



Nelson City Council
Te Kaunihera o **Whakatū**

OPEN

MINUTE ITEM

ATTACHMENTS

**Ordinary meeting of the
Saxton Field Hearings Panel**

Te Kōmiti o Saxton

Friday 7 June 2024

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

Nelson City Council Chamber

Floor 2A, Civic House

110 Trafalgar Street, Nelson

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Amendments (relating to alcohol)**

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Item 5: 5 Hearing - Draft Saxton Field Reserve Management Plan Amendments
(relating to alcohol): Attachment 1

33350 Jo McNabb

NDOCS-196698121-57998

Proposed 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: _____ jo@jo.com
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.

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

Item 5: 5 Hearing - Draft Saxton Field Reserve Management Plan Amendments
(relating to alcohol): Attachment 2

33351 Paul Burgess

NDOCS-196698121-57999

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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- 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 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

Late #1 - Hospitality NZ

NDOCS-196698121-57997



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.

I have carefully reviewed the proposed amendments to the Saxton Field Reserve Management Plan Section 4.8.1 (Alcohol). It is clear that the author of the amendment, and the members of this Committee, have heard and understood past testimony and tabled evidence on alcohol harm and alcohol advertising.

The author of amendment does not detail what led to the recent categorisation of a policy banning all alcohol advertising as "impractical". This policy has been in place since at least June 2021, in the form of the Saxton Field Reserve Management Plan.

A one-time exception was granted when New Zealand Cricket found itself in a difficult situation with new sponsor Asahi, and coerced this Committee into suspending the existing policy before last December's international cricket matches. Evidently this concession was not enough for New Zealand Cricket or the International Cricket Council (ICC). The amendment tightens the noose one notch further by requesting a suspension of approved policy any time an international match might wander into town. The chokehold tightens by further requesting that alcohol advertising be allowed on player's clothing.

Ubiquitous alcohol advertising is not a basic requirement of this game. Please see the first slide, a painting of 1836 First Grand Match played by members of the Royal Amateur Society on Hampton Court Green.

(Display slide on page 2)

All players were the traditional all white uniform that uniquely identifies the game. A mere handful of spectators stand around the oval, enjoying the play.

Professionalism has dramatically changed the nature of the sport since 1836. This game gained popularity at the peak of the British Empire, and since then, the Empire Strikes Back. Players and audiences today originate from all over the world, and the money spent on matches is astronomical.

Cricket is not Formula One racing. We do not expect players to have sold valuable real estate on their bodies to advertisers, as Formula One drivers do. Please see the second slide, which transports the historical players to today's Saxton Oval. Do we want to enjoy the game, or be distracted by Asahi logos on the back of the players?

(Display slide on page 3)

International cricket does not need the money derived from a few incremental sales of Asahi alcoholic products, the result of the subtle influence of a logo on the field on a thirsty fan.

(Show slide on page 4, temporary cricket oval on Long Island, New York)

The recent matches just outside New York City amply demonstrate that the ICC has the money to build a temporary oval to accommodate one series of matches, then tear it down waiting for a "suitable" facility to be built. I recommend you read the referenced article in The Guardian to understand ICC's tactics and motives.

<https://www.theguardian.com/sport/article/2024/jun/05/new-york-cricket-scene-the-spin>

ICC has spent \$30M USD on this facility to raise awareness of the sport in the lucrative US market. Still, the matches are held at 10:30 AM on weekdays in New York, because that is when the hundreds of millions of Asia television viewers can see live broadcasts.

The matches are not cost free to the localities that host them. In a June 3, 2024 article in BBC News, it was reported that Nassau County Police Department has deployed SWAT teams, specialist snipers and plain clothes officers to ensure security during the matches.

<https://www.bbc.com/sport/cricket/articles/cg33y6104qxo>

This level of security, described as appropriate to a "Super Bowl on Steroids", is the result of a terrorism threat from a pro-ISIS group.

Saxton Oval has no guarantee that international cricket matches will be held in Stoke, ever. The focus of the ICC appears to be outside New Zealand.

We could not afford the level of security required to guarantee incident free matches.

