

Report of the  
Alcohol Advisory Council  
of New Zealand

*Kaunihera Whakatupato Waipiro o Aotearoa*

FOR THE YEAR ENDED 30 JUNE

1995



helping people make

healthy  
**choices**  
about alcohol

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## Chairman's message



The past year has been a challenging one for the Council but one which has brought with it some exciting new developments. It began with a new Chief Executive Officer who I am delighted to say, has proven to be an immensely valuable asset to the organisation. Under his leadership the staff have implemented a very full programme of activities which are described later in this report.

Over recent years ALAC's role has changed. Where once it provided funding for treatment services, it now takes a wider role in setting standards of practice, accreditation and training. I believe this new orientation enables ALAC to be more effective in achieving its task of reducing alcohol problems.

Early in the year Council decided that it was timely to review its activities and identify priorities for the future. This effort resulted in the production of the ALAC three year Strategic Plan which will be implemented from July 1995.

I am acutely aware that the work of the Council depends very much on co-operation and collaboration with a wide variety of government departments, community organisations and individuals, including the alcohol and hospitality industries. I would like to thank these people for their contribution, at times robust, to our work.

I am also indebted to my Council colleagues whose contribution has often extended well beyond the Council meetings.

Dr MacAvoy and I were fortunate to inherit an organisation which has a professional and committed staff without whom we could never achieve our mission of helping people make healthy choices about alcohol.



**Judge M J A Brown**

Chairman

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# Structure

## Council and staff

### CHAIRMAN

Judge Mick Brown

### DEPUTY CHAIRMAN

Jim Borrows

### MEMBERS

Bill Black

Kathy Goodwin

David Tipene-Leach

Tony Johns

Rep of Director-General of Health

### STAFF

Mike MacAvoy

Chief Executive Officer

Helen Middleton

Director Corporate Services

Ian MacEwan

Director Programmes

Margaret Manuka-Sullivan

Director Maori Programmes

Jennifer Hewitt

National Co-ordinator  
Host Responsibility/  
Manager Communications

Philip Parkinson

Manager Central Region

Nancy Fithian

Senior Policy Analyst

Valerie Norton

Research and Evaluation  
Co-ordinator

Roger Martin

Manager Information  
Services

Kaylene Katene

Development Officer -  
Maori Programmes

Jenny Harper

Senior Accounts Assistant

Paula Burton

Personal Assistant CEO/DCS  
(from October 1994)

Adrienne Adair

Secretary

Amy Long

Receptionist  
(from August 1994)

### ALAC NORTHERN REGION

Janette Curtis

Manager Northern Region  
(until February 1995)

Debbi Mitchell

Administrative Assistant

### ALAC SOUTHERN REGION

Greg Ariell

Manager Southern Region

Ros Brensell

Administrative Assistant  
(until March 1995)

Deb Long

Administrative Assistant  
(from March 1995)

Barbara Devereux

Information officer  
(until May 1995)

## Offices

### CENTRAL REGIONAL OFFICE

Level 3, National Insurance Building  
119-123 Featherston Street  
PO Box 5023  
Wellington  
Phone (04) 472 0997  
Fax (04) 473 0890

### ALAC NORTHERN REGIONAL OFFICE

Ground floor, Scotwood Building  
10 Boston Road, Mt Eden  
PO Box 8391  
Auckland  
Phone (09) 309 1720  
Fax: (09) 309 1721

### ALAC SOUTHERN REGIONAL OFFICE

25 Mandeville Street  
Riccarton  
PO Box 8285  
Christchurch  
Phone (03) 348 5803  
Fax (03) 348 5540

NOTE - addresses of both Northern and Southern offices will change during 1995.

## Mission Statement

ALAC has adopted the following  
as its Mission Statement:

'Helping people  
make healthy choices  
about alcohol'

## OBITUARY

**Alfred Charles Shailes CMG** (1923-1995)

ALAC Council and staff were saddened by the death during the year of Fred Shailes, who was chairman of ALAC from February 1985 to July 1991. Fred Shailes was very much a 'working Chairman', spending two or three days each week at ALAC's national office where his cheery manner and sense of humour endeared him to the staff. He will be remembered with respect and affection for the dedication he brought to his appointed task as Chairman, and the enthusiasm of his approach to all aspects of ALAC's work in helping New Zealanders to make 'healthy choices about alcohol'.

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

These aims are presently pursued through data collection and distribution, health promotion, research, education, public policy, and providing funding to other organisations and individuals.

ALAC is funded by a levy on all alcohol produced for consumption in New Zealand, and currently employs 19 staff. The Council itself has six members, five appointed by the Governor-General and one representing the Director-General of Health. It reports to the Minister of Health.



Judge M J A Brown  
Chairman



Dr Michael MacAvoy  
Chief Executive Officer

Cabinet has agreed that the primary objective of ALAC should be:

**'The promotion of moderation in the use of alcohol, and the development and promotion of strategies which will reduce alcohol-related problems for the nation.'**



## Goals

- All consumers are able to discriminate between the beneficial and harmful uses of alcohol.
- The level of alcohol-related problems has been significantly reduced.
- All New Zealanders at risk of negative consequences of alcohol misuse have access to an acceptable level of quality advice and assistance.
- All New Zealanders experiencing negative consequences of alcohol misuse have access to an acceptable level of quality advice and treatment.
- ALAC is the primary source of quality advice and information on alcohol issues, for Government and other interested parties.

## Core functions

ALAC'S CORE FUNCTIONS HAVE BEEN DEFINED BY GOVERNMENT AS –

- Expert advice on policy, methods and data collection
- Monitoring and evaluation of programmes and initiatives
- Development, promotion and evaluation of new initiatives
- Co-ordination and dissemination of information
- Skill development and training
- Advocacy to health authorities on the provision of alcohol services
- Liaison with government agencies
- Inter-sectoral initiatives
- Liaison with the alcohol industry

# Overview of the year

## Introduction

This has been a year of major and positive changes for ALAC, largely due to the influence of our new Chairman, Judge Mick Brown, and new Chief Executive, Dr Mike MacAvoy.

Both men have brought their distinctive personalities and strengths to bear on this organisation in ways which have clarified and extended ALAC's work.

In particular, they have contributed to the development of a new strategic plan. Early in 1995, the ALAC Council reviewed its activities and set new priorities for the future. These are expressed in the comprehensive strategic plan, which will be published in July.

An important aspect of the plan is that it provides a clear direction for ALAC. It also offers guidelines for those other agencies and individuals who are partners in reducing alcohol misuse. The broad and long-term vision detailed in the strategic plan will allow for better planning and allocation of resources, and will also provide for greater accountability.

This year ALAC has continued to vigorously promote host responsibility as an approach to reducing such widespread alcohol problems as drink-driving. In the past four years host responsibility has become an integral part of New Zealanders' way of life.

ALAC's contribution to this achievement was recognised at the 1994 TVNZ/Marketing

Magazine Awards with the award for best non-commercial campaign.

Building on this success, ALAC has developed a new series of host responsibility messages to be screened on television during 1995. These encourage friends to look after one another in a variety of drinking situations.

Although national drinking patterns generally appear to be developing towards more responsible consumption, this progress is not occurring evenly throughout the population. In rural areas, for example, drink drive fatalities are significantly more common than the national average. In the past year ALAC commissioned two research projects into rural drink-driving, and these are expected to lead to the production of new targeted resources.

The specific drinking patterns and problems of Maori call for special strategies, planned and driven by Maori themselves. ALAC's Maori programmes received a significant increase in funding during the year, enabling the introduction of much larger and more innovative programmes.

The largest of these is Manaaki Tangata, a multi-media resource for Maori which promotes host responsibility and moderation in Maori settings including the home and the marae.

Pacific Islands people, although traditionally more moderate drinkers than most New Zealanders, are also facing problems associated with increased alcohol consumption, combined with social and economic pressures. Representatives from major Pacific

Islands communities in this country have been brought together by ALAC to assist with identifying appropriate strategies to encourage responsible alcohol use.

As the central independent body on alcohol policy, ALAC has an important role in bringing together the wide variety of other groups involved in alcohol licensing, enforcement and treatment. Several well-attended conferences were held over the past year, including the Cutting Edge treatment conference, which brought together over 240 delegates from the drug and alcohol treatment field.

The aptly named Working Together conference on liquor licensing and host responsibility saw groups with a statutory interest in liquor licensing and in health promotion exchanging successful ideas and strategies.

ALAC has acted as the convener and organiser of several multi-agency projects in the alcohol field. Developing the country's first National Alcohol Strategy has involved co-operation with all major health and enforcement groups, as well as with the alcohol industry. The working groups involved have taken a comprehensive look at alcohol issues in their respective areas, and a draft strategy will be released for discussion in the new financial year.

The multi-agency task group on the Role of Alcohol and Road Crashes, also convened by ALAC, has compiled a comprehensive and authoritative report, also due for release in the new year. And ALAC has played the central role in forging the first nationally agreed safer drinking guidelines.

The following summaries describe in more detail some of the year's most significant projects and events.

National Alcohol Strategy Work continued this year on the development of the country's first National Alcohol Strategy, to complement the Ministry of Health's National Drug and Alcohol Policy. Working groups of expert representatives from a range of related fields were convened by ALAC to prepare a draft strategy.

This will be made available for comment early next year.

## Safer Drinking Guidelines

Informed choice is a pre-requisite to sensible drinking. The public has a right to information about the effects of alcohol on the body, and on how to drink sensibly.

Balancing its knowledge of the physical effects of alcohol against the social role alcohol plays in New Zealand society, an expert working group convened by ALAC has set upper limits for responsible drinking. The group included representatives of the alcohol industry, and it is hoped that these guidelines will be accepted as national guidelines for alcohol consumption.

The main objective of setting the guidelines is to reduce the consumption of those who drink more than the upper limit on a regular or occasional basis. A second objective is to support moderate consumption by providing accurate information about alcohol. The guidelines are likely to be especially helpful to health professionals advising their patients



1995 - 1998  
**Strategic Plan**

on alcohol consumption.

The guidelines, called 'Upper Limits for Responsible Drinking', will be available soon from ALAC.

