to Accommodate Alcohol Advertising at Saxton Field.

- 1) We support a ban on alcohol advertising at Saxton Field.
- 2) We understand that alcohol advertising normalises drinking and is known to influence public alcohol consumption, which can lead to health issues and harm to communities; children exposed to alcohol advertising are more likely to start drinking at a younger age.
- 3) We are fully convinced that alcohol should not be considered an ordinary product. Alcohol is a psychoactive substance with addictive properties, and of all the drugs available in society, it is the most harmful.
- 4) We understand the significant role Sport plays in contributing to the equitable wellbeing of our community but, it doesn't need to be at the expense of harm and increasing inequities.

Thank you for the opportunity to provide feedback on the Amendment to Saxton Field Reserve Management Plan to Accommodate Alcohol Advertising at Saxton Field.

Marcelo Ribas  
Health Promoter - Project Coordinator  
CAYAD Nelson Tasman  
Health Action Trust

# Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

15/04/2024, 16:56 33272 - Bruce Struthers 196698121-57978 Saxton Field Committee, April 16- 9.30am



Bruce Struthers

## Saxton Field Committee, April 16- 9.30am

Bruce Struthers  
Draft To:

Mon, Apr 15, 2024 at 4:55 PM

Now, for a word from your sponsor.

I am Bruce Struthers.

I will apologize in advance for opinions that may be seen by Mayor Smith as "a bit over the top" and "a bit PC".

I worked in the Information Technology field since 1977.

One employer was Information International, which rendered the first realistic synthetic image of a teapot.

Their 1982 demo reel showed the possibility of computer animation, including flying cigarettes for an advertisement for a Brazilian company.

They used mainframe computers to render a single frame of film at 16,384 by 16,384 resolution in 24 hours.

I subsequently worked at computer aided design companies, then Amazon.com in 1999 and Starbucks in 2007.

I worked on the data warehouses, which collected all transaction and web browsing information into decision support reports on "customer engagement".

I have first hand experience in how corporations use computer technology to leave impressions of products everywhere in our daily lives.

Asahi is a large, diverse, multinational company.

It does not need banners with logos on sports fields to present product impressions.

Cricket matches draw stadium crowds in the tens of thousands.

In the 2023 ICC Men's Cricket World Cup,

"A total of 1,250,307 fans passed through the turnstiles during the six-week tournament in India"

( <https://www.icc-cricket.com/tournaments/cricketworldcup/news/more-history-made-at-world-cup-as-new-record-for-spectators-broken> )

However, television broadcasts reach millions of sports fans and consumers.

ICC states that the 2023 India vs Australia final had 59 million peak concurrent viewers.

( <https://www.icc-cricket.com/tournaments/cricketworldcup/news/world-cup-2023-smashes-broadcast-and-digital-records> )

What is important to advertisers is product impressions, usually in the form of logos.

"The host country India contributed significantly to the staggering numbers with 422 billion viewing minutes on the Disney Star Network alone".

"India's sub-continent neighbour Pakistan achieved unprecedented viewership, recording a total of 237.12 billion viewing minutes of live content".

As you will see on the presentation screen, it is possible to embed any image, including product logos and targeted advertising, on live broadcasts of sporting events, anywhere on the screen.

( <https://youtu.be/0t6g7X8rKC4?feature=shared> )

( <https://youtu.be/T9D2t2p5ySg?feature=shared> )

This is known as "virtual advertising", "experiential marketing", or recently, "vertical video feed" and has been used at least since 1995.

( Marquette Sports Law Review, Volume 11, Issue 1, Article 7. <http://scholarship.law.marquette.edu/sportslaw/vol11/iss1/7> ).

<https://mail.google.com/mail/u/0/?ik=a0b97ad7ae&view=pt&search=drafts&permmsgid=msg-a:r7758802727473367979&dsqt=1&simpl=%23msg-a:r7758802...> 1/4

## Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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Physical advertising on a playing field is likely to be drowned out by the action of a game, so is not as effective as logo or product placement on a broadcast screen.

( [https://saxtonfield.co.nz/assets/gallery/TimCuff-SuperSmash55\\_\\_FocusFillWylwLjAwliwiMC4wMCIsOTYwLDUyMF0.jpg](https://saxtonfield.co.nz/assets/gallery/TimCuff-SuperSmash55__FocusFillWylwLjAwliwiMC4wMCIsOTYwLDUyMF0.jpg) )

( <https://www.gettyimages.co.uk/detail/news-photo/black-caps-players-warm-up-before-the-start-of-game-two-of-news-photo/1868135754> )

( <https://www.insidethegames.biz/articles/1141437/icc-mens-world-cup-vertical-video-feed> )

So why is Asahi so adamant about using an outdated and rather quaint way to get their message across?

**One:** media advertising is expensive, especially at international scale. Physical advertising costs less.

**Second,** they are desperate to call the shots, and control the field, since someone within New Zealand Cricket took their eye off the ball.

This embarrassing lack of attention to detail is demonstrated in the February 24, 2024 letter from NZC to "The Mayors" and "The Councils". This letter is a classic example of revisionist history, including an audacious statement not based in any verifiable fact:

"Seemingly, the belief was that it did not apply to events of international significance".

New Zealand Cricket clearly is not doing its homework and has been caught out.  
Even the minor detail of finding out the names of the two mayors appears to have been too burdensome.

Here is a timeline of critical events relevant to this issue:

December 10, 2020

Nelson Marlborough Health submits their Saxton Field Reserve Management Plan review, supporting a ban on advertising, promotion or consumption of alcohol in the sports grounds

June 23, 2021

Nelson City Council published the approved Saxton Field Reserve Management Plan on their web site. The Plan uses the word "alcohol" 26 times over 10 pages. The plan includes the following policy:

"4.8.3.2 The advertising of alcohol shall not be permitted on Saxton Field, apart from price and product schedules at point of sale."

October 10, 2022

NZC refers to the addition of Asahi as a new "pourage partner" in their annual report.

July 19, 2023

[cricketexec.com](https://www.cricketexec.com) announces "International cricket will make a long-awaited return to Nelson's Saxton Oval this summer."

November 1, 2023

Tickets for three international matches at Saxton Oval go on sale.

New Zealand Cricket had ample notice of the alcohol advertising policy at Saxton Oval, and could have considered this policy before:

1. Taking on Asahi NZ Beverages as one of twelve sponsors, though PowerAde is an existing sponsor selling beverages.
2. Announcing selection of Saxton Oval for three international matches.

**Three,** most importantly, alcohol advertising is not permitted in countries that have large Muslim populations. This includes India (2000), Pakistan (1977) and Bangladesh (2022).

A discrete product logo on a field tape in a foreign venue, such as Saxton Field, may not cross the line to violate long-standing alcohol advertising bans.

The reputation of Saxton Field may actually improve by complying with the values of team's home countries.

<https://mail.google.com/mail/u/0/?ik=a0b97ad7ae&view=pt&search=drafts&permmsgid=msg-a:r7758802727473367979&dsqt=1&simpl=%23msg-a:r7758802...> 2/4

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

15/04/2024, 16:56 33272 - Bruce Struthers 196698121-57978  
 Chair, Sutton Field Committee, April 16- 9.30am

The uncomfortable situation with Asahi was New Zealand Cricket's issue to address, not the Nelson City and Tasman District Councils. The hosting agreement referred to in paragraph 4.8 of the report has not been provided for the Committee to consider.

The no-advertising policy for Saxton Field has been in place long before Asahi signed on as a sponsor for New Zealand Cricket. There was no "uncertainty", which is how New Zealand Cricket is now describing a situation they created when they bullied their way into suspension of the existing policy for "just three matches" in 2023-2024.

New Zealand Cricket offers a very weak case for the financial benefits to Nelson and Tasman for these matches. In their letter, they state, referring to one of the matches:

"Over 4,000 people attended the game without incident, it is noted, and the region received significant national and international television coverage. NRDA estimates the value to the region to be in the \$ millions)".

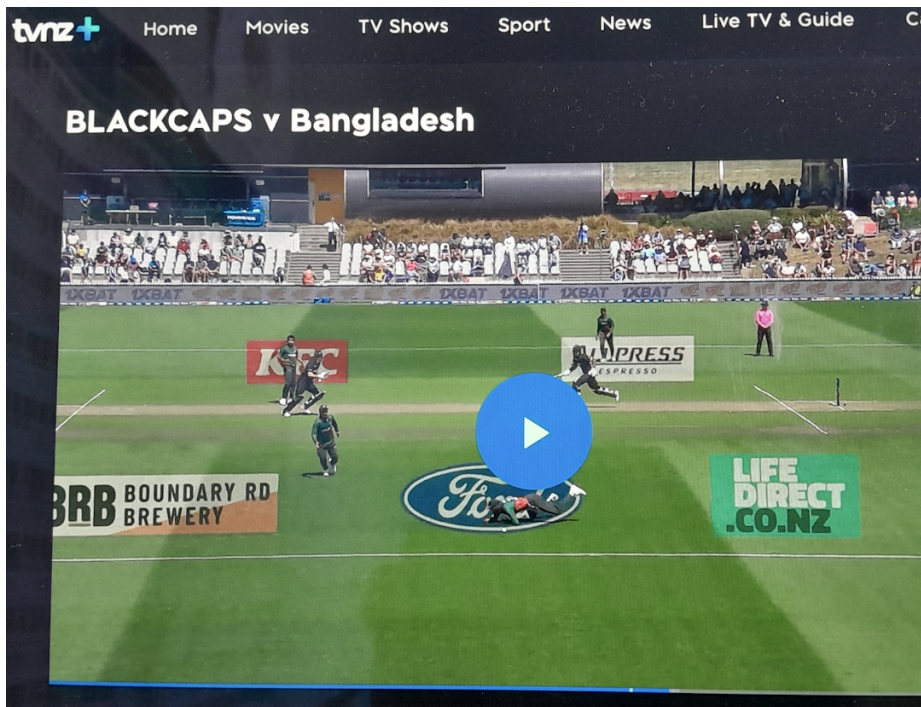
The report before the Committee refers to:

"4,484 people attended the December 2023 match between the Black Caps and Bangladesh, while 610 and 1,112 people attended the 22 and 24 March 2024 White Ferns T20 matches respectively. A pre-event economic impact assessment estimated that these three games contributed \$2.5M of economic benefit to the region".

No actual figures, particularly post-event figures, quantifying the benefit to Nelson and Tasman have been provided. The cost of alcohol harm to the community are very well quantified, acknowledged by the report author and have been provided to this committee from authoritative sources.

"While the evidence linking alcohol advertising with harm has been clear for some time there has been little effectual policy development from Central Government on the matter, therefore councils are in a somewhat difficult position, needing to balance the benefits that such community events bring to a region with responsible policy settings".

The capacity of Saxton Oval is listed on [espnricinfo.com](http://espnricinfo.com) as 6,000, so the empty spaces spoke louder than any advertising banner.



New Zealand Cricket, and Principal Planner Harrington, cannot quantify the benefits of these matches and cannot deliver what they promise.

Please do not let New Zealand Cricket to bully these two districts. This is an organization in continual negotiations with players' agents, team owners, sponsors, and venues.

Your ratepayers, who are facing significant rates increases, are not interested in saving a large multinational company like Asahi money on advertising.

<https://mail.google.com/mail/u/0/?ik=a0b97ad7ae&view=pt&search=drafts&permmsgid=msg-a:r7758802727473367979&dsqt=1&simpl=%23msg-a:r7758802...> 3/4



## Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

15/04/2024, 16:56 33272 - Bruce Struthers 196698121-57978 Saxton Field Committee, April 16- 9.30am

Option 1 presented by Planner Harrington is the preference of the ratepayers of Nelson and Tasman District, clearly stated in past deliberations. It carries the "risk" of actually improving the reputation of the venue and the district in the eyes of the millions of cricket fans worldwide whose religion does not permit the consumption of alcohol.