By building a temporary oval in New York, with no firm commitment to future games, ICC could shop around to other US localities with deep pockets to will attract international matches.

Our region cannot, and should not, compete in this arena.

We cannot afford these matches and should not change existing policies to accomodate the possibility of crumbs from the ICC's table.

Even within New Zealand, larger cities have acceptable facilities, without the addition carbon footprint of local flights from international airports.

We cannot commit to carbon neutrality at the same time we attempt to attract players, coaches and fans from all around the world to Stoke.

Thank you for listening.

Saxton Field
Hearings Panel
07Jun2024

Tabled
Document
Bruce
Struthers

Saxton Field Reserve Management Plan

Amendment

1982984479-76



First Grand Match at Hampton Field, 1836



The match if held At Saxton Oval



<https://www.theguardian.com/sport/article/2024/jun/05/new-york-cricket-scene-the-spin>

Saxton Field Hearings Panel
07Jun2024

Tabled Document
Dr Rachel Eyre

National Public Health Service

Presentation to Saxton Field Committee – 7 June 2024

Dr Rachel Eyre – Public Health Medicine Specialist, Medical Officer of Health

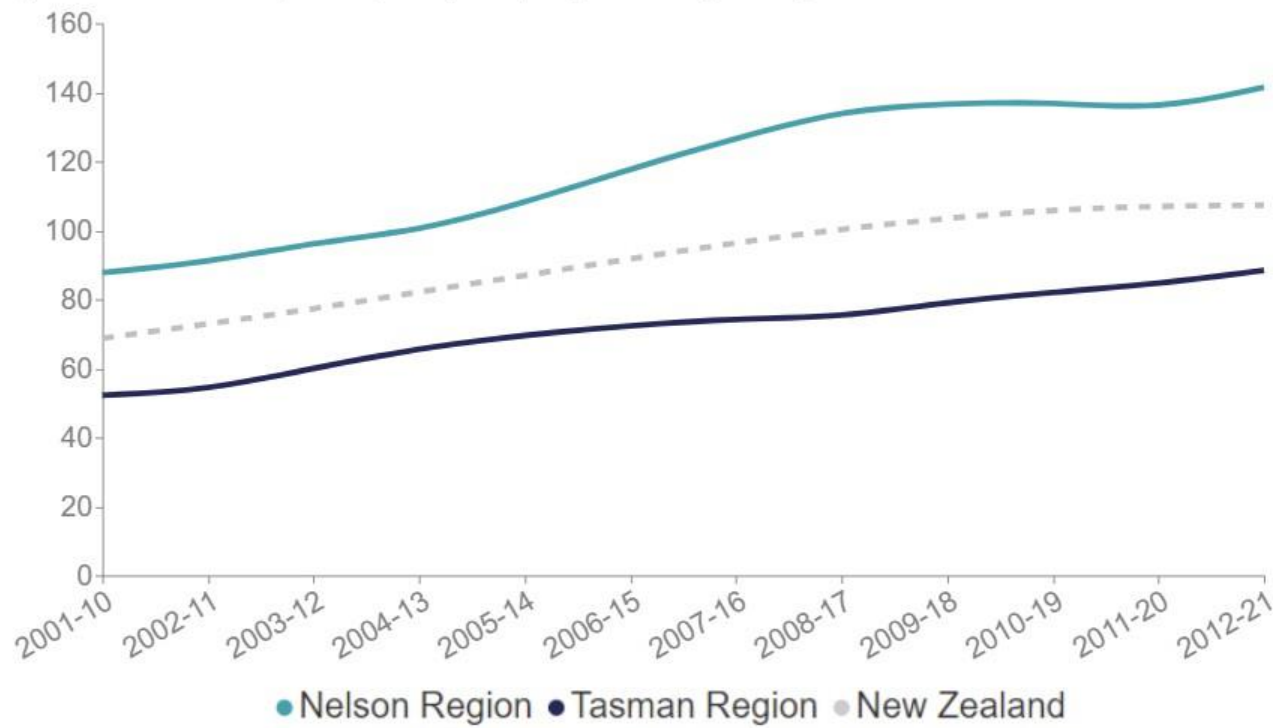
Te Kāwanatanga o Aotearoa
New Zealand Government