### Maori and alcohol

Alcohol continues to impose a heavy toll on the Maori community, and ALAC is determined to respond to calls from Maori for help in addressing these problems.

In accordance with its commitment to the Treaty of Waitangi, communication with Maori is a key priority for ALAC. This year funding for Maori programmes was substantially increased, enabling consultation with a wider range of Maori workers in the alcohol

and drug field, and the development of a number of major new programmes.

ALAC facilitated a Maori working party to develop strategies to promote safer drinking practices in homes, marae and sports clubs. The resulting Manaaki Tangata programme, launched at the Beehive in December, has evolved in association with Maori alcohol health promotion workers, and is designed by Maori, for Maori.

Manaaki Tangata recognises that both tangata whenua and manuhiri have an equal responsibility to promote safe drinking practices and offers a resource kit to marae and Maori organisations to help them develop and implement safe drinking guidelines.

The kit includes posters, a full-colour newsletter, and a video showing the events taking place during a 21st birthday party on a marae. In the film, the marae committee agree to allow alcohol to be served, under the terms of the marae's alcohol policy. The video was filmed at Auckland University's pan-tribal marae and is distributed with an explanatory kit.

Further development of Manaaki Tangata is planned for the coming year. ALAC has continued to support other marae-based and community alcohol programmes, and is committed to providing advice to government on Maori-related policies and other policy initiatives. A strategy document on Maori and alcohol is being produced in conjunction with Te Puni Kokiri, and is due for release in the coming year.

### Pacific Islands people and alcohol

Based on the limited information available, New Zealanders of Pacific Islands descent seem to be very moderate consumers of alcohol. However alcohol consumption within this population group is rising, and causing concern in Pacific Islands communities. ALAC has convened an advisory group of 15 representatives from Pacific Islands alcohol and drug agencies, to determine what further resources are needed, and how these should be used.

The advisory group is now investigating training needs and education campaigns, and is planning a series of alcohol information

resources, to be designed by and for Pacific Islands people.

### Young people and alcohol

Young people are over-represented in alcohol-related fatal road crashes in New Zealand, and have been identified by ALAC as a key target group.

This year ALAC commissioned a comprehensive review of New Zealand research relating to youth and alcohol.

A number of ALAC projects during the year focused on reducing excessive and harmful drinking at universities and other tertiary institutions. Several New Zealand universities have now adopted alcohol policies controlling the ways in which alcohol is promoted and served on campus. Some of these policies have been drawn up in close association with ALAC.

University sporting events are traditionally occasions for heavy alcohol consumption, especially by male students. ALAC is collaborating with the New Zealand Universities' Sports Union to promote responsible drinking practices and host responsibility at annual tournaments and other sporting events.

Young (17-to-19-year old) students are often at greatest risk of dangerous drinking, since they have recently left a more controlled home environment, are highly prone to peer pressure, and are less able to handle the physiological effects of heavy drinking. A print advertising campaign developed during the past year will directly target this group of students.

For many young people, drinking alcohol increases the likelihood of having sex, especially unprotected sex with risk of unplanned pregnancy or contracting a sexually transmitted disease. ALAC has contracted the Family Planning Association to develop appropriate resources for an integrated campaign on alcohol and sexual behaviour.

### Cutting Edge conference

The Cutting Edge treatment conference, held in Auckland in May 1995, brought together over 240 delegates from the drug and alcohol treatment field. Counsellors, physicians, assessment workers and others discussed treatment research, issues and new developments, and most participants later described the conference as stimulating and relevant to their own work.

Key attractions at the conference were presentations by Dr Gillian Tober of the Leeds Addiction Unit, and former Director-General of Health Dr George Salmond. The Leeds Addiction Unit has been in the forefront of developing understanding of dependence, its assessment, measurement and management. Dr Salmond reviewed New Zealand's health reforms and the effects of such rapid change.

Another highlight was a presentation by Debby Sutton, of West Auckland Community



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Alcohol and Drug Services (CADS). Debby's research into the Community Reinforcement Approach used at CADS later won the New Investigator award at the International Conference on the Treatment of Addictive Behaviours in the Netherlands.

### Host Responsibility

Promoting the responsible service of alcohol ('host responsibility') in New Zealand seemed like a daunting task back in 1991, when ALAC led the introduction of this strategy to New Zealand. Its success depended on overcoming entrenched attitudes to alcohol consumption, service and hospitality, and a perceived risk of financial loss to licensees.

1994 TVNZ/Marketing Magazine Awards with an award to ALAC for 'Best non-commercial campaign'.

The judges commended ALAC's social marketing strategy, noting that host responsibility had quickly become an intrinsic part of New Zealand life. Accepting the award on behalf of ALAC, host responsibility national co-ordinator Jennifer Hewitt paid tribute to all the people around the country who had worked to develop host responsibility in their communities.

Since then, ALAC has been concerned to maintain the profile and effectiveness of host responsibility messages through television advertisements and special resources for bar staff.

It has also surveyed District Licensing Agencies, the bodies charged with administering liquor licences at a local level, to determine how many are actively promoting host responsibility to the licensees they deal with.

In the coming year, ALAC plans to extend host responsibility into licensed sports clubs, and to rural areas, which have been slower than cities at adopting certain aspects of responsible hosting.

### Sale of Liquor Act effectiveness review

The 1989 Sale of Liquor Act transformed the way alcohol was sold and consumed in this country, by streamlining the licensing process and allowing for a major increase in the number of licensed premises and longer opening hours. The Act also strengthened controls on

the sale of liquor, including the laws against serving underage or intoxicated people.

Five years after the Act's introduction, ALAC believed that a comprehensive evaluation of its effectiveness was timely, and undertook an effectiveness review. The review sought the opinions of those agencies and individuals who work on a daily basis with the legislation.

The greatest area of concern was the minimum legal drinking age. The law in this area was seen as being unmanageable, and almost impossible to apply given the number of exceptions and lack of clear definitions. A large majority of respondents to the review supported the introduction of a single legal drinking age, either 18, 19 or 20, with no exceptions.

Another suggested improvement to the Act was a change to the appeal provisions. At present a licensee whose licence is cancelled or suspended for breach of the Act can appeal this decision and continue trading, sometimes for a year or more, pending the outcome of the appeal. A large majority of those surveyed favoured immediate cancellation or suspension of the licence, so that the licensee could only continue operating with the leave of the High Court, pending the outcome of the appeal.

ALAC will continue to monitor the effectiveness of the Sale of Liquor Act and seek improvements to it.

### Say When Advertising Award

Brand advertising of alcohol on radio and television was legalised in 1992, under certain conditions. One of these was that minimum amounts of free airtime should also be provided for the broadcast of messages promoting moderate drinking and the no-alcohol option.

The "Say When" radio award, a handsome brass replica of an antique radio microphone, was introduced by ALAC in 1994. The award, presented as part of the annual Mobil radio awards, is to encourage and reward excellence in the production of these moderation advertisements on radio.

The inaugural "Say When" radio award went to Gareth Ruck, copywriter for Hamilton's Classic Hits ZHFM, who used a witty and extremely catchy series of original songs to get the safe drinking message across.

### Working Together conference

Host responsibility is above all a community-wide approach to creating a safer drinking environment, and it relies for its success on the co-ordinated efforts of everyone involved in alcohol service, licensing, enforcement and education. To improve the co-ordination between these various agencies, ALAC convened a national host responsibility conference in Wellington in March 1995.

The 'Working Together' conference attracted a capacity audience including all three members of the Liquor Licensing



Yet today New Zealanders have adopted host responsibility more enthusiastically than anywhere in the world, and ALAC's approach is studied and copied in several countries. This achievement was recognised at the

Authority and representatives of the police, health, District Licensing Agencies, alcohol researchers, Maori wardens and others.

Building on the success of this year's 'Working Together' conference, ALAC is planning a second, to be held in Nelson in February 1996.

### Alcohol and pregnancy

One of the most devastating yet little-understood health effects of alcohol is that caused to babies through their mothers' drinking during pregnancy. Foetal Alcohol Syndrome (FAS) and the less severe Foetal Alcohol Effects (FAE) can both be prevented through education on pregnant women's drinking.

This year ALAC published 'Alcohol and Pregnancy', the report of a working party which included representatives from various health agencies. The report concluded that evidence for the harmful effects of

alcohol to the foetus is not always clear, but that pregnant women should aim to keep their alcohol consumption very moderate, and preferably avoid alcohol altogether, especially during the critical early months of pregnancy.

ALAC is continuing the development of alcohol and pregnancy resources which may stand alone, or be included as part of larger alcohol and drug dependency programmes. Training programmes will also be developed

for health and welfare workers who advise pregnant women on the potential effects of alcohol on their babies.

### Rural road crashes

Existing research indicated that the rate of drink-driving deaths in rural areas was significantly higher than in urban areas. Rural road crashes were therefore identified by ALAC as a priority area for attention.

Three research projects were commissioned in order to gather information for a campaign. In the past year an overview of research in this area was undertaken, and a comprehensive report of drinking and driving in rural areas was prepared. The Alcohol and Public Health Research Unit is preparing a report on drink-driving and other alcohol-related problems in rural New Zealand, for release in the coming year.

ALAC plans to use this information to develop strategies to reduce the rate of rural drink-driving. This may involve promoting alternative transport and other Host Responsibility practices in rural areas, and encouraging more stringent enforcement of current drink-driving legislation. A new series of television commercials targeting rural drinkers is also planned.

### Alcohol-related road crashes

New Zealand's rate of road crashes involving alcohol is significantly worse than for comparable countries, although the reasons for this are unclear. ALAC continued to work this year

as part of a multi-agency task group on the Role of Alcohol in Road Crashes. The task group has prepared a draft of its findings and expects to launch a comprehensive report early in the next financial year. A summary of the report will also be released to ensure that the group's findings are also available to the public.

### Gary Harrison memorial scholarship

The Gary Harrison scholarship commemorates a former ALAC staff member, and is given for overseas study of alcohol issues

Val Davidson, charge nurse of the Alcohol and Drug Unit at Palmerston North Hospital, was awarded a scholarship to allow her to study alternatives to hospital for those with severe alcohol dependency. She will spend time working at the Langton Centre in Sydney which specialises in the treatment of people with severe alcohol dependency. Treatment options she will examine include home, non-medical and social detoxification.

