

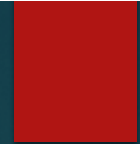
Date: Tuesday 16 April 2024
Time: 09.30 am
Meeting Room: Tasman District Council, Heaphy Room, 189 Queen Street Richmond
Venue:

Saxton Field Committee

Komiti Whenua Saxton

MINUTES ATTACHMENTS

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Alcohol Healthwatch

Saxton Field Reserve Management Plan

ANDREW GALLOWAY, EXECUTIVE DIRECTOR

SAXTON FIELD COMMITTEE

16 APRIL 2024



Today

- ▶ Introduce Alcohol Healthwatch
- ▶ Why alcohol and sport don't mix
- ▶ Why we think Nelson and Tasman were right!
- ▶ Can we negotiate?

Alcohol Healthwatch

- ▶ Independent national charity
- ▶ NGO funded by Health New Zealand / Te Whatu Ora
- ▶ Work to reduce alcohol harm and inequities
- ▶ Regional and national health promotion activities
- ▶ Evidence-based information on policy and planning matters



Why alcohol and sport don't mix



- ▶ International evidence:
 - ▶ ...increases the potency and harm of the advertising by capitalizing on the excitement of the game ...increase positive attitudes towards alcohol ...normalises alcohol as an ordinary commodity
 - ▶ Indirect exposure to alcohol sports sponsorship associated with increased levels of drinking amongst children
 - ▶ For adults, association between direct alcohol sponsorship and hazardous drinking
 - ▶ Sportspeople are good targets for the industry
 - ▶ Alcohol sponsorship particularly harmful for males – messaging often works to perpetuate certain ideals of masculinity associated with heavier drinking, stoicism, and promote set ideas around vulnerability and it can present a barrier to males seeking help

Why alcohol and sport don't mix (continued)

- ▶ Sport sponsorship directly drives inequities in alcohol advertising exposure for Māori and Pacific children (data from KidsCam). Māori children are four times more likely to see alcohol advertising through sports sponsorship, Pacific children are five times more likely.
- ▶ Sport sponsorship a third of all alcohol advertising that children are exposed to.
- ▶ Sportspeople receiving sponsorship more likely to drink hazardously. Receiving free and/or discounted drinks makes people feel obliged to drink sponsor's drink and is associated with heavier drinking.

Why alcohol and sport don't mix - public support for change

- ▶ 58% support banning alcohol sponsorship at sporting, community and other events that under 18 year olds go to
- ▶ 67% support protecting children from alcohol advertising exposure
- ▶ 55% support professional teams not being sponsored by alcohol
- ▶ 55% support national sporting organisations to be supported away from alcohol sponsorship

How large is the contribution from alcohol to sport?

- ▶ A 2023 report (Sport NZ) show alcohol sponsorship only comprises 5% of sponsorship revenue (\$10-12 mil)

Why sport and alcohol don't mix – it's not just us saying it!

- ▶ Law Commission review (2010)
 - ▶ <https://www.lawcom.govt.nz/assets/Publications/Reports/NZLC-R114.pdf>
- ▶ Ministerial Forum on Alcohol Advertising and Sponsorship (2014)
 - ▶ <https://www.tewhatauora.govt.nz/for-the-health-sector/mental-health-and-addiction/addiction/alcohol-and-other-drugs/ministerial-forum-on-alcohol-advertising-and-sponsorship/>
- ▶ Government Inquiry into Mental Health and Addiction(2019)
 - ▶ <https://www.mentalhealth.inquiry.govt.nz/>
- ▶ 20 DHBs and Cancer Control Agency

Why we think Nelson and Tasman were right!

- ▶ You consulted publicly (8 Oct 2020 – 10 Dec 2020)
- ▶ You had a vision:
 - ▶ *“Saxton Field is where the regional community comes together to play sport and for recreation. It is an inclusive environment for everyone.”*
- ▶ You made the right decision:
 - ▶ *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.*
- ▶ You acknowledged the role of Te Tau Ihu iwi as kaitiaki:
 - ▶ *To acknowledge and work collaboratively with Te Tau Ihu iwi as kaitiaki of Saxton Field [and] to provide opportunities for expressions of tikanga Māori (clauses 3.2.2.1 and 3.2.2.2);*
 - ▶ *Te Tau Ihu mana whenua iwi will be consulted regarding the potential effects of a use or occupation agreement where there may be effects on Māori cultural values (clause 4.3.2.3).*
- ▶ You included an amendment clause:
 - ▶ *“any significant amendment to policy once the Plan is adopted will require **consultation with public and Te Tau Ihu iwi**. Minor amendments may be made by the councils via the Saxton Field Committee **in consultation with affected parties and specific stakeholders, and Te Tau Ihu iwi.**”*

Can we negotiate?

- ▶ Is there any opportunity to maintain your well-consulted evidence-based position **AND** keep the potential for major sporting events?
 - ▶ We are willing to help!

- ▶ Is there a potential for compromise?
 - ▶ Non-alcoholic product with the same sponsor (Pheonix or Charlies)
 - ▶ 0% Asahi product
 - ▶ Pouring rights but no advertising

- ▶ We would **LOVE** to help you make it work!

Contact us

- ▶ andrew@ahw.org.nz
- ▶ 021 244 7610

- ▶ www.ahw.org.nz
- ▶ [www.actionpoint.org .nz](http://www.actionpoint.org.nz)

National Public Health Service

Presentation to Saxton Field Committee

16 April 2024

Te Kāwanatanga o Aotearoa
New Zealand Government



Nelson Bays Primary Health
Hauora Matua ki Te Tai Aorere

Health New Zealand
Te Whatu Ora



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**

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.

Wellbeing

**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 Leadership



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

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).

Local health harms – a local health professional voice



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.



**Te Kāhui
Hauora
(IMPB)**

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.



Thank you.
Patai?

Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whetu Ora

Bruce Struthers

Any contemplated change in the alcohol advertising policy for Saxton Field to accommodate Cricket New Zealand and its sponsor, Asahi

Thank you for allocating 5 minutes for me to speak and respond to any questions from the councillors.

I would like to present two short videos, currently available on YouTube, to be displayed with no sound while I am speaking.

The videos are from a New Zealand company that provides computer graphic augmentation of sports broadcasts.

The videos can be seen at the company's web page at:

<https://virtualeye.tv/the-sports/virtual-eye-cricket>

The URL for the videos are:

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

and

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

I do not need the videos to be paused, as there will be multiple instances of the points I will be trying to make displayed.

Would it be possible to have these available to be screened by pointing a browser on the presentation computer to the YouTube pages?