

ALCOHOL MANAGEMENT PLAN

GEMA Group Catering and Events

X1 FIP World Polo Championship Sydney 2017

21st – 29th October 2017

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Supporting Documents Attached

ABOUT US

BACKGROUND

- GEMA Group is a family owned catering, venue and events business which was established over 35 years ago with a wide and varied exposure to large venues and major events
- Our staff are key to delivering memorable and successful events and as such, GEMA Group invests heavily in ongoing career development and training to keep our teams at the forefront of legislation and trends
- We are 100% Australian owned and operated and run by professionals with many decades of combined local and international experience

OUR TRACK RECORD

- Master caterer Supercars promoted events, retail and corporate, 2014 - present
- Master caterer Emirates Australian Open of Gold, retail and corporate, 2015 - present
- Master Caterer APIA International Sydney Tennis, retail and corporate, 2004 - present
- Master caterer Floriade Flower event, retail and corporate, 2004 – present
- Master caterer Melbourne International Flower and Garden, 2017 – present
- Retail bar caterer MOTO GP, 2017 - present
- Pirtek Stadium caterer, retail and corporate, 1999 – 2016
- Canberra Stadium caterer, retail and corporate, 2012 – present
- Hunter Stadium caterer, retail and corporate, 2012 – present
- Gold Licence Caterer

THE TEAM

- GEMA Group has over 35 years' experience of venue management, event management and event design liaising with key stakeholders
- Our senior management team who run the day to day operations bring a wealth of experience both local and international in major events, stadium and area venue management, bars and retail, corporate catering and hospitality, green field operations and more
- GEMA Group has the advantage of having the ability to draw on a wider team from our other operations, scaling up and down as per the specific event requirements

ALCOHOL MANAGEMENT AIMS AND OBJECTIVES

As an event that facilitates the sale of liquor, it is essential that patrons are not encouraged to consume alcohol in excess. A core value of GEMA Group and WPC is to implement strategies designed to decrease the occurrence of alcohol-related harm associated with the supply and sale of alcohol

The primary objective of this plan is to:

- Promote the responsible service of alcohol
- Promote the responsible consumption of alcohol
- Prevent intoxication
- Provide a safe and enjoyable environment
- Reducing harm to the lowest possible level associated with the excessive consumption of alcohol

GEMA Group and WPC Policy on alcohol supply and consumption are:

- Zero tolerance to underage drinking. This is any person under the age of 18
- Zero tolerance for intoxication
- To provide a safe and enjoyable environment to all patrons

THE EVENT

Background

This will be the first time since 2001 that Australia will host a Polo world cup. The success of the Melbourne Polo World Cup was seen not just through economic impact but also a boost for the exposure of the sport to Australia. The event itself will attract over 50,000 patrons with more than 3000 people involved in making the event happen, from event staff, teams, volunteers and so forth.

The economic benefit will be felt across, transport, accommodation, dining, small/medium business and local industry. Socially, this event will be a real boost to the local area in terms of being centre stage on an international platform thus potentially boosting tourism and business.

The estimated economic impact is estimated to be in the \$20,000,000 range to the region.

THE VENUE

Venue Details:

Sydney Polo Club

100 Ridges Lane

Richmond

2753

The Sydney Polo Club is one of Australia's most prestigious and historic polo venues. It is the oldest club in the Southern Hemisphere and home to the XI FIP World Polo Championship.

Located in Richmond NSW, the Sydney Polo Club it is nestled at the heart of the State's polo community on the banks of the beautiful Hawkesbury river.

Set within 400 acres beautifully landscaped grounds, the Sydney Polo Club is host to a number of polo tournaments throughout the year; and the site for many high fashion photo shoots and major movie film locations including The Great Gatsby.

Located on what was once a large dairy farm, the Sydney Polo Club grounds have been transformed into an equine centre of excellence; featuring indoor arenas, extensive stabling, and a host of magnificent venues.