Back in New Zealand, Val will discuss alternatives to hospital admission with GPs in her region and establish new programmes in areas where there is interest and support. Val hopes to take up the scholarship in September 1995.

### Resources and publications

As part of its brief to 'co-ordinate and disseminate information' on alcohol issues, ALAC produces a number of periodicals and one-off publications, and its information service

responds to a large number of national and international requests each year.

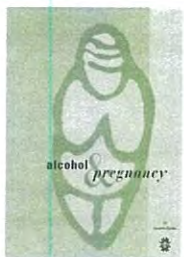
Regular publications include the long-running ALAC magazine *Say When*, distributed both in New Zealand and overseas to people with an interest in alcohol policy issues.

The host responsibility newsletter *Serve 'em Right*, distributed to several thousand licensed premises, is now included as part of a liquor industry publication. ALAC also produces *SolTalk*, an authoritative and popular summary of liquor licensing and enforcement issues, distributed to professionals in the related fields of licensing, enforcement and alcohol health promotion.

This year ALAC also launched the first of a series of brief news-sheets which present information on current and emerging policy issues. Called *Issues at a Glance*, these

are intended to assist Members of Parliament and other decision-makers in their awareness and understanding of current alcohol issues.

The first two *Issues at a Glance* news-sheets dealt with the Sale of Liquor (Off-Licence) Amendment Bill drafted by MP Max Bradford, and with alcohol advertising on radio and television. Others will be produced as alcohol-related issues arise.





# The future

## Introduction

In the coming year, ALAC aims to target those problem areas of drinking behaviour which give rise to the greatest public concern. These include the rate of alcohol-related crashes in rural areas, the use of alcohol during pregnancy, and the provision of information about the effects of drinking. Young people's drinking will also be an important focus.

## Strategic Plan

ALAC's new strategic plan, covering the years 1995 – 1998, will become operative in July 1995. The plan sets objectives and performance measures for the coming years, and establishes outcomes to be achieved annually. This strategic approach will permit long-term planning and optimum allocation of resources.

## Alcohol and violence

Alcohol-related violence is all too often a feature of public events, especially when large crowds are involved. Alcohol is a significant aggravator of violence and contributes substantially to street disorder, family violence, violent crime, self-reported harm and general anti-social behaviour.

However research in this country and overseas has shown that this violence can be reduced through careful organisation of the event and its venue. Next year ALAC plans to work with the Police, local authorities, the alcohol industry and govern-

ment to prevent or reduce alcohol-related situational violence.

Draft guidelines developed in 1994-95 will be piloted in the coming year.

## Manaaki Tangata

This Maori-driven safer drinking programme will be expanded to include resources for unlicensed Maori drinking environments such as private homes and small social events.

## Alcohol helpline

In a unique pilot project, Canterbury residents with concerns or questions about alcohol will soon be able to call a toll-free 24-hour helpline. ALAC and the Canterbury Community Council on Alcohol and Other Drugs plan to make the service available in the Canterbury region from November 1995. Depending on the response, it may later become a nation-wide service.

The principal service offered will be the provision of information and advice about alcohol and its effects, so that callers can make informed decisions about their drinking. The helpline will not provide counselling service, but callers needing such assistance will be referred to an appropriate agency.

## Young people's drinking

An education campaign to inform young people on responsible alcohol use is planned. To limit access to alcohol by underage

drinkers, ALAC will seek amendments to the current drinking age laws, and investigate the need for more reliable proof of drinking age, such as a photographic ID.

## Host responsibility

Research on the host responsibility campaign has shown that, while a great deal of progress has been made, certain audiences and behaviours need further attention. In the coming year ALAC will develop a campaign particularly targeting rural drink-driving, sports clubs, serving low-alcohol drinks and private parties.

## Research

To ensure provision of high quality research into the treatment and prevention of alcohol-related problems, ALAC plans to develop one or more 'centres of excellence' for research into treatment approaches

## ALAC on Alcohol

A new publication, *ALAC on Alcohol*, will gather together ALAC policy statements such as 'Upper Limits for Responsible Drinking', 'Alcohol and Pregnancy' and 'Alcohol Advertising in the Broadcast Media' in a convenient ring-bound format.

The publication will also include background information, ALAC's strategic plan, and issues papers, and will be updated regularly.



# Financial details



Audit New Zealand

## REPORT OF THE AUDIT OFFICE TO THE READERS OF THE FINANCIAL STATEMENTS OF THE ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND FOR THE YEAR ENDED 30 JUNE 1995

We have audited the financial statements on pages 21 to 51. The financial statements provide information about the past financial and service performance of the Alcohol Advisory Council of New Zealand and its financial position as at 30 June 1995. This information is stated in accordance with the accounting policies set out on pages 21 to 22.

### Responsibilities of the Council

The Public Finance Act 1989 and the Alcoholic Liquor Advisory Council Act 1976 requires the Council to prepare financial statements in accordance with generally accepted accounting practice which fairly reflect the financial position of the Alcohol Advisory Council of New Zealand as at 30 June 1995, the results of its operations and cash flows and the service performance achievements for the year ended 30 June 1995.

### Auditor's Responsibilities

Section 43(1) of the Public Finance Act 1989 requires the Audit Office to audit the financial statements presented by the Council. It is the responsibility of the Audit Office to express an independent opinion on the financial statements and report its opinion to you.

The Controller and Auditor-General has appointed Mr C R Fabling, of Audit New Zealand, to undertake the audit.

### Basis of Opinion

An audit includes examining, on a test basis, evidence relevant to the amounts and disclosures in the financial statements. It also includes assessing:

- the significant estimates and judgements made by the Council in the preparation of the financial statements; and
- whether the accounting policies are appropriate to the Alcohol Advisory Council of New Zealand's circumstances, consistently applied and adequately disclosed.

We conducted our audit in accordance with generally accepted auditing standards in New Zealand. We planned and performed our audit so as to obtain all the information and explanations which we considered necessary in order to provide us with sufficient evidence to give reasonable assurance that the financial statements are free from material misstatements, whether caused by fraud or error. In forming our opinion, we also evaluated the overall adequacy of the presentation of information in the financial statements.

Other than in our capacity as auditor acting on behalf of the Controller and Auditor-General, we have no relationship with or interests in the Alcohol Advisory Council of New Zealand.

### Unqualified Opinion

We have obtained all the information and explanations we have required.

In our opinion, the financial statements of the Alcohol Advisory Council of New Zealand on pages 21 to 51:

- comply with generally accepted accounting practice; and
- fairly reflect:
  - the financial position as at 30 June 1995; and
  - the results of its operation and cash flows for the year ended on that date; and
  - the service performance achievements in relation to the performance targets and other measures adopted for the year ended on that date.

Our audit was completed on 27 October 1995 and our unqualified opinion is expressed as at that date.

C R Fabling

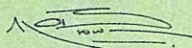
Audit New Zealand

On behalf of the Controller and Auditor-General

Wellington, New Zealand

STATEMENT OF RESPONSIBILITY  
FOR THE YEAR ENDED 30 JUNE 1995

The Council and Management of the Alcohol Advisory Council of New Zealand is responsible for the preparation of these financial statements and the judgements used herein. The Council and Management of the Alcohol Advisory Council of New Zealand is responsible for establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of financial reporting. In the opinion of the Council and Management, these financial statements fairly reflect the financial position and operations of the Alcohol Advisory Council of New Zealand for the year ended 30 June 1995.



Judge M J A Brown  
Chairman



Dr Michael MacAvoy  
Chief Executive Officer

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND  
STATEMENT OF ACCOUNTING POLICIES  
FOR THE YEAR ENDED 30 JUNE 1995

**A. Entity Statement**

The Alcohol Advisory Council of New Zealand (ALAC) was established by the Alcoholic Liquor Advisory Council Act 1976 and reports to the Minister of Health. As from 1 July 1992 ALAC was deemed to be a Crown Entity under the Public Finance Act 1989.

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

The primary objective of ALAC is the promotion of moderation in the use of alcohol and the development and promotion of strategies which will reduce alcohol-related problems for the nation.

To achieve this objective, ALAC provides funding and advice in the three areas of health promotion, treatment and research.

These Financial Statements are prepared pursuant to Section 38 of the Alcoholic Liquor Advisory Council Act 1976.

**B. Measurement Base**

The general accounting principles recognised as appropriate for the measurement and reporting of income and expenditure and financial position on an historical basis are followed.

**C. Accounting Policies**

The following accounting policies which materially affect the measurement of financial performance, position and cashflows have been applied:

*i. Revenue Recognition*

Levy income from locally produced beer, spirits, grape wine, fruit wine and imported liquor are recognised as income in the accounting period for which they are levied.

Funds expensed in previous years that were not fully utilised by the recipient are treated as income when they are refunded.

*ii. Taxation*

a) Income Tax

No income tax liability is incurred in respect of any operations.

b) Fringe Benefit Tax

FBT is payable on all fringe benefits.

c) Goods and Services Tax

These statements of account are prepared on a GST exclusive basis unless otherwise stated.

**iii. Depreciation and Fixed Assets**

Depreciation is charged on a straight line basis over the anticipated useful life of the assets. Land and works of art owned by the Council are recorded at historical cost and are not depreciated. The useful lives of the assets have been assessed as:

Fixtures and furniture	10 years
General office equipment	5 years
Computer hardware	3 years
Motor vehicles	5 years
Library books	10 years
Films and videos	5 years

**iv. Sundry Debtors**

Sundry debtors are valued at their estimated realisable value.

**v. Financial Instruments**

ALAC is party to financial instrument arrangements including cash and bank, short term deposits and sundry debtors and creditors, which have been recognised in the Statement of Financial Position. Revenue and expenditure in relation to all financial instruments are recognised in the Statement of Financial Performance.

**vi. Term Deposits**

All investments are valued at cost.

**vii. Grants**

At the time the grants are committed to a particular project the commitment is recorded as a liability and expensed. The liability is reduced as the funds are advanced according to the funding agreement.

Specific allocations against future years' revenue are recorded in the Statement of Commitments.