I propose a simple alternative to policy 4.8.2.3, to remove all uncertainty:

No physical or electronic display product advertising is permitted anywhere on any sports venue within Saxton Field at any time.

This amendment would allow participants and spectators to focus on enjoyment of sport, without external distraction.

Saxton Field, the City of Nelson, and Tasman District are not for sale.

If Saxton Field is for sale, the true value of every cubic centimeter of real estate used for advertising should be recognized in future hosting agreements. For matches that are likely to provide "billions of viewing minutes", this is extremely valuable real estate to the advertisers, which, if priced appropriately, would actually bring millions of dollars to Nelson and Tasman.

The carbon footprint of bringing teams, coaches, event production staff and fans into the Nelson Airport should be factored into the rental price.

<https://mail.google.com/mail/u/0/?ik=a0b97ad7ae&view=pt&search=drafts&permmsgid=msg-a:r7758802727473367979&dsqt=1&simpl=%23msg-a:r7758802...> 4/4

33285 - Karen Brookes

196698121-57978

**To the Management of Saxton Field Reserve**

**Submission Against The Resumption of Advertising Liquor at Saxton Field Sports Events**

I am thinking that this Amendment is being considered because money has been offered.

Already the right decision has been made in **not** advertising liquor..

We all know it is toxic, addictive, is a major cause of family violence and endangers traffic on the roads., the very reasons that the original decision was made.

To give in to this suggestion would show that those in charge have no regard for these consequences. It would be the thin end of the wedge to have the advertising eventually fully returned and must not be encouraged.

How disappointing it wo

Takaka would be for all those victims of violence to see the giving in of the Reserve Management to such persuasion. It would suggest a lack of moral compass.

Don't blot your good reputations by even considering this offer, however temporary.

Karen Brookes,



May 10<sup>th</sup> 2024.

33327 - Te Whatu Ora

196698121-57978

# National Public Health Service

## Presentation to Saxton Field Committee

16 April 2024

**Te Kāwanatanga o Aotearoa**  
New Zealand Government



**Health New Zealand**  
**Te Whatu Ora**

33327 - Te Whatu Ora

196698121-57978



**Hana Wilkinson**

**Health in All Policies  
Advisor**



**Dr Rachel Eyre**

**Public Health  
Medicine Specialist,  
Medical Officer of  
Health**



**Jay Blazek**

**Youth Addictions  
Clinical lead  
Nelson Bays PHO**

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196698121-57978

## Overview

1. Councils and the NPHS have a common interest in being leaders for community wellbeing
2. Our communities and the health system experience a high burden of alcohol harm
3. Community and iwi voice is critical in Councils' decision-making.

**Request Council to carefully consider alcohol harms and community voice in making this decision, and continue to show leadership.**



33327 - Te Whatu Ora

196698121-57978

**Both Public Health and  
Councils are the Fence at  
the top of the cliff**

**Pae Ora (Healthy Futures)  
Act, the Health Act**

**Te Tiriti o Waitangi**

**Local government –  
four wellbeings**

## Wellbeing



33327 - Te Whatu Ora

196698121-57978

# Wellbeing Leadership



The advertising of alcohol should not be permitted on Saxton Field, apart from price and product schedules at point of sale.

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196698121-57978

## Local health harms

- ~ 1 in 5 are 'hazardous drinkers' (NZ) cf. Nelson (22%) Tasman (31%)
- Alcohol as a risk factor is the leading cause of 'Health Loss'\* in 15-49 years olds in NZ (\*death and disability adjusted life years)
- Highest rates of hazardous drinking are amongst young people (N:15-24, T:25-44 year olds), Male > Female, NZE>Māori
- Includes harm to self and harm to others
- Harm to others – Harm to foetus is highest rated condition for 'harm to others'
- Alcohol related hospital admissions are on the increase - Nelson higher than NZ (acute and chronic).



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## Local health harms – a local health professional voice



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## Community, Iwi and Stakeholders

- Children and other vulnerable people in our community should have the opportunity to lead healthy lives and should be protected from harmful alcohol advertising
- Alcohol and sport are an unhealthy mix, especially where young people are exposed. Adults and sportspeople are also affected
- The health of Māori and Pacific communities are disproportionately impacted.



Health Action Trust  
Te Mana Taki Hauora



**Te Kāhui  
Hauora  
(IMPB)**

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## Local Councils' decision and recommendations



- Give due attention to harms. Harms and benefits/profits don't flow evenly
- Consult with communities most impacted and Te Tau Ihu iwi is critical
- Is there a win-win? How to build/facilitate non-alcohol sponsorship? Nelson-Tasman leading the way..?
- How the event is managed can also make a difference.

**Request Council to carefully consider alcohol harms and community voice in making this decision, and continue to show leadership.**



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196698121-57978



**Thank you.**  
**Patai?**

**Te Kāwanatanga o Aotearoa**  
New Zealand Government

**Health New Zealand**  
Te Whatu Ora

33327 - Te Whatu Ora

196698121-57978



**Nelson City Council &  
Tasman District Council  
Saxton Field Reserve  
Management Plan review**

**10 December 2020**

For more information please contact:  
Jane Murray  
NMDHB Public Health Service  
Email: [jane.murray@nmdhb.govt.nz](mailto:jane.murray@nmdhb.govt.nz)  
Phone: 06 412 2200



### **Submitter details**

1. Nelson Marlborough Health (Nelson Marlborough District Health Board) (NMH) is a key organisation involved in the health and wellbeing of the people within Te Tau Ihu. NMH appreciates the opportunity to comment from a public health perspective on the Nelson City Council (NCC) & Tasman District Council (TDC)'s Saxton Field Reserve Management Plan review.
2. NMH makes this submission in recognition of its responsibilities to improve, promote and protect the health of people and communities under the New Zealand Public Health and Disability Act 2000 and the Health Act 1956.
3. This submission sets out particular matters of interest and concern to NMH.

### **General comments**

4. NMH endorses the Draft Plan. Saxton Field is critically important community asset where people of all ages can meet and recreate. Providing attractive urban green space may encourage people to spend more time outdoors and facilitate physical activity. In particular, many older people find it very difficult to maintain moderate levels of physical activity; therefore, it is important to provide green spaces that encourage older people to be active. Studies of green spaces and health have demonstrated stronger evidence for mental health benefits, for stress reduction and cognitive development in children.<sup>1</sup> NMH supports the vision for Saxton field as a place where "the regional community comes together to play sport and for recreation. It is an inclusive environment for everyone."

### **Specific Comments**

5. **Question 1: Local events have priority over national and international sports fixtures**

NMH supports local events being given priority over larger fixtures. Saxton is the home to a wide range of grass-root sports from primary school children to senior events. The priority should be given to locals having easy access to sport activities. This has significant physical and mental health benefits. If larger events are prioritised, and local events are often cancelled as a result then there is a concern that people will disengage from sport. Therefore it is important that local events are prioritised.

6. **Question 2: More focus on casual recreation, improved wayfinding and accessibility**

NMH supports the Draft Plan which gives consideration to passive recreation, including walking and cycling, more drinking-water fountains, and seating for older visitors and for people with disabilities, improved wayfinding and addressing issues of interest to Te Tau Ihu iwi, particularly with regard to the reserve's natural values.

<sup>1</sup> [https://www.euro.who.int/\\_data/assets/pdf\\_file/0005/321971/Urban-green-spaces-and-health-review-evidence.pdf?ua=1](https://www.euro.who.int/_data/assets/pdf_file/0005/321971/Urban-green-spaces-and-health-review-evidence.pdf?ua=1)

#### *Accessibility*

NMH is pleased to see that there are specific policies regarding accessibility in the Plan (5.4.1.1)

NMH would like to see an audit undertaken of the pathways across Saxton in relation to accessibility. Whilst there are substantial footpaths across the complex, there are sections which are difficult for pedestrians. Here are examples:

- a) There is a lack of pathway between Harakeke Green/ Saxton Pond and the Velodrome. This makes access difficult for small children wishing to bike/scoot to Velodrome.
- b) The footpath adjacent to the Junior football field has a short pathway across to road (opposite the Football club rooms) but there is no corresponding path for pedestrians between the Clubrooms and the road itself so pedestrians need to walk across the carpark.
- c) By the playground, the footpaths don't match user desire lines.
- d) There is a tree in need of arborist's attention which often obscures the footpath between the playground and the carpark.

NMH recommends that an audit is undertaken and programme of works is undertaken to improve accessibility across the site.

#### *Sun protection and water*

Nelson Tasman is one of the sunniest regions in the country, therefore NMH encourages NCC & TDC to include sun shade in any play equipment areas and the associated seating area. The provision of drinking fountains in the vicinity providing free easily accessible water in public places is also important. Adequate hydration and shade is important especially in the warmer months. NMH encourages NCC & TDC to use consistent signage on its drinking fountains so they are easy for people to identify.

NMH is pleased to see that shade provision is being reviewed. It is pleasing to see that shade sails have recently been put up at the Velodrome. Further consideration of shading (natural or artificial) is encouraged.

#### *Seating*

Seating has been raised as an issue. The number and quality of seating is important because it gives people a place to rest and socialise. Seating spaces need to have a plain design and be easily recognised as chairs to help those people with sight impairments and dementia.<sup>2</sup> Public benches need to include a centre handrail so that people can easily get in and out of seats.

<sup>2</sup> Alzheimer's Australia Vic (2016) *Creating Dementia-friendly communities: A toolkit for local government* Commonwealth and Victoria Government's Home and Community Care program  
<https://www.fightdementia.org.au/files/NATIONAL/documents/Dementia-friendly-communities-toolkit-for-local-government.pdf>

*Pedestrian and cycling facilities.*

It is great to see that there has been an emphasis on increasing wayfinding and recreation routes for walking and cycling, In addition it would be great to see the number of cycle parks and end of ride facilities increased across all the key sites at Saxton.

NMH supports initiatives to improve connections with public transport. Saxton is on a major commuting route and roads around Saxton can be congested at times, improving public transport options would provide Saxton users with greater transport choices and make the site more accessible.

NMH supports the provision of lighting to facilitate cycling and pedestrian usage of the reserve.

*Toilets*

Consideration needs to be given the number of toilets on the site. Saxton is used by a great number of people throughout the day but some of the toilets on site are not always open. Wayfinding maps that show toilets would be beneficial.

**7. Question 3: More focus on enhancing natural and cultural values**

NMH supports enhancing the natural and cultural values of Saxton by enabling biodiversity and improving waterway health as well as enabling Te Tau Iwi to perform the roles of kaitiakitanga. NMH supports the adoption of sustainable management practices for waterways, including avoiding or limiting the use of herbicides and other chemicals.

**8. Question 6: More focus on limiting commercial and sponsorship signs to maintain visual values**

NMH does not have a position on commercial and sponsorship signs (other than Alcohol advertisements) at Saxton however consideration could be given providing space for community notices that promote health and wellbeing messages.

NMH has made comments regarding alcohol marketing below (Question 9).

**9. Question 7: Implementing sustainability principles**

NMH supports the implementation of sustainability principles at Saxton Field (e.g. encouraging events to have 'pack-it-in pack-it-out' policies for non-recyclable waste).