Health New Zealand
Te Whatu Ora

NDOCS-1982984479-7623

Hospitalisations wholly attributable to alcohol

Age-Standardised rate per 100,000 by TLA, 10-year moving average

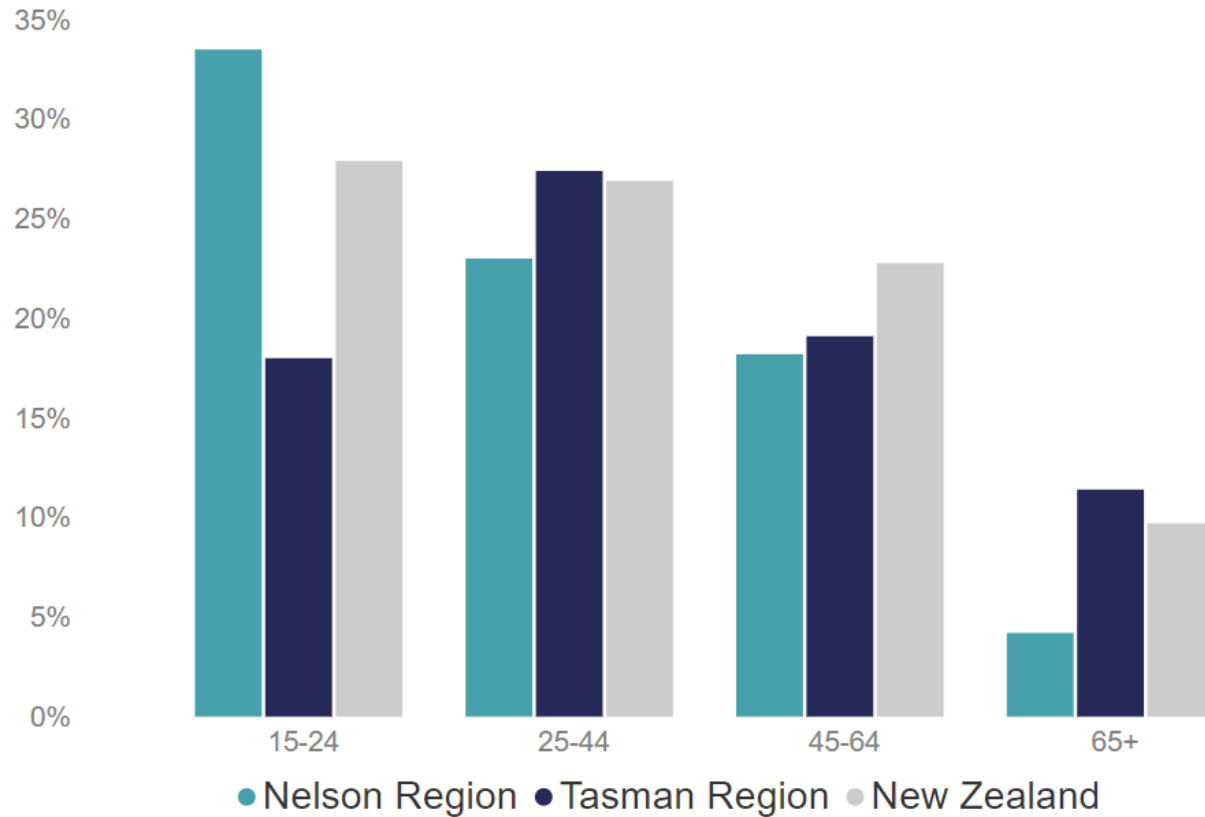


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Source: EHINZ, Ministry of Health Minimum Dataset
2001/2010 - 2012/2021