Grants are sometimes paid by instalments to meet the cashflow requirements of the programme as determined by the funding agreement.

**viii. Employee Entitlements**

Liabilities for annual leave are recognised as they accrue to employees. Provision is also made for expected payments of long-service obligations to employees on an entitlement basis.

**ix. Output Allocations**

ALAC uses a fully integrated costing system to derive the costs of its outputs and output classes.

Direct costs are charged against outputs wherever possible and all other costs are allocated to outputs on the basis of time recording.

**D. Changes in Accounting Policies**

There have been no significant changes in accounting policies. All policies have been applied on bases consistent with those used in previous years.

ALAC has elected early application of the requirements of Financial Reporting Standard 2 (FRS-2).

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

STATEMENT OF FINANCIAL PERFORMANCE FOR THE YEAR ENDED 30 JUNE 1995

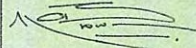
	NOTES	1995 Budget \$	1995 Actual \$	1994 Actual \$
<b>INCOME</b>				
Levies	1	5,673,787	6,096,228	5,972,407
Interest From Investments		144,000	243,432	68,809
Sale of Publications		15,000	20,643	9,076
Other		2,000	9,281	3,198
<b>Total Income</b>		<b>5,834,787</b>	<b>6,369,584</b>	<b>6,053,490</b>
<b>EXPENDITURE</b>				
<b>Output Class:</b>				
1. Policy Advice & Research	2	1,190,844	1,003,391	1,116,177
2. Education, Training & Development		829,054	728,456	634,045
3. Promotion of Moderation & Problem Reduction Initiatives		2,812,632	2,810,699	3,440,149
4. Maori Programmes		970,470	869,630	452,340
<b>Total Expenditure</b>		<b>5,803,000</b>	<b>5,412,176</b>	<b>5,642,711</b>
<b>Operating Surplus(Deficit)</b>	3	<b>31,787</b>	<b>957,408</b>	<b>410,779</b>

The Statement of Accounting Policies on pages 21 to 22 and Notes to the Accounts on pages 27 to 29 form part of and are to be read in conjunction with the Statements of Account

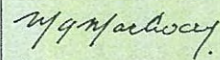
ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND  
STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 1995

	NOTES	1995 Budget \$	1995 Actual \$	1994 Actual \$
<b>Fixed Assets</b>	4	455,000	348,313	405,365
<b>Current Assets</b>				
Cash in Hand		200	200	200
Bank		45,000	43,993	49,311
Short Term Deposits	6	3,100,000	3,665,947	1,856,482
Prepayments		8,400	8,443	7,616
Sundry Debtors		890,000	891,516	1,040,829
		4,043,600	4,610,099	2,954,438
<b>Current Liabilities</b>				
Sundry Creditors		166,000	323,464	345,766
Grants Approved & Payable		1,583,042	1,034,910	307,406
GST Payable		85,000	9,859	73,860
		(1,834,042)	(1,368,233)	(727,032)
<b>Net Assets</b>		2,664,558	3,590,179	2,632,771
Represented By:				
Accumulated Funds	7	2,664,558	3,590,179	2,632,771

Approved By:



Chairman



Chief Executive Officer

Date 27 / 10 / 95

The Statement of Accounting Policies on pages 21 to 22 and Notes to the Accounts on pages 27 to 29 form part of and are to be read in conjunction with the Statements of Account

ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND  
STATEMENT OF MOVEMENTS IN EQUITY FOR THE YEAR ENDED 30 JUNE 1995

	1995 Budget \$	1995 Actual \$	1994 Actual \$
Accumulated Funds 1 July 1994	2,632,771	2,632,771	2,221,992
Operating Surplus	31,787	957,408	410,779
Accumulated Funds 30 June 1995	2,664,558	3,590,179	2,632,771

The Statement of Accounting Policies on pages 21 to 22 and Notes to the Accounts on pages 27 to 29 form part of and are to be read in conjunction with the Statements of Account

## ALCOHOL ADVISORY COUNCIL OF NEW ZEALAND

## STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 1995

	1995 Budget	1995 Actual	1994 Actual
<b>Cash Flows From Operating Activities</b>			
Cash was provided from:			
Receipts from Levies and Other Revenue	5,840,000	6,257,803	5,883,806
Interest from Short Term Deposits	144,000	243,432	68,809
Cash was disbursed to:			
Payments to Suppliers and Employees	4,673,104	4,553,244	5,329,735
Net Cash Flow from GST	(35,000)	66,012	(1,154)
Net Cash Flows from Operating Activities	1,345,896	1,881,979	624,034
<b>Cash Flows from Investing Activities</b>			
Cash was provided from:			
Sale of Fixed Assets	28,311	9,389	25,353
Cash was applied to:			
Purchase of Fixed Assets	135,000	87,221	83,083
Net Cash Flows from Investing Activities	(106,689)	(77,832)	(57,730)
Net (Decrease)/Increase in Cash	1,239,207	1,804,147	566,304
Add Opening Cash brought Forward	1,905,993	1,905,993	1,339,689
Ending Cash Carried Forward	3,145,200	3,710,140	1,905,993
Actual Cash Balance			
Represented by:			
Cash in Hand	200	200	200
Bank	45,000	43,993	49,311
Short Term Deposits	3,100,000	3,665,947	1,856,482
	3,145,200	3,710,140	1,905,993

The Statement of Accounting Policies on pages 21 to 22 and Notes to the Accounts on pages 27 to 29 form part of and are to be read in conjunction with the Statements of Account

## NOTES TO ACCOUNTS FOR THE YEAR ENDED 30 JUNE 1995

**1. Income From Levies**

	1995 \$	1994 \$
Locally produced beer, spirits and imported liquor	4,566,965	4,560,131
Locally produced grape wine	1,524,762	1,403,657
Locally produced fruit wine	1,349	4,856
Other	3,152	3,763
<b>TOTAL</b>	<b>6,096,228</b>	<b>5,972,407</b>

**2. Comparative Costs – Output Classes**

In the previous financial year, 1993/1994, ALAC had divided its work into two Output Classes, namely:

- Activities to Promote Moderation in Drinking
- Activities which would Reduce Alcohol Related Problems

In 1994/1995 these were further divided into a total of four Output Classes:

- Policy, Advice and Research
- Education, Training and Development
- Promotion of Moderation and Problem Reduction Initiatives
- Maori Programmes

The comparative figures for 1993/1994 are divided on the basis of the above breakdowns.

**3. Operating Surplus**

The surplus for the period is arrived at after charging:

	1995 \$	1994 \$
Depreciation	136,025	132,548
Rent	186,436	206,230
Employee Costs	1,045,054	709,889
Audit Fees	19,000	19,000
Lease of Office Equipment	1,444	-
Loss on Disposal of Fixed Assets	17,579	27,014

**4. Fixed Assets**

	Historical Cost	Accum Deprecn	Net Book Value 1995	Net Book Value 1994
	\$	\$	\$	\$
Artwork	13,508	-	13,508	10,707
Motor Vehicles	146,027	75,403	70,624	91,010
Library Books and Films	179,813	91,286	88,527	100,341
General Office Equipment	143,186	99,657	43,529	43,973
Computer Hardware	184,737	124,793	59,944	55,244
Fixtures, Furniture, Equipment	414,857	342,676	72,181	104,090
<b>TOTAL</b>	<b>1,082,128</b>	<b>733,815</b>	<b>348,313</b>	<b>405,365</b>

## 5. Financial Instruments

### Credit Risk

Financial instruments that potentially subject ALAC to risk consist of cash and bank, short term deposits and sundry debtors. ALAC invests funds only with registered banks with satisfactory credit ratings.

### Fair Values

There were no differences between the fair value and carrying amounts of financial instruments as at 30 June 1995.

### Credit Facilities

ALAC did not have bank overdraft or other credit facilities as at 30 June 1995.

### Currency and Interest Rate Risk

There is no exposure to currency risk and financial instruments are not interest rate sensitive.

## 6. Short Term Deposits

Short term deposits relate to monies on call and short term deposits with the Bank of New Zealand.

## 7. Accumulated Funds

During 1995, coinciding with the appointment of a new Chairman and a new Chief Executive Officer, ALAC decided to conduct a comprehensive review of its strategic planning and funding directions, culminating in the development of a Three Year Strategic Plan. The planning stages of a number of programmes were therefore not finalised until late in the financial year with a resultant temporary decrease in expenditure for the year ended 30 June 1995 and a projected decrease in ALAC's accumulated funds during 1995/1996.

## 8. Grants and Programme Costs

\$3,617,589 was disbursed to Council approved organisations in respect of grants and programme costs:

	1995	1994
	\$	\$
Output Class 1	601,255	823,421
Output Class 2	551,648	450,661
Output Class 3	1,932,788	2,415,345
Output Class 4	531,898	332,050
<b>TOTAL</b>	<b>3,617,589</b>	<b>4,021,477</b>

## 9. Commitments

### i. Grants

Council has approved funds for disbursement to individuals and organisations after 30 June 1995. Payment of these funds is subject to:

- Fulfilment of agreed performance criteria by the applicant.
- Continuation of ALAC's levy funding at the anticipated level.

Note: In some cases the funds approved are estimated amounts only and less funds may be actually disbursed.

The amount approved as at 30 June was:

	1995	1994
	\$	\$
Not later than one year	822,536	419,281
Later than one year and not later than two years	382,000	-

### ii. Rental Expenses Committed

	1995	1994
	\$	\$
Not later than one year	136,611	176,728
Later than one year and not later than two years	133,372	133,372
Later than two years and not later than five years	400,116	400,115
Later than five years	566,830	700,202

### iii. Operating Commitments

	1995	1995
	\$	\$
Not later than one year	4,322	-
Later than one year and not later than two years	4,322	-
Later than two years and not later than five years	11,552	-

### iv. Capital Commitments

There were no capital commitments as at 30 June 1995.