**10. Question 8: Temporary Camping allowed with major regional and national events**

NMH does not have a position on temporary camping at Saxton however should this occur, NMH recommends that there is strong waste disposal procedures in place to ensure that the littering is minimised. In addition, information about safe drinking water should also be communicated to campers to reduce the risk of waterborne illnesses. Council should ensure that other water sources which are not suitable for drinking are clearly signposted to warn campers that the water is not of drinking quality and should be boiled before use. It is important that information relating to toilet facilities, sewage disposal, litter disposal and drinking water, is effectively relayed to campers in a manner that is easily understood.



NMH recommends that an additional policy is added to 4.2.2. in relation to requirements in relation to toilet facilities, sewage and litter disposal and drinking water.

**11. Question 9: Alcohol controls (A) and the retention of Smoke free & Vapefree status (B)**

*Alcohol controls*

In general, NMH supports the proposed controls on alcohol. Included in this submission are some recommendations to make the controls more robust.

In regards to *Policy 4.8.1.1*. NMH recommends the Clause be more specific and recommends the following amendment: "*with the approval of NCC and TDC and regulated by appropriately delegated Council delegated alcohol licensing Officers*". This would ensure that the most relevant council officers regulate the sale and supply of alcohol.

In regards to the policies on alcohol, NMH recommends that *Policy 4.8.2.1* relating to the sale and supply of alcohol for consumption within the reserves is amended to include requirements for special alcohol licenses. This would provide clarity for readers.

NMH supports the *Policy 4.8.2.2* about banning the consumption of alcohol near playgrounds and sports grounds. Exposure to the consumption of alcohol leads to the normalising of drinking alcohol. An increase in the number of environments where alcohol is available leads to the increasing acceptance of alcohol in every situation. For this reason it is important to ensure that the advertising, promotion or consumption of alcohol is not permitted in playground areas and other play and activity areas including sports grounds frequented by children and youth up to 18 years of age.

NMH notes that *Policies 4.8.2.3* and *4.8.2.4* are intertwined and recommends that these policies are combined for ease of use. *Policy 4.8.2.3* aims to limit the exposure of users of the reserve to alcohol. NMH suggests that this policy is incorporated into *4.8.2.4* by requesting that alcohol consumption is confined to inside the venue's building and attached verandas.

NMH recommends that *policy 4.8.2.3* and *4.8.2.4* is amended as follows: *Alcohol licenses (On and Club) for the sale of alcohol on Saxton Field shall be limited to sports clubrooms and multi-purpose community buildings and will generally be defined in use or occupation agreements. These agreements shall confine alcohol consumption to the building and attached verandas.*

NMH supports *Policy: 4.8.2.5* *The advertising of alcohol shall not be permitted on Saxton Field*. Exposure to advertising in the form of alcohol sponsorship can influence drinking behaviours. The He Ara Oranga report of the Mental Health and Addictions Inquiry spoke of people and communities calling for decisive action to limit the sale and promotion of

alcohol particularly around children and young people. Alcohol (including its promotion) was identified as undermining many aspects of wellbeing and mental health.<sup>3</sup>

A 2016 systematic review assessing the evidence on the relationship between alcohol sports sponsorship and alcohol consumption found that of seven studies identified, all indicated that exposure to alcohol sports sponsorship is associated with increased levels of consumption and risky drinking amongst schoolchildren and sportspeople.<sup>4</sup> The majority of New Zealanders support restrictions on alcohol advertising that can be seen or heard by young people. The 2016 Health and Lifestyles Survey found 80% of New Zealanders in favour of increasing restrictions on alcohol advertising or promotion seen or heard by people under 18, while 68% supported banning alcohol-related sponsorship of events that people under 18 may attend.<sup>5</sup>

The evidence demonstrating the harm from alcohol advertising has been previously reviewed by the New Zealand Law Commission and the Ministerial Forum for Alcohol Advertising and Sponsorship in their extensive reports on alcohol related harm in New Zealand. To limit harm to children these reports recommended a reduction of youth exposure to sponsorship and advertising of alcohol.<sup>6,7</sup> Exposure to alcohol marketing can result in young people drinking earlier in their lives, and drinking larger amounts of alcohol.<sup>8,9</sup>

## **B. Smoke and vape-free**

NMH sees that there is a provision in 4.9.2.2. that the Council works with Health Promotion Agency to install and maintain appropriate Smoke and Vape Free signs at Saxton Field. NMH recommends that Health Promotion Agency (HPA) is removed and Nelson Marlborough Health is added as it is more common for Councils to work directly with the local health board rather than HPA directly.

NMH supports the Councils smoke and vape free policies. NMH understand the need to limit the risk of fires caused by dispersed smoking activity but suggest that this is only a

<sup>3</sup> Mental Health and Addiction Inquiry. 2018 *He Ara Oranga: Report of the Government Inquiry into Mental Health and Addiction*. <https://mentalhealth.inquiry.govt.nz/assets/Summary-reports/He-Ara-Oranga.pdf> (accessed Aug 20, 2019).

<sup>4</sup> Wagenaar, A. C., Salois, M. J., & Komro, K. A. (2009), *Effects of beverage alcohol price and tax levels on drinking: a meta-analysis of 1003 estimates from 112 studies*. *Addiction*, 104(2), 179–190

<sup>5</sup> Health Promotion Agency. (2018) *Alcohol-related attitudes overtime: Results from the Health and Lifestyles Survey*. <https://www.hpa.org.nz/research-library/research-publications/alcohol-related-attitudes-over-time-infographic> (accessed Aug 20, 2019).

<sup>6</sup> New Zealand Law Commission. 2010 *Alcohol in our lives: curbing the harm*. Wellington; NZ

<sup>7</sup> Ministerial Forum on Alcohol Advertising and Sponsorship. 2014 *Ministerial Forum on Alcohol Advertising and Sponsorship: Recommendations on alcohol advertising and sponsorship*.

<sup>8</sup> Jernigan D, Noel J, Landon J, Thornton N, Lobstein T. 2017. *Alcohol marketing and youth alcohol consumption: a systematic review of longitudinal studies published since 2008*. *Addiction*; 112: 7–20.

<sup>9</sup> Anderson P, de Bruijn A, Angus K, Gordon R, Hastings G. 2009 *Impact of alcohol advertising and media exposure on adolescent alcohol use: a systematic review of longitudinal studies*. *Alcohol*; 44: 229–43.

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

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consideration in the case of events which do not allow pass outs. Only in that instance do we support the provision of a designated smoking area. Our suggested amendment for 4.9.2.3 All events held at Saxton Field will be directed to be smoke and vape free. The only exception to this directive is for events which require a designated smoking area because pass outs for the event are not permitted.

**Conclusion**

12. NMH thanks the NCC & TDC for the opportunity to feedback into the Saxton Field Reserve Management Plan review.

Yours sincerely

Peter Bramley  
**Chief Executive**

17 October 2023

Nelson City and Tasman District Councils

## **New Zealand Cricket - Exemption to Saxton Field Management Plan Sponsorship Policy**

The National Public Health Service – Nelson Marlborough (NPHS-NM) is concerned to hear about the request for an exemption of section 4.8.2.3 of the Saxton Field Management Plan June 2021, to allow alcohol advertising at three upcoming international cricket matches.

Alcohol can cause considerable harms to people, whānau and communities and drives health and social inequities, resulting in significant costs to the health, welfare and justice sectors<sup>1</sup>.

Exposure to advertising in the form of alcohol sponsorship can influence drinking behaviours, reinforces the use of alcohol as part of our culture and desensitises the community to alcohol harm<sup>2</sup>. There is strong evidence of a causal relationship between alcohol marketing and drinking among young people<sup>3</sup>.

In 2020, NPHS-NM advocated for alcohol advertising to cease, through the Saxton Field Management Plan review. In recognition of this section 4.8.2.3. of the plan was included, banning alcohol advertising at Saxton Field, (excluding price and product schedules at point of sale).

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<sup>1</sup> te hīringa hauora-Health Promotion Agency. (2022). Alcohol advertising, promotion and sponsorship. <https://www.hpa.org.nz/sites/default/files/4.0%20AL1195-B%20Advertising%20and%20Promotion%20Position%20Statement.pdf>

<sup>2</sup> Aaron Smith, Kate Westberg, Constantino Stavros, Geoff Munro, Kevin Argus. (n.d.). Merging sport and drinking cultures through social media. <https://fare.org.au/wp-content/uploads/Merging-sport-and-drinking-cultures-through-social-media.pdf>

<sup>3</sup> Sargent JD, Babor TF. The Relationship Between Exposure to Alcohol Marketing and Underage Drinking Is Causal. J Stud Alcohol Drugs Suppl 2020; : 113–24.

**Te Whatu Ora**  
Health New Zealand

With the event being advertised as family friendly<sup>4</sup>, NMPHS-NM urges both Councils to consider the wider health implications for the community and the precedent this may set when making this decision. While accepting the economic considerations around events of this nature, we would encourage both Councils to engage with New Zealand Cricket in reviewing sponsorship agreements for future events where sponsorship is dependent on advertising rights at event venues.

NPHS-NM would be keen to collaborate with both Councils in addressing these concerns for future events.

Yours sincerely



**Sonya Briggs**

Te Atiawa

**Interim Public Health Service Manager**

**National Public Health Service | Nelson Marlborough**

**Te Waipounamu Region**

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<sup>4</sup> Nelson City Council. (2023, July 18). International cricket returns to Saxton Oval. Our Nelson. <https://our.nelson.govt.nz/media-releases-2/international-cricket-returns-to-saxton-oval/>

3<sup>rd</sup> April 2024

**Health New Zealand**  
**Te Whatu Ora**

Nelson City and Tasman District Councils

### **Saxton Field Management Plan: Policy 4.8.2.3 – Iwi Engagement**

The National Public Health Service – Nelson Marlborough is writing regarding the process which gave exemption to the current policy 4.8.2.3 (the policy) of the Saxton Field Management Plan (the plan) and the subsequent process to decide on the future of the policy banning alcohol advertising at Saxton Field.

We appreciate the opportunity to present to the Saxton Field Committee at their Public Forum on the 16<sup>th</sup> April where the policy will be discussed. In preparation for this forum, we have talked with some of our key stakeholders, one of which is iwi. We commend Nelson City Council and Tasman District Council (Councils) on acknowledging iwi as kaitiaki under Section 32 of the plan and the intentions outlined below:

*The Councils will work in collaboration with iwi (based on mutual good faith, co-operation and respect) to achieve the objectives of reserve use. A collaborative approach recognises the mana of Te Tau Ihu iwi, their role as kaitiaki of Saxton Field, and the desire to work together to maintain and support reserve development and management.*

*The principles of the Te Tiriti o Waitangi / Treaty of Waitangi, to the extent that they are consistent with the provisions of the Reserves Act, will be given effect.*

However, some iwi representatives and our Iwi Māori Partnership Board (Te Kahui Hauora) have expressed their concerns to us about the lack of iwi engagement through the policy exemption and subsequent processes. Therefore, to our knowledge, effect does not appear to have been given to Te Tiriti o Waitangi in this matter.

How Te Tiriti o Waitangi plays out in local government practices is important to public health as it has potential to impact Pae Ora (healthy futures) for all New Zealanders. Councils work programs are essential to supporting the achievement of Pae Ora as they largely shape the wider determinants of health. To achieve health equity for Māori requires giving complete effect and mana to Te Tiriti o Waitangi.

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We strongly recommend that Councils engage as early as possible with Te Tau Ihu iwi  
regarding the future of this policy.