Hazardous drinkers

Prevalence rate for total population by age group and Regional Council

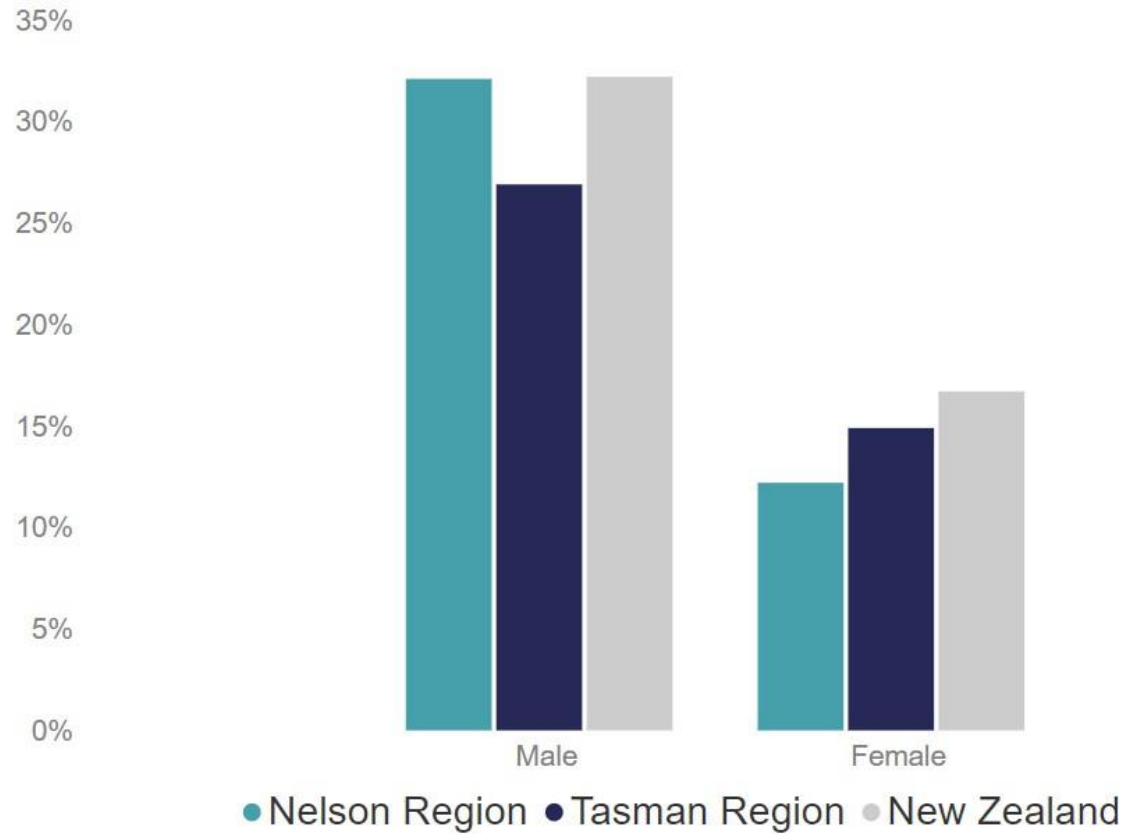


NDOCS-1982984479-7623

Source: New Zealand Health Survey
Pooled regional results 2017-2020

Hazardous drinkers

Prevalence rate for total population by sex and Regional Council



NDOCS-1982984479-7623

Source: New Zealand Health Survey
Pooled regional results 2017-2020

Hazardous drinkers

Prevalence rate for total population by ethnicity and Regional Council

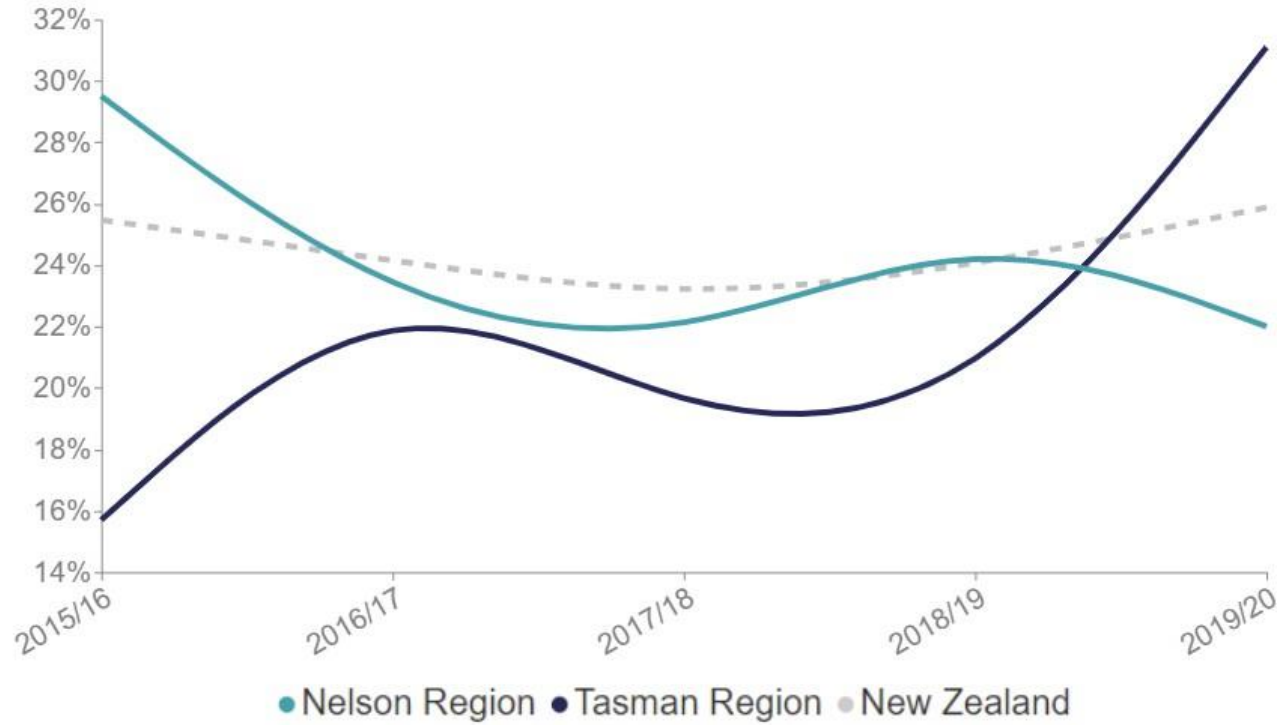


NDOCS-1982984479-7623

Source: New Zealand Health Survey
Pooled regional results 2017-2020

Hazardous drinking (total population)

Age-Standardised rate by Regional Council



Source: New Zealand Health Survey
Regional results 2015/2016 - 2019/2020

NDOCS-1982984479-7623

Saxton Field Resource Management Plan Amendment

NCA Verbal Submission

7 June 2024

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 accepts the wisdom of alcohol constraint. Constraint however does not mean prohibition.
3. In NCA's view the proposed amendments are prudent and responsible because
 - a. they recognise and maximise Saxton Oval and the unique opportunity it provides to enhance and promote the Nelson-Tasman region,
 - b. but also because they recognise the importance of sport in a healthy, vibrant community.

Enhancement of Nelson Tasman

4. The NRDA has estimated that 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. Ticket sales and viewership for international cricket at Saxton Oval for the 2023/2024 season are illuminating. Details show;
 - a) Total tickets 7448.
 - b) TVNZ total cumulative reach (exposure) across both teams was 1,775,100!
 - c) The games brought visitors to the region: (5% Black caps/36% White Ferns)
 - d) These extremely high viewership numbers reflect "free to air" aspect of this broadcasting, offering Nelson/Tasman unequalled promotion and exposure of the region.
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.

Sport in the Community

The positive benefits of sport in the community are compelling;

- watching their sporting idols in action encourages participation in children and adolescents.
- watching sport has proven to provide health and wellbeing benefits

- sporting events such as this create a positive sense of community

Summary

1. There is no evidence of any alcohol abuse at major cricket events at Saxton.
2. Saxton Field *"is a significant regional sport and recreation venue"*¹, into which both Councils have invested heavily.
3. The success achieved in attracting international fixtures 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.
4. 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.

Andy Leonard

Chair NCA

1982984479-7608



Black Caps vs Bangladesh 4,448 Tickets Issued

- 5.1% of attendees from outside Nelson region
- 810,000+ cumulative reach on TVNZ

White Ferns vs England

- Game 1
 - 1,084 Tickets Issued
 - 412,800 cumulative reach on TVNZ
- Game 2
 - 1,894 Tickets Issued

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