## 10. Contingent Liabilities

There were no contingent liabilities outstanding as at 30 June 1995. (Nil - 30 June 1994)

## 11. Reconciliation of Operating Surplus with Cash Generated from Operating Activities for the Year Ended 30 June 1995

	1995	1994
	\$	\$
Net Operating Surplus	957,408	410,779
Add Non-Cash Items:		
Depreciation	136,025	132,548
Loss on Sale	17,579	27,480
Add (less) movements in other Working Capital Items:		
Increase in Accounts Receivable	130,592	(79,167)
Decrease in Prepayments	(827)	705
Increase in Current Liabilities	641,202	131,689
<b>Net Cash Generated from Operating Activities</b>	<b>1,881,979</b>	<b>624,034</b>

## 12. Related Party Transactions

The Alcohol Advisory Council of New Zealand is a wholly owned entity of the Crown. All transactions entered into with other Government Departments, State Owned Enterprises and Crown Entities are conducted at arms length on normal business terms.

During the period no related party transactions of a material nature took place other than with the Crown.

# Service performance

## Statement of service performance for the year ended 30 June 1995

### OUTPUT CLASS 1 Policy, Advice and Research

#### 1.1 RESEARCH FUNDING AND DEVELOPMENT

##### Objectives

To evaluate, select, purchase and monitor scientifically sound and appropriate research in key areas identified by ALAC.

Dependent upon the outcome of the Review of Alcohol Advertising on Television and Radio, this may include further projects in connection with monitoring of alcohol brand advertising on Television and Radio.

##### Performance measures

###### Quantity/Quality

Research priorities and specific groups will have been established and approved by Council.

The research community will have been advised of priorities and the availability of grants according to the Schedule approved by Council.

Council will have approved suitable and appropriate research applications.

##### Performance achievements

In September 1994 Council established its research priorities for 1994/1995 as follows:

Project Research	\$120,000
Seeding Grants, Post Graduate Scholarships, Fellowship Grants	\$120,000
Monitoring of Brand Advertising	\$60,000

Priorities and the availability of grants were advised to the research community by letter dated 15 September 1994.

The following research applications were approved by Council as suitable and appropriate:

- WHO Collaborative Study  
"Screening and Brief Intervention for Hazardous Drinking"
- B Easton  
"Estimating the Costs of Licit Drug Abuse"
- APHRU  
"Stakeholders' Perspectives on the Implementation and Impact of the 1989 Sale of Liquor Act in Fifteen Communities"
- D Sellman  
"Telephone Survey About Attitudes Towards The Use of Alcohol"
- Health Research and Analytical Services, Ministry of Health  
"A Study of New Zealand's Current Alcohol Research Capacity"
- APHRU  
National Tracking Survey
- Health Studies, Auckland Institute of Technology  
"Seeding Support for Auckland Child Development Study"

All new and existing research projects will have achieved at least 80% of the agreed outputs as specified in each contract.

The research projects which were funded by ALAC during 1994/1995 were commenced during the latter part of the year and were not at a sufficiently advanced stage for the rate of achievement to be measured at 30 June 1995.

#### 1.2 NATIONAL ALCOHOL STRATEGY

##### Objectives

To continue to develop (in conjunction with other stakeholders) a comprehensive submission to the Ministry of Health's proposed National Alcohol and Drug Policy.

##### Performance measures

###### Quantity/Quality

Progress reports will have been submitted to Council on a quarterly basis, and to the Minister and Ministry of Health by 30 December 1994 and 30 June 1995.

Feedback from Council and Ministry of Health will indicate satisfaction with ALAC's contribution to the Policy.

##### Performance achievements

Council received progress reports on the development of ALAC's submission to the Ministry of Health's proposed National Alcohol and Drug Strategy in July, September, December 1994 and March and June 1995.

Progress reports were also submitted to the Minister of Health in February and June 1995, and to the Associate Ministers of Health in December 1994 and June 1995.

All recipients of the reports indicated their satisfaction with the progress of ALAC's contribution to the Policy.



### 1.3 APHRU PROGRAMME GRANT

#### Objectives

To continue to fund existing commitments with the Alcohol and Public Health Research Unit.

To set up process of negotiation/consultation regarding the transition to a contracts-based model.

#### Performance measures

##### Quantity/Quality

ALAC will have funded the Alcohol and Public Health Research Unit according to the terms of the existing contract.

ALAC will have developed, in consultation with APHRU, the process for the establishment of performance based contracts, open to the wider research community, for subsequent financial years.

#### Performance achievements

ALAC continued to fund the Alcohol and Public Health Research Unit in collaboration with the Health Research Council according to the terms of the agreement.

Following the Site Review of APHRU in April 1995, ALAC decided to continue core funding of APHRU in collaboration with the Health Research Council. A contract is being developed for implementation by 1 January 1996.

### 1.4 POLICY, ADVICE AND DEVELOPMENT

#### Objectives

To develop, review and provide high quality policy advice on promotion of alcohol-related moderation and problem reduction issues to Government and other relevant organisations and individuals in New Zealand.

#### Performance measures

##### Quantity/Quality

ALAC will have produced a minimum of two Issues Papers for distribution to Members of Parliament and other stakeholders and a minimum of two "ALAC on Alcohol" publications.

#### Performance achievements

ALAC produced two Issues Papers in a new series called "Alcohol Issues at a Glance":

- Sale of Liquor (Off-Licence) Amendment Bill
- Alcohol Advertising on Radio and Television

These were distributed to Members of Parliament and a wide range of stakeholders from whom they received a very positive response.

ALAC also produced the following four "ALAC on Alcohol" policy statements:

- Alcohol Advertising in the Broadcast Media
- Upper Limits for Responsible Drinking
- Health Messages on Alcohol Advertisements or Products
- Alcohol and Pregnancy

It is planned to distribute the "ALAC on Alcohol" resource, which includes background information about ALAC, ALAC's Strategic Plan for 1995 to 1998, and the "Alcohol Issues at a Glance" papers, at a briefing in August 1995 for Members of Parliament, senior government officials, and other key parties.

A survey of stakeholders will have been undertaken to confirm that the advice provided by ALAC was given within the required time-frames and was of a satisfactory standard.

A log will have been kept of the number and nature of requests for policy advice to assist with the identification of policy issues and to develop and improve policy advice.

A research consultant was contracted to carry out a survey of stakeholders. The survey reported that "ALAC is delivering advice to customers and stakeholders in a timely and satisfactory manner".

ALAC developed a policy log which was completed by programme staff on a quarterly basis to provide "snapshots" of advice provided during the year. This log assisted in providing data for the above survey of stakeholders.

### 1.5 APHRU TRACKING SURVEYS

#### Objectives

To continue to fund the Tracking Survey established by the Alcohol and Public Health Research Unit which examines patterns of alcohol consumption and related factors.

#### Performance Measures

##### Quantity/Quality

ALAC will have funded the Tracking Survey according to the terms of the Contract.

ALAC will have received a report from APHRU detailing results to date within six months of the data being collected, i.e. by 30 June 1995.

#### Performance achievements

ALAC continued to provide funds to the Alcohol and Public Health Research Unit for the Auckland Alcohol Tracking Survey according to the terms of the Contract.

ALAC received two reports from APHRU detailing results to date.

### OUTPUT CLASS 1 Performance Measures in Terms of Timeliness and Cost

All advice will have been given within the agreed time-frames for each occasion.

All evaluation and other reports will either have been received by Council by 30 June 1995, or where this deadline is not practicable will be underway.

All funding approved by the Council will have been dispersed before 30 June 1995.

The outputs within this Class will be produced within the total budgeted cost of the Output Class.

No advice given by ALAC during 1994/1995 was outside the agreed time-frames.

Where evaluation and other reports had not been received by Council by 30 June 1995, they were underway.

All funding approved by the Council was dispersed before 30 June 1995.

Total Budget for Output Class 1	\$1,190,844	Actual Expenditure for Output Class 1	\$1,003,391
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## OUTPUT CLASS 2 Education, Training and Development

### 2.1 PROFESSIONAL EDUCATION

#### Objectives

To conduct a review of the professional training needs in alcohol-related matters.

To contribute to the ongoing development of addiction studies in the Auckland and Otago Schools of Medicine according to the Contracts.

To contribute to the development of a training package for nurses working in the addiction studies area.

#### Performance measures

##### Quantity/Quality

ALAC will have developed a process to review training needs of alcohol workers.

A strategic plan will have been developed and approved by Council, implemented and its recommendations received by Council.

ALAC will have continued to advise, monitor and support the co-ordinating and tutorial position in Alcohol Studies at the Auckland and Otago Schools of Medicine according to the Contracts.

A report for each School will have been received and adopted by Council, outlining recommendations and strategies to implement recommendations.

#### Performance achievements

After consultation with other interested parties, ALAC formulated a brief for a review of alcohol and drug education and training in New Zealand and in June 1995 contracted a consultant to undertake this work.

Because of the amount of prior consultation and planning which preceded the development of the review above, the development of the strategic plan was deferred to a subsequent year and the completion of the review

New contracts to set up alcohol studies teaching/co-ordinating positions were entered into with the Christchurch and Wellington Schools of Medicine. Contracts for alcohol studies teaching/co-ordinating positions were renewed with the Auckland School of Medicine and the Otago Medical School. Advice, monitoring and support were continued by ALAC in accordance with the Contracts.

In addition other activities were undertaken by ALAC in connection with the Medical Schools:

- Funding for Otago alcohol studies tutor to visit people in similar positions in Australia.
- Funding for an M.A. level paper in Alcohol and Drug Studies to be trialled at Auckland University
- Funding for four alcohol tutors to attend the CADEMS meeting in Melbourne.
- Three liaison meetings hosted for alcohol studies tutors.
- Three copies of Schuckit's "Drug and Alcohol Abuse: A Clinical Guide to Diagnosis and Treatment" purchased for each of the Medical Schools.

Reports were received from all four Schools on the outcomes achieved as per the contracts entered into. No further recommendations were received for changes to the present strategies being implemented.

The New Zealand Alcohol and Drug Nursing Association will have been contracted to develop a training package in which both practitioners and educationists will have been involved, and which will have been made available to all schools of nursing.

An evaluation of the package will have been undertaken and the content adjusted accordingly.

A final report and the finished package will have been received and adopted by Council.

ALAC assisted with the development of a course structure for a paper on Alcohol and Drug Studies to be offered to nurses enrolled in degree courses and the Auckland Unitech Paper to be trialled as part of the Unitech's Summer School Programme which will commence at the end of 1995.