Yours sincerely

**Vince Barry**

**Regional Director, Public Health Te Waipounamu  
National Public Health Service**



Health New Zealand | Te Whatu Ora

23 May 2024

Tasman District Council  
189 Queen St  
Richmond  
Nelson 7050

Tēnā koutou,

## Submission on the Saxton Field Reserve Management Plan Change

Thank you for the opportunity to submit on the Saxton Field Reserve Management Plan Change. This submission has been compiled by the National Public Health Service (NPHS) Te Waipounamu Region, Health New Zealand - Te Whatu Ora. NPHS Te Waipounamu services the South Island including Nelson Tasman.

1. NPHS Te Waipounamu recognises its responsibilities to improve, promote and protect the health of people and communities of Aotearoa New Zealand under the Pae Ora Act 2022 and the Health Act 1956.
2. Pae Ora requires the health sector to protect and promote healthy communities and health equity across different population groups by working together with multiple sectors to address the determinants of health.
3. NPHS Te Waipounamu is focused on equitable health outcomes. For purposes of defining Equity, we use the definition of that that was sanctioned by the Ministry of Health in 2019.  
*In Aotearoa New Zealand people have differences in health that are not only avoidable, but unfair and unjust. Equity recognises different people with different levels of advantage require different approaches and resources to get equitable health outcomes.*<sup>1</sup>
4. This submission responds to some of the proposals provided in the Saxton Field Reserve Management Plan Change.
5. This submission also sets out matters of interest and concern to NPHS Te Waipounamu.

### Specific Comments

**1. Do you support the proposed amendments relating to alcohol advertising? Any comments?**

~~Yes~~

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<sup>1</sup> <https://www.tewhatauora.govt.nz/whats-happening/about-us/who-we-are/achieving-equity/>



No

NPHS Te Waipounamu has presented public health evidence on alcohol related harm in the context of Saxton Field to both Nelson City Council and Tasman District Council (Councils) in the form of submissions, letters, and a presentation. The evidence presented to date forms the rationale for our position regarding the proposed amendments to the Saxton Field Management Plan. We put forward two Options - Option 1 and Option 2. Option 1 is our preferred option as it responds to the evidence and seeks to protect the public health of current and future generations. Option 2 is the option we put forward should the public support the exemption to allow international cricket matches. Both Options include recommendations to amend some of the suggested wording.

**Option 1: Retain existing Policy 4.8.2.3 with the addition of the following paragraph, as amended below:**

1. NPHS Te Waipounamu supports the additional references (1,2) under 4.8.1 regarding alcohol harm but recommends the following amendments so that they're in line with the existing Policy 4.8.2.3. *In 2023 Alcohol was identified as New Zealand's most dangerous drug<sup>1</sup>, and reducing exposure to advertising is accepted as a key opportunity for reducing harm<sup>2</sup>. Because exposure to alcohol advertising at sporting events has effects and impacts beyond the influence of behaviour at the venue, ~~the future aspiration is to phase out~~ this management plan includes a policy which bans all alcohol advertising at Saxton Field (other than price and product schedules at point of sale).*

**Option 2: Recommend changes to the proposed amendments:**

1. Should the community support changes to go ahead with the inclusion of 4.8.2.4 to allow international cricket matches, we strongly support this exemption to be limited to international matches who have contractual sponsorship. We support the addition to encourage event organisers to reduce the amount of alcohol advertising at events and in-venue promotional activities and activations as this can limit exposure.

2. Under this option, council aspires to 'phase out all advertising at Saxton Field' however it does not make explicit when this would be done by, other than to reconsider the policy on alcohol advertising at the 'next review of the Reserve Management Plan'. It is important to note that Reserve Management Plans can take up to 10 years before they are reviewed. For this reason, NPHS Te Waipounamu strongly recommends dates are included in the paragraph below:

*Because exposure to alcohol advertising at sporting events has effects and impacts beyond the influence of behaviour at the venue, the future aspiration is to phase out all alcohol*

*advertising at Saxton Field (other than price and product schedules at point of sale). The phase out will begin by X and completed by Y. (please indicate dates).*

3. NPHS Te Waipounamu supports the intention to work collaboratively with stakeholders under 4.8.1.2 as collaboration will be required to bring everyone along on the journey to achieve Councils' aspiration. However, NPHS Te Waipounamu strongly recommends the purpose of the collaboration is shifted in focus. It doesn't appear to be effective to focus on: *developing new policy related to the advertising of alcohol for inclusion in the next review of this plan, given that, by which time it is expected that the alcohol advertising will have been phased out.* If alcohol advertising is expected to be phased out by the next review, it would be assumed that similar wording to the current plan which clearly bans alcohol advertising, would be re-adopted. Therefore, it is likely to be more effective to shift the purpose to collaborate with stakeholders towards developing an action plan and timeline which outlines specifically what, how, who and when progress is required to achieve councils' aspiration to 'phase out all alcohol at Saxton Field'. It would be helpful to list who the key stakeholders are. This will ensure progress can be monitored, and stakeholders can be accountable. NPHS Te Waipounamu recommends the following amendments:

*4.8.1.2 Collaborative work will begin ~~undertaken~~ with stakeholders immediately to develop a realistic action plan and timeline to phase out around ~~developing new policy related to the advertising of alcohol, for inclusion in the next review of this plan, by which time it is expected that the~~ advertising of alcohol at Saxton Field (other than price and product schedules at point of sale). ~~will have been phased out.~~*

#### **1. Any other feedback?**

The following documents include the evidence on which our public health position is based and are attached to this submission for review. It is important that the Hearing Panel is well informed of the public health impacts of alcohol when making a decision. It is strongly recommended that prior to the Hearing, the new hearing panel members who weren't present at the meeting, watch the [Saxton Field Committee Meeting Recording](#).

- Submission: NCC & TDC Saxton Field Management Plan Review Dec 2020
- Letters: 17<sup>th</sup> October 2023 and 3<sup>rd</sup> April 2024
- PowerPoint Presentation: Saxton Field Committee Public Forum on 16<sup>th</sup> April 2024.

NPHS Te Waipounamu recommends council review and update the Nelson Tasman Regional Alcohol Strategy 2006 (The Strategy) which in its background states, it was developed in a response to community concern about alcohol related harm in the Nelson Tasman Region. The Strategy, almost twenty years old, is likely outdated. Alcohol Harm Reduction Strategies exist to

provide overarching direction on how communities work together to reduce alcohol-related harm. Section 295 of the Sale and Supply of Alcohol Act 2012 'Duty to Collaborate', requires key agencies to develop and implement joint strategies to reduce alcohol related harm. Refer to the Health New Zealand Te Whatu Ora [info sheet](#) for more detail.<sup>2</sup> The screenshot below is taken from Action 19(e) under 'Advocacy and Education' in The Strategy:

(e) Partners in the Strategy will advocate to Central Government on issues that are relevant to their particular terms of reference, or on topical issues, eg. review of alcohol advertising and sponsorship.	Individual agencies	On-going	Within budgets
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It is not made clear who falls under 'Individual agencies' but it is clear this action is related to alcohol advertising and sponsorship. A review of The Strategy could include the aspiration to phase out alcohol advertising at Saxton Field. In addition, it would support collaborative working to create Specific, Measurable, Achievable, Realistic and Timely goals which would support a 'no surprises approach'. Actions included under Wellington's Alcohol Management Strategy for example, include '*Increasing cross-sector collaboration*' and '*Develop a sponsorship policy for events and facilities, which includes a position on alcohol sponsorship*'.

NPHS Te Waipounamu supports the Alcohol Healthwatch submission.

## Conclusion

NPHS Te Waipounamu wishes to be heard in support of this submission.

Thank you for the opportunity to submit on the Saxton Field Management Plan Change.

## Vince Barry

Regional Director  
National Public Health Service  
Te Waipounamu Region

## Contact details

For and on behalf of NPHS Te Waipounamu

## Dr Rachel Eyre

Public Health Medicine Specialist / Medical Officer of Health  
waea pūkoro:

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<sup>2</sup> [2.0-AL1131-G-Duty-to-collaborate.pdf \(alcohol.org.nz\)](#)

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33334 - Alcohol Healthwatch

196698121-57978



**Submission to Tasman District Council**

**Amendment to Saxton Field Reserve Management Plan to  
Accommodate Alcohol Advertising at Saxton Field**

24 May 2024

Alcohol Healthwatch is an independent charitable trust working to reduce alcohol-related harms and inequities. We are contracted by the Health New Zealand Te Whatu Ora to provide regional and national health promotion services. These include: providing evidence-based information and advice on policy and planning matters; coordinating networks and projects to address alcohol-related harms and coordinating or otherwise supporting community action projects.

Thank you for the opportunity to provide feedback to the Amendment to Saxton Field Reserve Management Plan.

**We would like to speak to this submission (remotely).**

If you have any questions on the comments we have included in our submission, please contact:

Andrew Galloway

### Our submission

1. Alcohol Healthwatch are **opposed** to permitting temporary alcohol advertising for international cricket.
2. Alcohol Healthwatch are **concerned** at this proposed change as we know from the evidence that:
  - a. Sport as the mechanism for advertising increases the potency and harm of the advertising by capitalizing on the excitement of the game to increase positive attitudes towards the alcohol brand and alcohol (the product) in general = further normalises alcohol as an ordinary commodity.<sup>1</sup>
  - b. Indirect exposure to alcohol sports sponsorship associated with increased levels of drinking amongst children.<sup>2</sup>
  - c. For adults, association between direct alcohol sponsorship and hazardous drinking.<sup>2,3</sup>
  - d. Sportspeople are good targets for the industry – research shows they are likely to drink more anyway than the average population.<sup>3,4</sup>
  - e. Alcohol sponsorship particularly harmful for males. The evidence shows messaging often works to perpetuate certain ideals of masculinity associated with heavier drinking, stoicism, and promote set ideas around vulnerability. This can manifest as a barrier to males seeking help.<sup>5</sup>
3. Alcohol Healthwatch are aware that alcohol advertising **increases inequities**:
  - a. Sport sponsorship directly drives inequities in alcohol advertising exposure for Māori and Pacific children. Māori children are four times more likely to see alcohol advertising through sports sponsorship, Pacific children are five times more likely.<sup>6</sup>
  - b. Sport sponsorship comprises a third of all alcohol advertising that children are exposed to.<sup>7</sup>
  - c. Sportspeople receiving sponsorship are more likely to drink hazardously. Receiving free and/or discounted product encourages people to feel obliged to drink sponsor's drink and has been associated with heavier drinking.<sup>8</sup>

### There is public support for reducing alcohol advertising

4. Alcohol Healthwatch are **encouraged** to see the high level of public support for change:
  - a. Community support (2023 Cancer Society polling): *58% support banning alcohol sponsorships at sporting, community and other events that under 18 year olds go to.*
  - b. Community support (2022 UMR polling): *67% support protecting children from alcohol advertising exposure. 55% support professional sports teams not being sponsored by or named after alcohol brands. 55% support sporting organisations to be supported to move away from alcohol sponsorship.*

33334 - Alcohol Healthwatch

196698121-57978

### Feedback on the consultation

5. Alcohol Healthwatch are **grateful** to the committee for allowing our contribution to the public forum at the 16 April 2024 meeting at Tasman District Council. This submission is in-line with the presentation we provided to the committee at the committee meeting on 16 April 2024.
6. We acknowledge that the Council are taking leadership and noting the problem with advertising alcohol and signalling an expectation that advertising alcohol will be phased out.
7. This would be in concert with previous Government commissioned reports, in particular:
  - a. **The Law Commission Review** (2009) that *recommended phasing out the advertising of alcohol*.
  - b. **The Ministerial Forum on Alcohol Advertising and Sponsorship** (2014) that *recommended measures to aim to restrict the promotion of alcohol, including sponsorship, in all media*.
  - c. **The Government Inquiry into Mental Health and Addiction** (He Ora Oranga 2018) that noted that *the Government needed to action the many recommendations for reducing alcohol harm* (including the above).