As the Course had not been trialled by 30 June 1995, an evaluation could not be undertaken before that date.

As outlined above, the final report and the finished package were not available to Council by 30 June 1995.

### 2.2 SCHOOLS EDUCATION: ADVICE, MONITORING AND EVALUATION

#### Objectives

To position ALAC as an adviser to purchasers of school-based alcohol and drug education.

To improve the quality and efficacy of school-based alcohol and drug education programmes.

To develop resources suitable for use as part of alcohol education programmes in schools.

#### Performance measures

##### Quantity/Quality

By 28 February 1995 a position paper will have been received and approved by Council which will outline the role of ALAC in the area of school alcohol and drug education.

ALAC will have purchased or part-purchased an evaluation of at least one school based alcohol education resource/project/programme.

The development of at least one new resource will have been identified and, if appropriate, costed.

#### Performance achievements

Discussions regarding ALAC's role in the area of alcohol and drug education in schools was continuing up to and after 30 June 1995 with the Ministry of Education and the Colleges of Education. A position paper was therefore not available to Council by 28 February 1995.

ALAC funded an evaluation of the Foundation for Alcohol and Drug Education programme which was undertaken by Maggie Jakob-Hoff and Associate Professor Dr Andrew Trlin.

ALAC identified and funded the following new resources:

- Printing of "Party Survival" Pamphlet for secondary school students.
- Information on criteria for choosing a school alcohol and drug education programme.
- Assessment undertaken of needs of School Guidance Counsellors working with young people using alcohol and/or drugs followed by the development of an alcohol and drug assessment resource.
- Phrase III (Teacher Development and Advisory Support) of the Minimal Intervention Programme for working with "at risk" students in secondary schools.

### 2.3 SCHOOLS EDUCATION GRANT

#### Objectives

To continue to fund ALAC's contract with the Combined Colleges of Education for its final year.

#### Performance measures

##### Quantity/Quality

That the conditions of the contract have been fulfilled.

That the final three payments have been made according to the terms of the contract.

A final report will have been received and adopted by Council.

#### Performance achievements

All conditions of the contract with the Combined Colleges of Education were fulfilled.

The three final payments were made according to the terms of the contract.

A final report was received and adopted by Council.

### 2.4 REGISTRATION & ACCREDITATION

#### Objectives

To continue with the process of registration of treatment agencies with the New Zealand Accreditation Board for Alcohol and Drug Services.

To further develop the next stage in the accreditation of drug and alcohol treatment agencies to the New Zealand Accreditation Board for Alcohol and Drug Services.

#### Performance measures

##### Quantity/Quality

80% of treatment agencies will be registered with the New Zealand Accreditation Board for Alcohol and Drug Services.

The New Zealand Accreditation Board for Alcohol and Drug Services will have moved from dependence on ALAC funding by the end of the 1994/1995 financial year.

10% of all registered services will be accredited with the New Zealand Accreditation Board for Alcohol and Drug Services.

#### Performance achievements

As at 30 June 1995, 95% of treatment agencies were registered with the New Zealand Accreditation Board for Alcohol and Drug Services.

No funding is being made available from ALAC's 1995/1996 budget for the New Zealand Accreditation Board for Alcohol and Drug Services.

3% of all registered services were accredited as at 30 June 1995. A further 7% had been recommended for accreditation and were at 30 June 1995 awaiting final approval from the Board.

### 2.5 OVERSEAS TRAVEL GRANTS

#### Objectives

To provide funding to assist individuals to attend conferences or undertake study overseas which will advance the objectives of ALAC.

#### Performance measures

##### Quantity/Quality

At least six Council approved overseas travel grants will have been awarded by 30 June 1995.

Reports will have been received by Council from recipients of overseas travel grants indicating the value obtained from the travel grants.

#### Performance achievements

Twenty one overseas travel grants were approved by Council and awarded by 30 June 1995.

Ten reports had been received by 30 June 1995 indicating the value obtained from the travel grants. Further reports were pending subsequent to 30 June 1995.

### 2.6 GARY HARRISON SCHOLARSHIP

#### Objectives

To enable experienced workers in the alcohol and drug field to undertake an extended period of intensive study either within New Zealand or overseas.

#### Performance measures

##### Quantity/Quality

ALAC will have provided one or more scholarships in the alcohol health promotion and treatment fields. The exact number of scholarships will depend on the quality and cost estimates of proposals.

Applicants will have been required to submit detailed proposals describing the areas of study, the Services or Institutes to be visited, the proposed budget and the benefits of the study to the New Zealand alcohol and drug field.

On their return the successful scholars will have provided ALAC with a detailed report on the study and ALAC will have provided opportunities for those awarded scholarships to report and discuss their findings with the alcohol and drug field.

#### Performance achievements

During the 1994/1995 year, ALAC received five applications for Gary Harrison Memorial Scholarships and awarded one scholarship to Ms Val Davidson.

All applicants submitted details describing the areas of study, the Services or Institutes to be visited. The proposals also included budgets and the benefits of the study to New Zealand's alcohol and drug field.

The report from the successful scholar is pending subsequent to 30 June 1995.

### 2.7 ALCOHOL HEALTH PROMOTION TRAINING

#### Objectives

ALAC will continue to provide its "Introduction to Alcohol Health Promotion" Training Course for the three regions.

The Course will provide a theoretical background on health promotion, planning, evaluation and community action with a specific focus of alcohol health promotion.

#### Performance measures

##### Quantity/Quality

At least three courses will have been provided, one in each of the regions. The exact number of courses will have been determined by the demand from those registering.

The planning group will have met prior to courses run in the 1994/1995 year to review the curriculum and to incorporate changes in course organisation and curriculum resulting from the 1993/1994 evaluations.

The overall quality will be assessed by having participants complete an evaluation of the two modules which will indicate a minimum of 75% positive feedback.

#### Performance achievements

Due to the unavailability of the tutor, the courses during 1995 were not provided during the 1994/1995 financial year, but have been scheduled to occur in July, August, September and October 1995.

The planning group met in October 1994, reviewed the curriculum and incorporated the changes in the course organisation and curriculum resulting from the 1993/1994 evaluations.

Measurement not applicable as no courses were provided before 30 June 1995.

### OUTPUT CLASS 2 Performance Measures in Terms of Timeliness and Cost

All evaluation and other reports will either have been received by Council by 30 June 1995, or where this deadline is not practicable will be underway.

All funding approved by the Council will have been dispersed before 30 June 1995.

The outputs within this Class will be produced within the total budgeted cost of the Output Class.

Total Budget for Output Class 2 \$829,054

Where evaluation and other reports had not been received by Council by 30 June 1995, they were underway.

All funding approved by the Council was dispersed before 30 June 1995.

Actual Expenditure for Output Class 2 \$728,456

### OUTPUT CLASS 3 Promotion of Moderation and Problem Reduction Initiatives

#### 3.1 EAP SERVICES

#### Objectives

To continue ALAC's funding of EAP Services during the 1994/1995 year.

#### Performance measures

##### Quantity/Quality

Quarterly reports from EAP Services, which will include the results of client satisfaction surveys as carried out by EAP Services, will have been received by Council.

A contract between ALAC and EAP Services will have been developed and approved by Council.

#### Performance achievements

Quarterly reports were received from EAP Services over the 1994/1995 year. However it was not possible to obtain results of client satisfaction surveys from EAP Services as this was not part of the Memorandum of Understanding finally agreed between EAP Services and ALAC.

As the details of the final grant to EAP Services were not finalised until after the start of the financial year, it was decided that a formal contract would not be formulated between ALAC and EAP Services but a letter of agreement was signed between the two parties regarding the amount of the final grant and the reporting requirements.

#### 3.2 HEALTH SPONSORSHIP

#### Objectives

To develop a new alcohol health promotion brand through the purchase of health sponsorship.

#### Performance measures

##### Quantity/Quality

Health Sponsorship Council will have been contracted to purchase and promote ALAC's alcohol health promotion brand.

#### Performance achievements

It was found that the development of an alcohol health promotion brand was not practicable.

ALAC therefore contracted with the Health Sponsorship Council to recommend the introduction of a Host Responsibility programme into all sporting clubs and similar bodies receiving funding from Health Sponsorship Council.

### 3.3 ALCOHOL-RELATED ROAD CRASHES

#### Objectives

To develop and implement strategies aimed at reducing the level of rural alcohol-related road crashes, in conjunction with other agencies.

To implement other ALAC relevant recommendations of the ALAC convened Road Safety Task Force where appropriate and within the Budget allocation.

#### Performance measures

##### Quantity/Quality

A level of awareness of the campaign amongst the target group of 60% or better.

Identification of one or more of the key messages of the campaign by 80% of those who were aware of the campaign in the target group.

Involvement and support of other agencies in the development and implementation of the campaign.

Evaluation of seminars and workshops show them to be of value to at least 85% of participants.

Evidence that, where possible within the budget allocation, those recommendations of the Road Safety Task Force pertaining to ALAC have been implemented.

#### Performance achievements

This measure and the next three measures below were not achieved because it was found that there was not enough information available on which to base a campaign to reduce alcohol-related rural road crashes. ALAC therefore decided that in order to increase the level of information available, ALAC would allocate funds to undertake relevant research. The following three research projects were commissioned:

- An overview of the research which had already been conducted in the area of alcohol-related road crashes (Rachael J Fogarty).
- A Study of Drinking and Driving in Rural Areas (John P M Bailey).
- Drink Driving and Other Alcohol-Related Problems in Rural New Zealand (Alcohol and Public Health Research Unit).

See above

See above

See above

Delays were experienced in the production of the Road Safety Task Force Report and ALAC was therefore unable to implement those recommendations pertaining to ALAC by 30 June 1995.

### 3.4 HOST RESPONSIBILITY PROGRAMME

#### Objectives

To maintain the profile of Host Responsibility amongst licensed premises.

To maintain or improve the level of enforcement of licensing legislation and promotion of Host Responsibility by statutory agencies.

To maintain a high level of public awareness of the legal obligations of licensed premises regarding intoxication if possible within the budget allocation and availability of moderation advertising time.