### Our recommendations

8. Alcohol Healthwatch remain **opposed** to the amendment (we favour **Option 1**).
9. Alcohol Healthwatch are pragmatic and reasonable, and we ask that if the plan is amended (**Option 2**) as proposed, that:
  - a. This be **limited** to international cricket fixtures only, and:
  - b. That the Council's **consider** updating the Nelson Tasman Regional Alcohol [Strategy](#) (2006).
  - c. Local Government have a key role in promoting the health and wellbeing under the Local Government Act, and in addition to any review of an alcohol harm reduction strategy we think it would be appropriate for the Council's to:
    - i. **Advocate for policy change** to enable local government to enable changes such as the prohibition of alcohol advertising in their environments. This is consistent with the Action 19 (e) under Advocacy and Education in the Nelson Tasman Regional Alcohol Strategy.

Alcohol Healthwatch have worked closely with our colleagues in Health New Zealand Te Whatu Ora (among other health and social sector stakeholders), and we **support** the submission from NPHS Te Waipounamu in addition to making our own submission.

Thank you for the opportunity to participate in the proposed change to Saxton Field Reserve Management Plan. Alcohol Healthwatch would appreciate the opportunity to support you in any action relating to alcohol harm reduction in future.

Ngā mihi



Executive Director

33334 - Alcohol Healthwatch

196698121-57978

## References

1. 1 Zerhouni O, Bègue L, O'Brien KS. How alcohol advertising and sponsorship works: Effects through indirect measures. *Drug Alcohol Rev* 2019; **38**: 391–8.
- 2 Brown K. Association between alcohol sports sponsorship and consumption: A systematic review. *Alcohol Alcohol Oxf Oxfs* 2016; **51**: 747–55.
- 3 O'Brien KS, Kypri K. Alcohol industry sponsorship and hazardous drinking among sportspeople. *Addiction* 2008; **103**: 1961–6.
- 4 Lisha NE, Sussman S. Relationship of high school and college sports participation with alcohol, tobacco, and illicit drug use: A review. *Addict Behav* 2010; **35**: 399–407.
- 5 Palmer C. Drugs, Alcohol, and Addiction in Sport. *Sport Ment Illn Sociol Res Sociol Sport* 2018; **11**: 111–25.
- 6 Tim Chambers. The extent and nature of children's real-time exposure to alcohol marketing using wearable cameras and GPS devices. 2018. <http://hdl.handle.net/10523/8265> (accessed Nov 26, 2018).
- 7 Chambers T, Stanley J, Signal L, *et al*. Quantifying the nature and extent of children's real-time exposure to alcohol marketing in their everyday lives using wearable cameras: Children's exposure via a range of media in a range of key places. *Alcohol Alcohol* 2018; **53**: 626–33.
- 8 O'Brien KS, Ali A, Cotter JD, O'shea RP, Stannard S. Hazardous drinking in New Zealand sportspeople: level of sporting participation and drinking motives. *Alcohol Alcohol* 2007; **42**: 376–82.

## Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33336 - Nelson Cricket Association 196698121-57978

### NCA Submissions:

#### Saxton Field Resource Management Plan Amendment

1. Nelson Cricket Association Inc (**NCA**) unreservedly supports and endorses the proposed amendments to the Saxton Field Management Plan so as to allow alcohol advertising (on a restricted basis) at Saxton Field.
2. NCA recognizes and accept the wisdom of alcohol constraint. Constraint however does not mean prohibition and it is noteworthy that in passing the Sale and Supply of Alcohol Act 2012, which introduced a new approach to alcohol control in New Zealand directed at responsible alcohol consumption<sup>1</sup> "Parliament did not see fit to ban alcohol advertising<sup>2</sup>.
3. In NCA's view the proposed amendments are prudent and responsible not only because they recognise and maximise Saxton Oval and the unique opportunity it provides to enhance and promote the Nelson-Tasman region on a larger stage, including internationally, but also because they recognise the importance of sport in a healthy, vibrant community.

#### **Enhancement of Nelson Tasman**

4. The NRDA has estimated that an international cricket fixtures at Saxton Oval benefit the region in the vicinity of \$2.5 million. That is significant and a vital contribution to this area's growth and profile.
5. A report on the ticket sales and viewership breakdown for international cricket at Saxton Oval for the 2023/2024 season is illuminating. The report shows<sup>3</sup>:
  - a) Total tickets issued for the Black Caps match were 4448.
  - b) Over two matches the White Ferns tickets issued were close to 3000.
  - c) Taking account of TVNZ viewership numbers, the cumulative reach for the international games gave this region unprecedented exposure:
    - The Black Caps game cumulative reach was 821,800
    - The White Ferns cumulative reach for 2 games was 953,300The total cumulative reach (exposure) across both teams was 1,775,100!  
That provided unequalled promotion and exposure of the region.
  - d) The games brought visitors to the region:
    - 5.1% of the attendees to the Black Caps were from outside the area.

<sup>1</sup> Section 3 (1)(b) of the Sale and Supply of Alcohol Act 2012. This in the context of a statutory acknowledgement that a characteristic of the new system is that "*it is reasonable*": s3(1)(2)(a)

<sup>2</sup> It is also noted that neither NCC or TDC has adopted a local alcohol policy

<sup>3</sup> A copy of the report is attached. Data supplied by NZ Cricket following consultation with TVNZ



## Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33336 - Nelson Cricket Association 196698121-57978

- 36.4% of the attendees to the White Ferns games were from outside area.
6. The evidence is clear that the internationals were a resounding success, especially for a region re-entering the international arena after a considerable hiatus. NCA confidently believes support will grow as the benefits and unique qualities of Saxton and this region become more widely known.

### **Sport in the Community**

7. As the saying goes, *"kids in sport stay out of court."*
8. The ability for children and adolescents to see their sporting idols in action encourages participation, with the health and other benefits that it brings.
9. A study by the University of Chicago<sup>4</sup> showed that watching sports has a range of benefits for our health and wellbeing, encouraging connections and a sense of community. The study identified the following benefits of watching sports:
- It gives you a significant mental workout and helps to keep your brain healthy and sharp;
  - It builds self-esteem, an important part of mental health and wellbeing;
  - It reduces stress;
  - It can help reduce the risk of depression;
  - It helps build strong relationships with others;
  - It may lead to potential weight loss (by inspiring activity).
10. The evidence in support of sport as part of a balanced, healthy education and lifestyle is overwhelming. (That is why physical education has for years been part of the New Zealand education curriculum). Activity and sport participation is promoted by watching those at the top of their game, thereby improving health outcomes including:
- Physically active children are more likely to mature into physically active adults;
  - Reduction of obesity;
  - Promotion of growth of bones, muscles, ligaments, and tendons;
  - Improvement of co-ordination and balance;
  - Mental health benefits, including greater self-confidence;
  - Improvement of personal skills.

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<sup>4</sup> "The Surprising Benefits of Watching Sports", 18 August 2020 by Joseph-Connolly

## Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33336 - Nelson Cricket Association 196698121-57978

### Conclusions

11. The evidence is compelling:
  - Watching sport is beneficial to a healthy individual and a healthy society.
  - International games at Saxton promote the region, both financially and in terms of exposure.
12. Saxton Field *"is a significant regional sport and recreation venue"*<sup>5</sup>. It is a first-class venue, the envy of many. It is a venue into which both Councils, with support from the community and gaming trusts, have invested heavily.
13. There is no evidence of any alcohol abuse at major cricket events at Saxton. To the contrary, the evidence is of enjoyable family outings (that promote well-being).
14. The amendments will help ensure that Saxton Oval (and the Nelson/Tasman region) remain at the forefront of venue options for international and first-class fixtures. In turn, that will support local sport (by attracting revenues and encouraging participation), recreational opportunities for our families, and growth of the region.
15. The success achieved in attracting international fixtures in the face of challenges from around the country should not be put at risk by declining an amendment to the Management Plan that ensures ongoing productive use of a major regional asset, promotion of the region and promotion of a healthy lifestyle. (NCA is not aware if any other local or regional authority in New Zealand that has a ban of the nature and extent as that currently included in the Saxton field Management Plan. The proposed amendments will enable this region to compete on a level basis with others to ensure the enhancement and growth of the Nelson/Tasman region and its citizens).

Dated at Nelson 23 May 2024

A Leonard

Chair NCA

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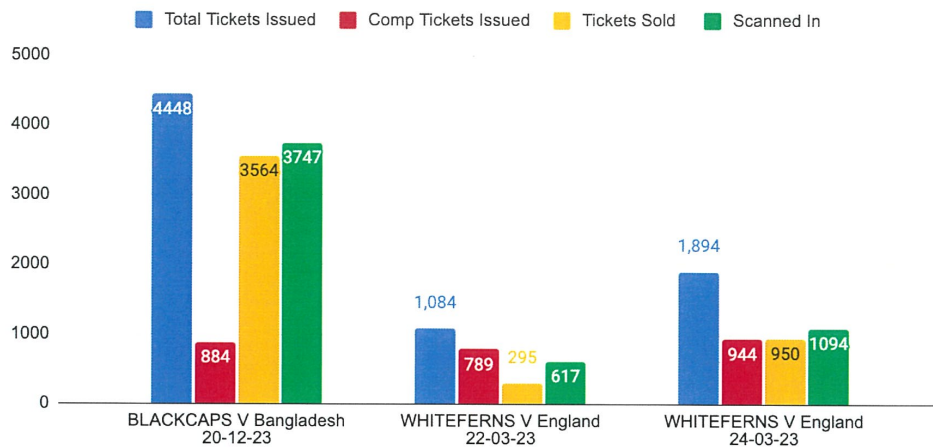
<sup>5</sup> Saxton Field Management Plan, page 7, paragraph 2 (Introduction)

# Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

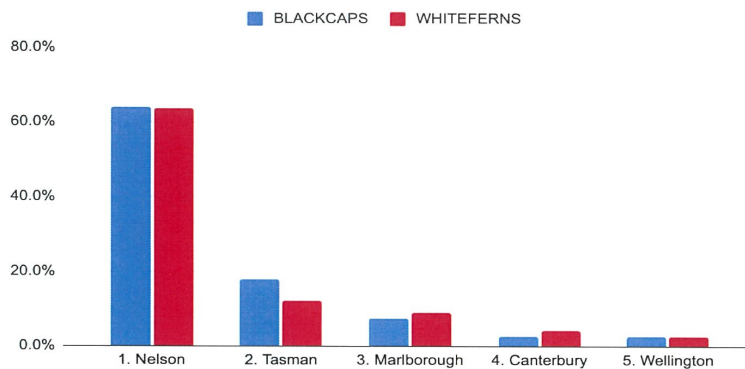
33336 - Nelson Cricket Association 196698121-57978

## Ticket Sales and Viewership Breakdown Saxton Oval International Cricket 23/24 Season

### INTERNATIONAL TICKETS ISSUED SAXTON OVAL



### TICKET SALES TOP 5 CUSTOMER LOCATIONS



### TVNZ VIEWERSHIP NUMBERS

Fixture	Date	Channel	Start Time	End Time	AUD	ATS (View)	Cumulative Reach (000s)
BLACKCAPS V Bangladesh	20 Dec 23	TVNZ DUKE*	10:30	14:45	27,300	70	373,800
BLACKCAPS V Bangladesh	20 Dec 23	TVNZ DUKE*	14:58	18:45	89,800	77	448,000
WHITEFERNS V England	22 Mar 24	TVNZ 1*	12:30	16:29	73,400	67	412,800
WHITEFERNS V England	24 Mar 24	TVNZ 1*	12:30	16:29	78,000	64	540,500

**AUD-** Average live audience i.e. viewership at any given point in time during the duration of the programme

**ATS-** Average time spent by the viewer for the particular programme (measured in 000')

**Cumulative reach-** Unduplicated number and anyone who watched cricket for at least one minute

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33336 - Nelson Cricket Association 196698121-57978

**Some keys points from the data:**

- 5.1% of attendee's for the BLACKCAPS match came from outside the Nelson region.
- 36.4% of the attendee's for WHITEFERNS match came from outside the Nelson region.