To review the effectiveness of the Sale of Liquor Act (1989) in terms of its object and make recommendations as appropriate.

To increase the level of training required by District Licensing Authorities of managers of licensed premises.

#### Performance measures

##### Quantity/Quality

One national conference will have been held for agencies who have a statutory role in liquor licensing.

Publication of three issues of *SoL Talk*.

No more than a 10% reduction in the level of recall of the Bars advertisement from the 1994 level (note: the achievement of this measure is dependent upon the supplementary budget allocation for moderation advertising time).

70% or more of the Districts licensing agencies requiring applicants for managers' certificates will have completed a polytechnic or equivalent course.

A survey of key stakeholders will have shown that the profile of Host Responsibility has been maintained.

Evaluation of seminars and conferences will have shown them to be of value to at least 80% of participants.

Evidence of a maintenance or improvement in the level of enforcement of licensing legislation.

#### Performance achievements

A national conference, "Working Together" for agencies who have a statutory role in liquor licensing was held in March 1995.

Three issues of *SoL Talk* were published – July and November 1994, March 1995.

Communications research conducted by the Alcohol and Public Health Research Unit showed that the awareness level for the Bars advertisement was 69% in December 1994, compared with 66% in June 1994 – an increase of 3%.

A survey of Districts licensing agencies was undertaken in December 1994 which showed that 77% of respondents required applicants for managers' certificates to have completed a polytechnic or equivalent training course.

The Alcohol and Public Health Research Unit undertook a survey of key stakeholders in April 1995 which indicated that this measure had been achieved, the profile of Host Responsibility having improved.

An evaluation of the "Working Together" Conference and an evaluation of a second seminar for health promotion workers showed that all respondents rated them to be of value.

Actual statistics were not available to show whether or not the level of enforcement had been maintained or improved. However, an increase in the number of applications made to the Liquor Licensing Authority for variation, suspension or cancellation of liquor licenses and managers' certificates together with an indication from Police that enforcement of licensing legislation continued to be a priority would indicate that the level of enforcement of licensing legislation had not decreased.

Report detailing recommendations relating to Sale of Liquor Act will have been received and adopted by Council.

Two surveys of key stakeholders involved in liquor licensing, and the development of a discussion document, were undertaken during 1994/1995. A final report outlining the recommended improvements which had the support of the majority of respondents was received and will be presented to Council in July 1995.

### 3.5 ALAC'S INFORMATION SERVICES

#### Objectives

To adequately answer requests for alcohol-related information.

#### Performance measures

##### Quantity/Quality

Requests will have been answered at an average rate of 15 per day.

Up to 150 new book titles and 2 new video titles will have been added.

800 items will have been added to the data base.

Pamphlets, booklets and posters will have been reprinted up to the value of \$82,000.

Four issues of the *Say When* newsletter will have been produced.

Not more than 2% notification of failure by ALAC to supply appropriate information resources as requested.

#### Performance achievements

Requests were answered at an average rate of between 14 and 15 per day.

A total of 101 new book titles were added to the library. No new videos were added.

A total of 731 items were added to the database.

Pamphlets, booklets and posters were reprinted to the value of \$72,361.

Four issues of the *Say When* newsletter were produced.

No notification of failure to supply appropriate information resources as requested were received.

### 3.7 ALCOHOL AND PREGNANCY

#### Objectives

To develop resources, as recommended by the Working Party on Alcohol and Pregnancy set up by ALAC in 1993/1994, for the general public, the pregnant woman and her family, and health professionals.

To develop and implement strategies aimed at increasing the level of awareness of the effects of alcohol on the developing foetus.

#### Performance measures

##### Quantity/Quality

The involvement and support of other health agencies and Regional Health Authorities will have been obtained in the development and implementation of the campaign.

Seminars and training sessions will have been evaluated and will have been of value to at least 75% of participants.

A level of awareness of the campaign amongst the target groups of 60% or better.

The usefulness of the resources will have been independently evaluated.

A final report will have been received by Council.

#### Performance achievements

A working party which included representatives from various health agencies, was set up. An indication of support for the concept was received from the Regional Health Authorities. A base document 'Alcohol and Pregnancy' was produced and a campaign was begun for the development of alcohol and pregnancy resources.

It was felt that it was of the utmost importance to consult widely on the choice and manner of implementation of a campaign, therefore its actual development was only begun just prior to the close of the 1994/1995 year. This meant that it was not possible to achieve this or the following three measures.

See above

See above

See above

### 3.6 NEW TREATMENT INITIATIVES

#### Objectives

To develop, promote and evaluate new initiatives in the treatment of alcohol-related problems.

#### Performance measures

##### Quantity/Quality

A process of the identification and purchasing of new initiatives will have been approved by Council and enacted upon.

Successful tenders will have been approved and the processes begun or completed.

A treatment conference will have been held to allow the alcohol field to consider new treatment initiatives and how they can be implemented. 80% of feedback received from participants will be positive.

#### Performance achievements

A process for the identification and purchasing of new initiatives was approved by Council in February 1995 and has been enacted upon.

A tender was approved for a survey to be undertaken of In-Service Training Needs for Alcohol and Drug Treatment Workers. The contract was completed in April 1995.

A treatment conference 'The Cutting Edge' was held in May 1995 to allow the alcohol field to consider new treatment initiatives and how they can be implemented. 83% of the feedback overall received from participants was positive.

### 3.8 DRINKING GUIDELINES PROGRAMME

#### Objectives

To implement, in conjunction with health agencies and the alcohol industry, the recommendations of the Working Party set up by ALAC in 1993/1994 to develop safer drinking guidelines.

#### Performance measures

##### Quantity/Quality

Council will have received and approved the recommendations on safer drinking guidelines from the Working Party.

A strategy for the promotion of the safer drinking guidelines will have been developed.

#### Performance achievements

The recommendations on safer drinking guidelines from the Working Party were received and approved by Council in December 1994.

A seven stage strategy for the promotion of the safer drinking guidelines was developed.

### 3.9 ALCOHOL AND PACIFIC ISLANDERS

#### Objectives

To develop resources and strategies aimed at promoting moderation and reducing alcohol-related problems amongst Pacific Islanders.

#### Performance measures

##### Quantity/Quality

By 30 September 1994 at least one meeting will have been convened of representatives from Pacific Island groups concerned about and dealing with alcohol problems in the Pacific Island Community, to identify and prioritise ways in which ALAC can help address these problems.

By 28 February 1995 contract negotiations will have been entered into with groups best able to provide the identified services.

By 30 June 1995 the contracts will have been monitored according to the agreed criteria and at least 80% of the agreed objectives will have been achieved.

#### Performance achievements

A fonotaga on alcohol use/misuse amongst Pacific Islanders was convened by ALAC in October 1994, followed by a meeting in December 1994 with a small 'advisory' group of Pacific Islands representatives to complete the draft report produced from the fonotaga. The final report was developed into a research brief to undertake research on alcohol use/misuse amongst Pacific Islands Peoples.

In May 1995 Health Research and Analytical Services were contracted by ALAC to prepare a proposal for research to be undertaken on alcohol use/misuse amongst Pacific Islands peoples.

It had not been possible by 30 June 1995 to develop the project to the stage where this measure could be achieved.

The process of consultation with the target group will have been determined and appropriate research commissioned to identify the issues and strategies.

Resources appropriate to the target group will have been developed and tested by 28 February 1995.

The planning group held a series of meetings and identified the need for the following research which was accordingly commissioned, to identify the issues and strategies:

- A review of New Zealand research relating to youth and alcohol.
- Research to determine what messages should be given to parents to help them support responsible behaviour with their teenagers and how this could best be communicated.

The following resources appropriate to the target group were being developed but had not been tested by 28 February 1995:

- Resources for appropriate messages and communication strategies aimed at university students and promoting safe practices around the use of alcohol on campus, in licensed premises and in flatting situations.
- Sponsorship of the NZUSU promotion of responsible drinking practices and host responsibility amongst university students through university sports events in 1995.
- Sponsorship of the alcohol programmes of 'True Life Stories' which would be sent to every college throughout New Zealand.
- Assistance to the Family Planning Association to produce appropriate resources for an integrated campaign on alcohol and sexual behaviour.

The planning and development of a media campaign with external support was delayed until 1995/1996.

### 3.10 ALCOHOL AND YOUNG ADULTS

#### Objectives

To identify and develop harm reduction minimisation strategies relating to intoxication of young adults.

To convene an inter-sectoral group to define the project and the process, and to develop a plan which can be implemented and evaluated.

#### Performance measures

##### Quantity/Quality

The key stakeholders will have been identified and the inter-sectoral planning group will have been set up by 30 September 1994.

#### Performance achievements

Key stakeholders identified were:

- Public Health Commission
- National Family Planning Association
- SADD
- Ministry of Youth Affairs
- Central Regional Health Authority

A planning group including these stakeholders was set up in October 1994.

A media campaign with external support will have been planned and developed by 30 June 1995.

### 3.11 ALCOHOL AND VIOLENCE

#### Objectives

To convene an inter-sectoral conference to explore and develop strategies aimed at reducing alcohol-related violence.

#### Performance measures

##### Quantity/Quality

ALAC will have convened a conference by 30 June 1995 with representation from relevant statutory agencies, voluntary organisations and related community groups.

An evaluation of the conference will show it to be of value to at least 80% of the participants.

A report with recommendations from the conference for future ALAC related strategies will have been received and adopted by Council.

#### Performance achievements

ALAC did not convene a conference but instead convened an inter-sectoral group which formed a Steering Committee to develop Guidelines for distribution to other key individuals and groups.

As there was no conference, this measure was not achieved.

As at 30 June 1995, the draft Guidelines were being considered for further development by the groups and individuals involved.

### 3.12 MODERATION ADVERTISING TIME

#### Objectives

To gain maximum value from moderation advertising time available to ALAC.

To utilise the moderation advertising time to maintain public awareness of Host Responsibility and the no alcohol option.

#### Performance measures

##### Quantity/Quality

Achievement of the value (at least) of moderation advertising time to which ALAC is apportioned.

No more than a 10% reduction in the level of recall of Host Responsibility and key aspects of it from the 1994 level.

No more than a 10% reduction in the level of recall of the No Alcohol Option advertisement from the 1994 level.

Establishment of the Say When advertising award and utilisation of it by radio stations.

Note: the ability to achieve the above level of performance will be dependent upon the amount of moderation advertising time made available to ALAC.

#### Performance achievements

ALAC received on television 5% and on radio 139% above the value of moderation advertising time it had been apportioned.

Communications research conducted by the Alcohol and Public Health Research Unit showed that levels of awareness of Host Responsibility and key aspects of it remained at similar levels to those of the previous year.

Communications research conducted by the Alcohol and Public Health Research Unit showed that the level of recall of the 'I Don't' No Alcohol Option advertisement was maintained at a similar level to the previous year.

The Say When Writers/Producers Award was established early in the financial year. During the first year four certificates were awarded. Gareth Ruck from ZHFM in Hamilton received the Annual Award, chosen from the four round winners and this Award was presented at the Mobil Radio Awards ceremony in May 1995.

### 3.13 ALCOHOL AND WOMEN

#### Objectives

To implement recommendations related to alcohol by the ALAC convened Aotearoa Women's Consultancy Group on Alcohol and Other Drugs as published in the booklet 'Women and Drugs'.

#### Performance measures

##### Quantity/Quality

A working group will have been convened to develop resources as recommended.

Resources and policy recommendations will have been developed in conjunction with other health and statutory agencies.

Strategies will have been developed to evaluate the resources.

A report will have been received and adopted by Council.

#### Performance achievements

During 1994/1995 a Women's Project Group was established to review and implement the recommendations made in the report of the Aotearoa Women's Consultancy Group on Alcohol and Other Drugs.

The Women's Project Group identified lesbian women as having particular needs which should be addressed. The Group met with a small group of lesbian health professionals, reviewed New Zealand and international literature, and corresponded with overseas organisations.

As the feasibility phase of the project was not completed by 30 June 1995 no strategies had been developed to evaluate the resources.

A progress report was received by Council in June 1995.

### OUTPUT CLASS 3 Performance Measures in Terms of Timeliness and Cost

All evaluation and other reports will either have been received by Council by 30 June 1995, or where this deadline is not practicable will be underway.

All funding approved by the Council will have been dispersed before 30 June 1995.

The outputs within this Class will be produced within the total budgeted cost of the Output Class.

Total Budget for Output Class 3	\$2,812,632	Actual Expenditure for Output Class 3	\$2,810,699
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Where evaluation and other reports had not been received by Council by 30 June 1995, they were underway.

All funding approved by the Council was dispersed before 30 June 1995.

### OUTPUT CLASS 4 Maori Programmes

#### 4.1 DEVELOPMENT AND POLICY SERVICES

##### Objectives

To improve the health gain of Maori by increasing the provision of effective, credible and appropriate alcohol-related services.

To continue the financial resourcing of specific Service Managers to co-ordinate and develop appropriate services and projects.

To continue to contribute to the development of community based Maori alcohol-related programmes until such time as these are able to be mainstreamed.

#### Performance measures

##### Quantity/Quality

ALAC will have delivered clear and feasible advice and assistance in accordance with the findings of the Review of Maori Programmes and in keeping with the aims and aspirations of Maori and ALAC. The quality of the advice and assistance will be measured by the level of mainstreaming achieved.

Each of the existing major programmes will have been assessed and reviewed to prioritise mainstreaming requirements.

All reviews will have been completed by 30 August 1994.

#### Performance achievements

The quality of the advice and assistance delivered by ALAC was of a sufficiently high standard to result in the four organisations funded by ALAC achieving the following level of mainstreaming:

- Full Funding Maori Intervention Worker Contract Hawkes Bay Addiction Services.
- Counselling and clinical component of Te Utuhina Manaakitanga Trust contract.
- Counselling and clinical component of Te Rito Arahi contract.
- Counselling component of Te Huarahi ki te Oranga Pai contract.

Each of the four major programmes was assessed and reviewed to prioritise mainstreaming requirements.

The reviews were undertaken for the full year of the contracts and were completed as at 30 June 1995.



Contracts for Services Managers will be in place by 31 July 1994.

Of the contracts for the four Services Managers one was in place by 31 July 1994, two by 31 August 1994, and the final contract was in place by 30 October 1994.

At least two Maori Units will have been mainstreamed by 30 June 1995.

As above, one Maori Unit was fully mainstreamed by 30 June 1995, and the other three were partially mainstreamed.

#### 4.2 RESEARCH AND EVALUATION

##### Objectives

*By applying Maori appropriate alcohol-related research:*

*Obtain an accurate assessment of the current state of Maori health.*

*Obtain an accurate assessment of effective practices used to treat alcohol misuse.*

*Obtain an accurate assessment of effective harm reduction practices.*

##### Performance measures

###### Quantity/Quality

A research programme will have been prepared by 30 September 1994 and reviewed quarterly.

Tenders will have been called by 31 October 1994 for one or more Maori alcohol-related research projects from appropriate research institutions.

A process will have been approved by Council and will have commenced for the co-ordination of Maori community based research.

One or more Maori alcohol-related research projects will be underway by 30 June 1995.

##### Performance achievements

ALAC was not able to complete the preparation of a research programme by 30 September 1994.

No tenders for Maori alcohol-related research projects had been called by 31 October 1994 from appropriate research institutions.

A process for the co-ordination of Maori community based research was approved by Council and commenced in June 1995.

One Maori alcohol-related research project, an investigation into optimum treatment of Maori with alcohol and drug problems with particular focus on cultural issues in treatment, was underway by 30 June 1995.

#### 4.3 COMMUNITY BASED INITIATIVES

##### Objectives

*Contracting the development and piloting of appropriate Maori alcohol-related health initiatives.*

*The development and promotion of Maori intervention strategies to reduce the incidence of alcohol-related harm.*

*The development of appropriate alcohol-related treatment initiatives.*

*The advocacy of Maori alcohol-related initiatives and resource needs.*

*The facilitation of communication between Maori people and ALAC.*

##### Performance measures

###### Quantity/Quality

One or more alcohol-related initiatives will have been contracted by 30 June 1995.

All initiatives will have been monitored and evaluated according to negotiated contracts.

Confirmation will have been received from appropriate Maori that advice given was of a satisfactory standard.

Confirmation will have been received from appropriate Maori that initiatives are representative of a Maori view and consistent with Maori aims and aspirations.

##### Performance achievements

ALAC contracted with the Anamata Community Trust to fund the salary of a Project Manager for the Tuhoeh Alcohol and Abuse Project.

The initiative was monitored according to the contract. The contract will not conclude until September 1995.

Confirmation that advice given was of a satisfactory standard will not be received until after 30 September 1995.

Confirmation that advice given was of a satisfactory standard will not be received until after 30 September 1995.

#### 4.4 PREVENTION AND EDUCATION

##### Objectives

*To identify most effective means of promoting Maori harm reduction strategies.*

*To promote development of Maori educational programmes to reduce alcohol-related harm amongst Maori.*

*To promote networking amongst Maori media.*

*To acknowledge the values, skills and cultural practices of Maori media.*

##### Performance measures

###### Quantity/Quality

Guidelines will have been developed for a Maori communications plan and approved by Council.

Strategies will have been developed for appropriate Maori harm reduction messages.

A hui will have been held to monitor and evaluate media strategies and the effectiveness of the communications plan. At least 80% of feedback received will have been positive.

##### Performance achievements

Guidelines have been developed for a Maori communications plan which will be presented for Council approval early in the 1995/1996 year.

Manaaki Tangata was developed as an appropriate Maori harm reduction message.

Hui were held which monitored and evaluated the effectiveness of Manaaki Tangata. 98% of the feedback received was positive.

#### 4.5 TRAINING

##### Objectives

To improve the standard of service delivery.

To develop regional and national training opportunities for Maori working in alcohol and other drugs.

To increase the awareness of cross-cultural issues amongst ALAC staff.

##### Performance measures

###### Quantity/Quality

A Maori Health Promotion training package will have been developed by 1 January 1995.

Course content and materials will have been developed by 31 December 1994 for cross-cultural training for ALAC staff.

At least one national and four regional training hui will have been held by 30 June 1995 and 80% of feedback received from participants will have been positive.

One or more Maori Health Promotion pilot training courses will have been delivered by 30 April 1995 and 80% of feedback received from participants will have been positive.

##### Performance achievements

A Maori Health Promotion training package, Manaaki Tangata, was developed during 1994/1995 but was not completed by 1 January 1995.

Course content and materials were developed by December 1994 for cross-cultural training for ALAC staff.

Training hui were held in Rotorua, Christchurch and Dunedin. Although no evaluations were documented, verbal feedback was positive.

Pilot training courses were held in Christchurch and Rotorua in April 1995, and in Auckland in May 1995. 98% of feedback received from participants was positive.

#### 4.6 HUI

##### Objectives

To develop an opportunity for Maori alcohol workers to have input into policy making on alcohol-related issues affecting Maori.

To continue the on going evaluation and monitoring of contracted positions and initiatives.

To monitor and review the development of the Maori programme.

To monitor progress in implementing ALAC goals.

##### Performance measures

###### Quantity/Quality

A hui strategic plan will have been developed by 31 August 1994.

Three or more hui will have been held and 80% of feedback received from participants will have shown them to be of value to ALAC and Maori.

##### Performance achievements

A hui strategic plan was developed by 31 August 1994.

A national Kaumatua/Kui hui, and three Maori Managers' hui were held. Although no evaluations were documented, verbal feedback was positive.

#### OUTPUT CLASS 4 Performance Measures in Terms of Timeliness and Cost

All evaluation and other reports will either have been received by Council by 30 June 1995, or where this deadline is not practicable will be underway.

Where evaluation and other reports had not been received by Council by 30 June 1995, they were underway.

All funding approved by the Council will have been dispersed before 30 June 1995.

All funding approved by the Council was dispersed before 30 June 1995.

The outputs within this Class will be produced within the total budgeted cost of the Output Class.

Total Budget for Output Class 4	\$970,470	Actual Expenditure for Output Class 4	\$869,630
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