Viewership numbers for WHITEFERNS match on Sunday 24<sup>th</sup> March were the highest for all International matches played at Saxton Oval. With a cumulative reach of 540,500 viewers.

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33344 - Kent Inglis

196698121-57978

Proposed Amendments to the Saxton Field Reserve  
Management Plan (relating to alcohol advertising)

## Submission Form

Submissions close 24 May 2024

## Puka whakahoki kōrero

### Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

Name: Kent Inglis  
Organisation represented: (if applicable): \_\_\_\_\_  
Address: 53 Halifax St, Nelson 7010  
Email: inglis.kent@gmail.com  
Phone: 021 496 556

Do you wish to speak at the hearing? ☒ Yes ☐ No

If you do not circle either, we will assume you do not wish to be heard. If you wish to present your submission at the hearing in Te Reo Māori or New Zealand sign language please include this information in your submission.

#### How to fill in this form

We know how busy everyone is and really appreciate you taking the time to provide feedback. To help, here's some tips on filling in the form.

- 1. You don't have to answer every question** – You can choose to answer only the ones you are interested in.
- 2. Adding comments is optional** – You can choose to provide extra information in the comments sections or skip to the next question.

#### Do you support the proposed amendments?

Yes ☐

No ☒

#### Comments (optional)

I believe that the provisions of the liquor licensing Act are  
sufficient to manage the sale of alcohol at key/major  
spotting events.  
I do not believe that alcohol advertising needs to be phased  
out over a 10 year period.

## Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33344 - Kent Inglis

196698121-57978

### Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

**Public information:** All submissions (including your name and contact details) will be provided to Council workers for administration and analysing feedback, and to those who are involved in decision making on the consultation.

All submissions, including submitter names (unless you request otherwise) but not contact details, will be publicly available online. The body of your submission and any attachments will not be checked for personal information and it should be assumed that anything included in these will be made public.

**Note:** Council is subject to the Local Government Official Information and Meetings Act 1987 and a request for official information may cover your submission, including your address and other contact details.

**Note:** A total of up to **five minutes** per person (and up to **10 minutes** per organisation) is allocated to those wishing to speak to their submissions at the hearing.

**Note:** You may be contacted following this year's consultation to find out about your experience of the engagement process.

#### Attachment:

196698121-56658: Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising).

33344 - Kent Inglis

196698121-57978

**Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)**

**Attachment (196698121-56658): Proposed amendments to the Saxton Field Reserve Management Plan Section 4.8.1 (Alcohol)**

**4.8.1 Alcohol**

The NCC Urban Environments Bylaw 225 prohibits alcohol consumption on Saxton Field from 9.00 pm on any day to 7.00 am on the following day. The bylaw also defines the Council's power to impose temporary alcohol prohibitions. The policies here are intended to manage any adverse effects of alcohol consumption on Saxton Field, in addition to the restrictions of the bylaw. The Sale and Supply of Alcohol Act 2012 also applies.

Unruly behaviour on reserves associated with alcohol consumption, the use of other drugs or any other issue, can be managed via the police through existing laws.

In 2023 Alcohol was identified as New Zealand's most dangerous drug<sup>1</sup>, and reducing exposure to advertising is accepted as a key opportunity for reducing harm<sup>2</sup>. Because exposure to alcohol advertising at sporting events has effects and impacts beyond the influence of behaviour at the venue, the future aspiration is to phase out all alcohol advertising at Saxton Field (other than price and product schedules at point of sale).

A policy banning all alcohol advertising is not considered practical in the short term and an exception is made for international cricket matches, however the intent is that relevant event organisers will be encouraged to consider reducing the amount of alcohol advertising at events and avoiding other in-venue promotional activities and activations. The policy on advertising alcohol at Saxton Field will be reconsidered at the next review of the Reserve Management Plan.

**4.8.1 Expectations**

4.8.1.1 Alcohol may be consumed on Saxton Field where that activity, and adverse effects on reserve values, users and neighbours, can be avoided and where relevant statutory and bylaw requirements are met, and with the approval of NCC and TDC and regulated by appropriately delegated alcohol licensing officer/s.

4.8.1.2 Collaborative work will be undertaken with stakeholders around developing new policy related to the advertising of alcohol for inclusion in the next review of this plan, by which time it is expected that the advertising of alcohol at Saxton Field (other than price and product schedules at point of sale) will have been phased out.

<sup>1</sup> The New Zealand drug harms ranking study: A multi-criteria decision analysis (2023) <https://journals.sagepub.com/doi/10.1177/02698811231182012>

<sup>2</sup> E.g.: Alcohol In Our Lives: Curbing The Harm. Law Commission (2010) (<https://www.lawcom.govt.nz/assets/Publications/Reports/NZLC-R114.pdf>) Ministerial Forum on Alcohol Advertising and Sponsorship: Recommendations on Alcohol Advertising and Sponsorship (2014) (<https://www.health.govt.nz/publication/ministerial-forum-alcohol-advertising>)

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33344 - Kent Inglis

196698121-57978

**Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)**

**4.8.2 Policies and methods**

- 4.8.2.1 The sale or supply for consumption within the reserve of liquor shall only be permitted in accordance with an issued alcohol licence where it is associated with a permitted recreation activity or event, and where the consumption of liquor is ancillary to those activities (that is, it is not an activity in itself).
- 4.8.2.2 The consumption of alcohol shall not be permitted in or near playgrounds and other play and activity areas. Alcohol licenses (On and Club) for the sale of alcohol on Saxton Field shall be limited to sports clubrooms and multi-purpose community buildings and will generally be defined in use or occupation agreements. These agreements shall confine alcohol consumption to the building and attached verandas. Long-term licences for the sale of alcohol on Saxton Field shall be limited to sports clubrooms and multi-purpose community buildings and will generally be defined in use or occupation agreements. Sale of alcohol may be permitted in temporary structures such as tents during temporary events. Special licenses may be granted if the approval of delegated Council officer/s is obtained.
- 4.8.2.3 The advertising of alcohol shall not be permitted on Saxton Field, apart from price and product schedules at point of sale and sponsorship advertising on players' clothing, except as set out in clause 4.8.2.4.
- 4.8.2.4 For international cricket events with contractual sponsorship commitments, temporary advertising of alcohol is permitted for the duration of the event, with the approval of Saxton Field Committee Chair and the Chief Executives of Nelson City Council and Tasman District Council.

Received at Nelson City Council  
24/05/2024 12:35:21 pm  
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Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33345 - Euan West

196698121-57978

Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

## Submission Form

Submissions close 24 May 2024

### Puka whakahoki kōrero

#### Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

Name: Euan West  
Organisation represented: (if applicable): \_\_\_\_\_  
Address: 2/143 Parkers Rd Tahunanui  
Email: euan.west@yahoo.co.nz  
Phone: 021 147 3372

Do you wish to speak at the hearing? Yes / No

If you do not circle either, we will assume you do not wish to be heard. If you wish to present your submission at the hearing in Te Reo Māori or New Zealand sign language please include this information in your submission.

##### How to fill in this form

We know how busy everyone is and really appreciate you taking the time to provide feedback. To help, here's some tips on filling in the form.

- 1. You don't have to answer every question** – You can choose to answer only the ones you are interested in.
- 2. Adding comments is optional** – You can choose to provide extra information in the comments sections or skip to the next question.

#### Do you support the proposed amendments?

Yes ☒ No ☐

#### Comments (optional)

We get little enough international sport in Nelson without a vocal minority trying to stop the cricket. I don't know of anyone who has started drinking alcohol after seeing signage at a match. People go to watch the cricket not look at the signage. By moving the match these people don't achieve their goal as there will be signage at the venue the match is moved to. It is just the cricket followers in Nelson who lose out.

## Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33345 - Euan West

196698121-57978

### Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

**Public information:** All submissions (including your name and contact details) will be provided to Council workers for administration and analysing feedback, and to those who are involved in decision making on the consultation.

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**Note:** You may be contacted following this year's consultation to find out about your experience of the engagement process.

#### Attachment:

196698121-56658: Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising).

33345 - Euan West

196698121-57978

**Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)**

**Attachment (196698121-56658): Proposed amendments to the Saxton Field Reserve Management Plan Section 4.8.1 (Alcohol)**

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Unruly behaviour on reserves associated with alcohol consumption, the use of other drugs or any other issue, can be managed via the police through existing laws.

In 2023 Alcohol was identified as New Zealand's most dangerous drug<sup>1</sup>, and reducing exposure to advertising is accepted as a key opportunity for reducing harm<sup>2</sup>. Because exposure to alcohol advertising at sporting events has effects and impacts beyond the influence of behaviour at the venue, the future aspiration is to phase out all alcohol advertising at Saxton Field (other than price and product schedules at point of sale).

A policy banning all alcohol advertising is not considered practical in the short term and an exception is made for international cricket matches, however the intent is that relevant event organisers will be encouraged to consider reducing the amount of alcohol advertising at events and avoiding other in-venue promotional activities and activations. The policy on advertising alcohol at Saxton Field will be reconsidered at the next review of the Reserve Management Plan.

**4.8.1 Expectations**

4.8.1.1 Alcohol may be consumed on Saxton Field where that activity, and adverse effects on reserve values, users and neighbours, can be avoided and where relevant statutory and bylaw requirements are met, and with the approval of NCC and TDC and regulated by appropriately delegated alcohol licensing officer/s.

4.8.1.2 Collaborative work will be undertaken with stakeholders around developing new policy related to the advertising of alcohol for inclusion in the next review of this plan, by which time it is expected that the advertising of alcohol at Saxton Field (other than price and product schedules at point of sale) will have been phased out.

<sup>1</sup> The New Zealand drug harms ranking study: A multi-criteria decision analysis (2023) <https://journals.sagepub.com/doi/10.1177/02698811231182012>

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## Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33345 - Euan West

196698121-57978

### Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

#### 4.8.2 Policies and methods

- 4.8.2.1 The sale or supply for consumption within the reserve of liquor shall only be permitted in accordance with an issued alcohol licence where it is associated with a permitted recreation activity or event, and where the consumption of liquor is ancillary to those activities (that is, it is not an activity in itself).
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- 4.8.2.3 The advertising of alcohol shall not be permitted on Saxton Field, apart from price and product schedules at point of sale and sponsorship advertising on players' clothing, except as set out in clause 4.8.2.4.
- 4.8.2.4 For international cricket events with contractual sponsorship commitments, temporary advertising of alcohol is permitted for the duration of the event, with the approval of Saxton Field Committee Chair and the Chief Executives of Nelson City Council and Tasman District Council.

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33346 - Jock Sutherland

196698121-57978

Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

## Submission Form

Submissions close 24 May 2024

## Puka whakahoki kōrero

### Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

Name: Jock Sutherland  
Organisation represented: (if applicable): \_\_\_\_\_  
Address: 135 Champion Road, Puke  
Email: j.sutherland@fvm.co.nz  
Phone: 021 544 723

Do you wish to speak at the hearing? ☒ Yes ☐ No

If you do not circle either, we will assume you do not wish to be heard. If you wish to present your submission at the hearing in Te Reo Māori or New Zealand sign language please include this information in your submission.

#### How to fill in this form

We know how busy everyone is and really appreciate you taking the time to provide feedback. To help, here's some tips on filling in the form.

- 1. You don't have to answer every question** – You can choose to answer only the ones you are interested in.
- 2. Adding comments is optional** – You can choose to provide extra information in the comments sections or skip to the next question.

#### Do you support the proposed amendments?

Yes ☒ No ☐

#### Comments (optional)

1. See attached marked A  
2. See attached comments by some  
cricketers marked B-K inclusive  
which constitute support for the  
amendments

## Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33346 - Jock Sutherland

196698121-57978

### Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

**Public information:** All submissions (including your name and contact details) will be provided to Council workers for administration and analysing feedback, and to those who are involved in decision making on the consultation.

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**Note:** A total of up to **five minutes** per person (and up to **10 minutes** per organisation) is allocated to those wishing to speak to their submissions at the hearing.

**Note:** You may be contacted following this year's consultation to find out about your experience of the engagement process.

#### Attachment:

196698121-56658: Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising).

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33346 - Jock Sutherland

196698121-57978

A

Promotion of alcohol at Saxton Oval

1. The prohibition of alcohol at Saxton Oval is unique to sporting venues in New Zealand
2. The retention of such prohibition will achieve absolutely nothing towards the goal of reducing or eliminating the consumption of alcohol when it is freely available, consumed and obviously and subtly promoted at sporting and cultural event locally, nationally, and internationally.
3. Alcohol is drunk at home which promotes it to children observing adults' behavior, so nothing is achieved by eliminating alcohol at Saxton Oval.
4. It is consumed and brands promoted at hotels and restaurants frequented by parents and children with their parents subtly and obviously.
5. Brands of alcohol and therefore the consumption of them are apparent on TV which is a form of promotion.
6. The Council is a party to its promotion by allowing consumption which forms part of promotion by adults in front of children at the Trafalgar Centre, Trafalgar Park, Founders Park (Marchfest for example) so why single out Saxton Oval?
7. To retain the policy does not achieve its objective of eliminating the consumption of alcohol and simply:
  - A. Denies international cricket to Nelson and the exposure of high-profile sportsmen in Nelson which encourages healthy participation.
  - B. Wastes the extensive annual expenditure for the upkeep of Saxton Field.
  - C. Denies the net income of such matches to Nelson which realises \$2.5 million to the community.
  - D. Denies international TV exposure to Nelson of tens of million viewers each match which encourages visitors to Nelson.
  - E. Is pointless, serves no purpose and is detrimental to Nelson.
  - F. Holds Nelson up to ridicule with a unique and pointless policy with negative repercussions.

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33346 - Jock Sutherland

196698121-57978

B

I think it absurd that the banning of alcohol promotion at Saxton Oval should be enforced at the Oval when promotion of alcohol takes place at all other sporting venues in New Zealand and internationally.





Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton  
Field Reserve Management Plan (alcohol advertising): Attachment 1

33346 - Jock Sutherland

196698121-57978

C

I thoroughly enjoy cricket at Saxton Oval and my consumption of alcohol is not increased by  
its promotion as to brand or availability.



Kelvin Rex Scoble  
Ratepayer of  
9 Brooklands Rd, Atawhai

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33346 - Jock Sutherland

196698121-57978

D

The existing policy preventing the promotion of alcohol at Saxton Field achieves nothing and should be abolished.

A handwritten signature in blue ink, appearing to read 'J S Sutherland', is written below the text.

SB Pearly M

Q. G. ST

yng. only K

EMERIS

KNOB

Th

J.

Ved

M

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton  
Field Reserve Management Plan (alcohol advertising): Attachment 1

33346 - Jock Sutherland

196698121-57978

F

I think it absurd that the banning of alcohol promotion at Saxton Oval should be enforced at the Oval when promotion of alcohol takes place at all other sporting venues in New Zealand and internationally.

*[Handwritten signatures and initials]*

*[Illegible handwritten signatures and initials]*

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton  
Field Reserve Management Plan (alcohol advertising): Attachment 1

33346 - Jock Sutherland

196698121-57978

G.

I thoroughly enjoy cricket at Saxton Oval and my consumption of alcohol is not increased by  
its promotion as to brand or availability.

*[Handwritten signatures and initials]*

*[Illegible handwritten signatures and initials]*




Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33346 - Jock Sutherland

196698121-57978

I

I don't want cricket at Saxton Oval prejudiced by the retention of a policy prohibiting the promotion of alcohol.

  
Ian Graham  
11 Comrade Place  
Nelson,







Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33347 - Winston Williamson 196698121-57978  
Proposed Amendments to the Saxton Field Reserve  
Management Plan (relating to alcohol advertising)

**Submission Form**

Submissions close 24 May 2024

**Puka whakahoki kōrero**

**Draft Amendments to the Saxton Field Reserve Management Plan  
(relating to alcohol advertising)**

Name: WINSTON WILLIAMSON  
Organisation represented: (if applicable): \_\_\_\_\_  
Address: 54 THE CLIFFS, BRITANNIA HEIGHTS, NELSON 7010  
Email: g.williamson@xtra.co.nz  
Phone: 03. 5466823

Do you wish to speak at the hearing? Yes / No

If you do not circle either, we will assume you do not wish to be heard. If you wish to present your submission at the hearing in Te Reo Māori or New Zealand sign language please include this information in your submission.

**How to fill in this form**

We know how busy everyone is and really appreciate you taking the time to provide feedback. To help, here's some tips on filling in the form.

- 1. You don't have to answer every question** – You can choose to answer only the ones you are interested in.
- 2. Adding comments is optional** – You can choose to provide extra information in the comments sections or skip to the next question.

**Do you support the proposed amendments?**

Yes ☒ No ☐

**Comments (optional)**

THE POLICY TO REDUCE ALCOHOL CONSUMPTION  
IS NON SENSICAL. TO DEPRIVE NELSON OF  
INTERNATIONAL CRICKET IS MAKES NO  
SENSE

## Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33347 - Winston Williamson

196698121-57978

### Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

**Public information:** All submissions (including your name and contact details) will be provided to Council workers for administration and analysing feedback, and to those who are involved in decision making on the consultation.

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#### Attachment:

196698121-56658: Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising).

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33347 - Winston Williamson

196698121-57978

Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

**Attachment (196698121-56658): Proposed amendments to the Saxton Field Reserve Management Plan Section 4.8.1 (Alcohol)**

**4.8.1 Alcohol**

The NCC Urban Environments Bylaw 225 prohibits alcohol consumption on Saxton Field from 9.00 pm on any day to 7.00 am on the following day. The bylaw also defines the Council's power to impose temporary alcohol prohibitions. The policies here are intended to manage any adverse effects of alcohol consumption on Saxton Field, in addition to the restrictions of the bylaw. The Sale and Supply of Alcohol Act 2012 also applies.

Unruly behaviour on reserves associated with alcohol consumption, the use of other drugs or any other issue, can be managed via the police through existing laws.

In 2023 Alcohol was identified as New Zealand's most dangerous drug<sup>1</sup>, and reducing exposure to advertising is accepted as a key opportunity for reducing harm<sup>2</sup>. Because exposure to alcohol advertising at sporting events has effects and impacts beyond the influence of behaviour at the venue, the future aspiration is to phase out all alcohol advertising at Saxton Field (other than price and product schedules at point of sale).

A policy banning all alcohol advertising is not considered practical in the short term and an exception is made for international cricket matches, however the intent is that relevant event organisers will be encouraged to consider reducing the amount of alcohol advertising at events and avoiding other in-venue promotional activities and activations. The policy on advertising alcohol at Saxton Field will be reconsidered at the next review of the Reserve Management Plan.

**4.8.1 Expectations**

4.8.1.1 Alcohol may be consumed on Saxton Field where that activity, and adverse effects on reserve values, users and neighbours, can be avoided and where relevant statutory and bylaw requirements are met, and with the approval of NCC and TDC and regulated by appropriately delegated alcohol licensing officer/s.

4.8.1.2 Collaborative work will be undertaken with stakeholders around developing new policy related to the advertising of alcohol for inclusion in the next review of this plan, by which time it is expected that the advertising of alcohol at Saxton Field (other than price and product schedules at point of sale) will have been phased out.

<sup>1</sup> The New Zealand drug harms ranking study: A multi-criteria decision analysis (2023) <https://journals.sagepub.com/doi/10.1177/02698811231182012>

<sup>2</sup> E.g.: Alcohol In Our Lives: Curbing The Harm, Law Commission (2010) (<https://www.lawcom.govt.nz/assets/Publications/Reports/NZLC-R114.pdf>) Ministerial Forum on Alcohol Advertising and Sponsorship: Recommendations on Alcohol Advertising and Sponsorship (2014) (<https://www.health.govt.nz/publication/ministerial-forum-alcohol-advertising>)



## Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33347 - Winston Williamson

196698121-57978

### Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

#### 4.8.2 Policies and methods

- 4.8.2.1 The sale or supply for consumption within the reserve of liquor shall only be permitted in accordance with an issued alcohol licence where it is associated with a permitted recreation activity or event, and where the consumption of liquor is ancillary to those activities (that is, it is not an activity in itself).
- 4.8.2.2 The consumption of alcohol shall not be permitted in or near playgrounds and other play and activity areas. Alcohol licenses (On and Club) for the sale of alcohol on Saxton Field shall be limited to sports clubrooms and multi-purpose community buildings and will generally be defined in use or occupation agreements. These agreements shall confine alcohol consumption to the building and attached verandas. Long-term licences for the sale of alcohol on Saxton Field shall be limited to sports clubrooms and multi-purpose community buildings and will generally be defined in use or occupation agreements. Sale of alcohol may be permitted in temporary structures such as tents during temporary events. Special licenses may be granted if the approval of delegated Council officer/s is obtained.
- 4.8.2.3 The advertising of alcohol shall not be permitted on Saxton Field, apart from price and product schedules at point of sale and sponsorship advertising on players' clothing, except as set out in clause 4.8.2.4.
- 4.8.2.4 For international cricket events with contractual sponsorship commitments, temporary advertising of alcohol is permitted for the duration of the event, with the approval of Saxton Field Committee Chair and the Chief Executives of Nelson City Council and Tasman District Council.

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33348 - Natalie Williamson 196698121-57978  
Proposed Amendments to the Saxton Field Reserve  
Management Plan (relating to alcohol advertising)

## Submission Form

Submissions close 24 May 2024

## Puka whakahoki kōrero

### Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

Name: Natalie Williamson  
Organisation represented: (if applicable): \_\_\_\_\_  
Address: 54 THE CLIFFS NELSON  
Email: g.williamson@xtra.co.nz  
Phone: 027 273 9305

Do you wish to speak at the hearing? ☒ Yes / ☐ No

If you do not circle either, we will assume you do not wish to be heard. If you wish to present your submission at the hearing in Te Reo Māori or New Zealand sign language please include this information in your submission.

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- 1. You don't have to answer every question** – You can choose to answer only the ones you are interested in.
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#### Do you support the proposed amendments?

Yes ☒ No ☐

#### Comments (optional)

This is a shame as the international  
cricket that so many young and old enjoy,  
will not be available  
Please let logic prevail.

## Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33348 - Natalie Williamson

196698121-57978

### Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

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### Attachment:

196698121-56658: Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising).



Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33348 - Natalie Williamson

196698121-57978

Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

**Attachment (196698121-56658): Proposed amendments to the Saxton Field Reserve Management Plan Section 4.8.1 (Alcohol)**

**4.8.1 Alcohol**

The NCC Urban Environments Bylaw 225 prohibits alcohol consumption on Saxton Field from 9.00 pm on any day to 7.00 am on the following day. The bylaw also defines the Council's power to impose temporary alcohol prohibitions. The policies here are intended to manage any adverse effects of alcohol consumption on Saxton Field, in addition to the restrictions of the bylaw. The Sale and Supply of Alcohol Act 2012 also applies.

Unruly behaviour on reserves associated with alcohol consumption, the use of other drugs or any other issue, can be managed via the police through existing laws.

In 2023 Alcohol was identified as New Zealand's most dangerous drug<sup>1</sup>, and reducing exposure to advertising is accepted as a key opportunity for reducing harm<sup>2</sup>. Because exposure to alcohol advertising at sporting events has effects and impacts beyond the influence of behaviour at the venue, the future aspiration is to phase out all alcohol advertising at Saxton Field (other than price and product schedules at point of sale).

A policy banning all alcohol advertising is not considered practical in the short term and an exception is made for international cricket matches, however the intent is that relevant event organisers will be encouraged to consider reducing the amount of alcohol advertising at events and avoiding other in-venue promotional activities and activations. The policy on advertising alcohol at Saxton Field will be reconsidered at the next review of the Reserve Management Plan.

**4.8.1 Expectations**

4.8.1.1 Alcohol may be consumed on Saxton Field where that activity, and adverse effects on reserve values, users and neighbours, can be avoided and where relevant statutory and bylaw requirements are met, and with the approval of NCC and TDC and regulated by appropriately delegated alcohol licensing officer/s.

4.8.1.2 Collaborative work will be undertaken with stakeholders around developing new policy related to the advertising of alcohol for inclusion in the next review of this plan, by which time it is expected that the advertising of alcohol at Saxton Field (other than price and product schedules at point of sale) will have been phased out.

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Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33348 - Natalie Williamson

196698121-57978

**Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)**

**4.8.2 Policies and methods**

- 4.8.2.1 The sale or supply for consumption within the reserve of liquor shall only be permitted in accordance with an issued alcohol licence where it is associated with a permitted recreation activity or event, and where the consumption of liquor is ancillary to those activities (that is, it is not an activity in itself).
- 4.8.2.2 The consumption of alcohol shall not be permitted in or near playgrounds and other play and activity areas. Alcohol licenses (On and Club) for the sale of alcohol on Saxton Field shall be limited to sports clubrooms and multi-purpose community buildings and will generally be defined in use or occupation agreements. These agreements shall confine alcohol consumption to the building and attached verandas. Long-term licences for the sale of alcohol on Saxton Field shall be limited to sports clubrooms and multi-purpose community buildings and will generally be defined in use or occupation agreements. Sale of alcohol may be permitted in temporary structures such as tents during temporary events. Special licenses may be granted if the approval of delegated Council officer/s is obtained.
- 4.8.2.3 The advertising of alcohol shall not be permitted on Saxton Field, apart from price and product schedules at point of sale and sponsorship advertising on players' clothing, except as set out in clause 4.8.2.4.
- 4.8.2.4 For international cricket events with contractual sponsorship commitments, temporary advertising of alcohol is permitted for the duration of the event, with the approval of Saxton Field Committee Chair and the Chief Executives of Nelson City Council and Tasman District Council.

33350 Jo McNabb

196698121-57978

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Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)



## Submission Form

### Puka whakahoki kōrero

Submissions close 24 May 2024

#### Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

Name: Jo McNabb  
Organisation represented: (if applicable): \_\_\_\_\_  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

Do you wish to speak at the hearing? Yes / No ☒

If you do not circle either, we will assume you do not wish to be heard. If you wish to present your submission at the hearing in Te Reo Māori or New Zealand sign language please include this information in your submission.

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Do you support the proposed amendments?

Yes ☒ No ☐

#### Comments (optional)

As a regular patron at Saxton Oval  
I appreciate the facility and would  
be devastated to lose matches due  
to some administrative interference.

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

33351 Paul Burgess

196698121-57978

109

Proposed Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)



## Submission Form

Submissions close 24 May 2024

## Puka whakahoki kōrero

### Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)

Name: Paul Burgess  
Organisation represented: (if applicable): \_\_\_\_\_  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_  
Phone: \_\_\_\_\_

Do you wish to speak at the hearing? Yes / No ☒

If you do not circle either, we will assume you do not wish to be heard. If you wish to present your submission at the hearing in Te Reo Māori or New Zealand sign language please include this information in your submission.

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2. **Adding comments is optional** – You can choose to provide extra information in the comments sections or skip to the next question.

#### Do you support the proposed amendments?

Yes ☒ No ☐

#### Comments (optional)

The draft amendment 4.8.2.4 should be ratified immediately. Any delay will only further the reputational damage to Saxton Oval as a desirable and conducive location when competing for NZC fixtures. As a parent and grandparent my family and I are regular attendees at international cricket matches throughout the country. On all occasions, over many decades, NZC has proven to be a responsible custodian of the game. Advertising is never intrusive and is readily accepted by patrons. I can see no indications for Council restraints along the lines that exist at Saxton Oval. I doubt more enlightened jurisdictions would even consider such arbitrary and sanctimonious impositions.

Paul Burgess

Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 1

Late #1 - Hospitality NZ

196698121-57978

110

4 June 2024



Hospitality New Zealand  
Level 2, Orbit Systems House  
94 Dixon Street  
Wellington  
6011

To whom it may concern,

**Re: Draft Amendments to the Saxton Field Reserve Management Plan (relating to alcohol advertising)**

Hospitality New Zealand (Hospitality NZ) is a member-led, not-for-profit organisation representing around 3,000 businesses, ranging across cafés, restaurants, bars, nightclubs, commercial accommodation, country hotels, and off-licences. We have a 122-year history of advocating on behalf of the hospitality and tourism sector.

I am writing to express my support for the draft amendment that would allow alcohol advertising to occur for international cricket matches where a contractual sponsorship commitment is in place.

It is well-known that alcohol companies are major sponsors of sporting events around the world. Allowing alcohol advertising at Saxton Oval aligns with international practices and ensures that ICC and NZ Cricket can bring matches to Nelson that would otherwise go elsewhere. The economic and social benefits of these games far outweigh the arguments against permitting alcohol advertising. Major sporting events like cricket matches attract a diverse audience - die-hard fans travel from all over NZ and other parts of the world.

It has already been signalled that we will no longer be able to host international cricket matches if this amendment is not made. Clearly, this will be a massive loss to our entire region. It will mean that our accommodation providers, tourism, hospitality and retail businesses will miss out on the much needed boost that these games bring. The loss to our profile on the world stage and the negative impact on the reputation of Nelson on the events circuit also cannot be overlooked.

While concerns about responsible drinking are valid, alcohol advertising can be conducted in a manner that promotes moderation and responsible consumption. I acknowledge the concerns that exposure to alcohol advertising may lead to earlier onset of drinking. However, recent evidence shows a notable decrease in alcohol consumption and related harm among young people in New Zealand. A recent study reported a 14.3% reduction in emergency department visits due to alcohol among those under 25 over a 9-year period. The current advertising guidelines under the Sale and Supply of Alcohol Act 2012 are fit-for-purpose and address responsible alcohol promotion whilst considering public health and safety concerns.

This amendment is critical to ensure we can continue to host these international events and bring the much needed economic and social benefits to our region.

Sincerely,

**Zinnia Foster**  
Regional Manager  
Hospitality New Zealand

A handwritten signature in black ink, appearing to be "Zinnia Foster", written in a cursive style.

PO Box 503, Wellington 6140  
0800 500 503 | [info@hospitality.org.nz](mailto:info@hospitality.org.nz) | [www.hospitality.org.nz](http://www.hospitality.org.nz)

### Amendments to Saxton Field Reserve Management Plan Section 4.8.1 (Alcohol)

**Note:**

- *amendments in red were those consulted on*
- *amendments in blue have been included following consultation.*

#### 4.8.1 Alcohol

The NCC Urban Environments Bylaw 225 prohibits alcohol consumption on Saxton Field from 9.00 pm on any day to 7.00 am on the following day. The bylaw also defines the Council's power to impose temporary alcohol prohibitions. The policies here are intended to manage any adverse effects of alcohol consumption on Saxton Field, in addition to the restrictions of the bylaw. The Sale and Supply of Alcohol Act 2012 also applies.

Unruly behaviour on reserves associated with alcohol consumption, the use of other drugs or any other issue, can be managed via the police through existing laws.

In 2023 Alcohol was identified as New Zealand's most dangerous drug<sup>1</sup>, and reducing exposure to advertising is accepted as a key opportunity for reducing harm<sup>2</sup>. Because exposure to alcohol advertising at sporting events has effects and impacts beyond the influence of behaviour at the venue, the future aspiration is to phase out all alcohol advertising at Saxton Field (other than price and product schedules at point of sale).

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- 4.8.1.1 Alcohol may be consumed on Saxton Field where that activity, and adverse effects on reserve values, users and neighbours, can be avoided and where relevant statutory and bylaw requirements are met, and with the approval of NCC and TDC and regulated by appropriately delegated alcohol licensing officer/s.

4.8.1.2 Collaborative work will be undertaken with stakeholders around developing new policy related to the advertising of alcohol for inclusion in the next review of this plan, by which time it is expected that the advertising of alcohol at Saxton Field (other than price and product schedules at point of sale) will have been phased out.

#### 4.8.2 Policies and methods

- 4.8.2.1 The sale or supply for consumption within the reserve of liquor shall only be permitted in accordance with an issued alcohol licence where it is associated with a permitted recreation activity or event, and where the consumption of liquor is ancillary to those activities (that is, it is not an activity in itself).

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<sup>2</sup> E.g.: Alcohol In Our Lives: Curbing The Harm. Law Commission (2010) (<https://www.lawcom.govt.nz/assets/Publications/Reports/NZLC-R114.pdf>) Ministerial Forum on Alcohol Advertising and Sponsorship: Recommendations on Alcohol Advertising and Sponsorship (2014) (<https://www.health.govt.nz/publication/ministerial-forum-alcohol-advertising>)



Item 5: Deliberations on submissions in relation to proposed amendments to the Saxton Field Reserve Management Plan (alcohol advertising): Attachment 2

- 4.8.2.2 The consumption of alcohol shall not be permitted in or near playgrounds and other play and activity areas. Alcohol licenses (On and Club) for the sale of alcohol on Saxton Field shall be limited to sports clubrooms and multi-purpose community buildings and will generally be defined in use or occupation agreements. These agreements shall confine alcohol consumption to the building and attached verandas. Long-term licences for the sale of alcohol on Saxton Field shall be limited to sports clubrooms and multi-purpose community buildings and will generally be defined in use or occupation agreements. Sale of alcohol may be permitted in temporary structures such as tents during temporary events. Special licenses may be granted if the approval of delegated Council officer/s is obtained.
- 4.8.2.3 The advertising of alcohol shall not be permitted on Saxton Field, apart from price and product schedules at point of sale and sponsorship advertising on players' clothing, except as set out in clause 4.8.2.4.
- 4.8.2.4 For international cricket events with contractual sponsorship commitments, temporary advertising of alcohol is permitted for the duration of the event, with the approval of Saxton Field Committee Chair and the Chief Executives of Nelson City Council and Tasman District Council.
- 4.8.2.5 Prior to the next full review of this Plan, collaborative work will be undertaken with relevant stakeholders in relation to the alcohol advertising enabled by policy 4.8.2.4, noting the expectation expressed in 4.8.1.2 (that advertising of alcohol will be phased out by the time of the next review).