OUTLETS DISPENSING ALCOHOL

As per locations map and below -

Retail bar 1 – Celebrity Bar permanent structure

Retail Bar 2 – Edge bar 20ft Royal Wolf Kiosk

Retail Bar 3 – Village Restaurant Bar 6m x 9m Pages Structure

Corporate area 1 – Southside corporate facility as per mud map

Corporate area 2 – Northside chalets (estimated to be 63 structures with a footprint of 9m x 4m)

Corporate area 3 – Pommery sports bar – 6m x 15m Pages structure

Corporate area 4 – Chukka club – 6m x 15m Pages structure

LICENSEE DESIGNATION

All attendees to the event will either have a valid ticket or accreditation pass. The event site is to be fully licensed as per the red line map.

PROPOSED SERVICE TIMES

Alcohol will be available for purchase as per the timings below –

Saturday 21 st October	11.00am – 10.00pm
Sunday 22 nd October	11.00am – 10.00pm
Monday 23 rd October	11.00am – 10.00pm
Tuesday 24 th October	11.00am – 10.00pm
Wednesday 25 th October	11.00am – 10.00pm
Thursday 26 th October	11.00am – 10.00pm
Friday 27 th October	11.00am – 10.00pm
Saturday 28 th October	11.00am – 10.00pm
Sunday 29 th October	11.00am – 10.00pm

PRODUCT DETAIL

General Information:

GEMA Group will offer for sale the following packaging in the service of alcoholic products:

Retail Bars – Cans fully cracked open and plastic cups/bottles

Corporate areas – Glass, Cans and plastic cups/bottles

There is a great range of substantial and varied food choices spread throughout the venue and all within close proximity to alcohol outlets. The mix will ensure all patrons can enjoy both food and drink easily accessible from all areas around the event site.

All staff will be fully briefed on our serves per person per transaction and will also be aware of GEMA Groups policy of 4, 2, 1 as per direction from either senior managers or police.

ALCOHOLIC BEVERAGES AVAILABLE FOR SALE

The crowd profile for this event is a mix of both race fans and families with soft drinks and beer being the most popular products. As such, we will provide a product range consisting of full strength, mid strength beer and spirits as well as light beer.

Corporate

Product	ABV%	Serve Size	Vessel
Heineken	5%	330ml	Bottle
Heineken 3	3%	330ml	Bottle
Iron Jack	3.5%	330ml	Can
Hahn Light	2.9%	330ml	Can
Bourbon & Cola	5%	330ml	Can
Whiskey & Dry	5%	330ml	Can
Vodka & Lime	5%	330ml	Can
Rum & Cola	5%	330ml	Can
Red Wine	13%	150ml	Glass
White Wine	12%	150ml	Glass
Sparkling Wine	12%	150ml	Glass

RETAIL

				Retail Price
Heineken	5%	330ml	Can	\$9.00
Iron Jack	3.5%	330ml	Can	\$7.50
Hahn Light	2.9%	330ml	Can	\$7.00
Bourbon & Cola	5%	330ml	Can	\$11.00
Whiskey & Dry	5%	330ml	Can	\$11.00
Vodka & Lime	5%	330ml	Can	\$11.00
Rum & Cola	3.5%	330ml	Can	\$11.00
Red Wine	13%	150ml	Plastic Goblet	\$8.50
White Wine	12%	150ml	Plastic Goblet	\$8.50
Champagne	12%	150ml	Plastic Goblet	\$18.00

Soft Drinks	600ml	Plastic Bottle	\$5.00
Water	600ml	Plastic Bottle	\$4.50

SERVES PER TRANSACTION

We have taken several factors into consideration to determine our serves per person per transaction ratio.

- Looking at the key demographic of patrons and their expectations
- Wine is limited to 150ml per serve in light of the increased alcohol content. We also limit how much of this product is available from each dispensary
- From our experience with large numbers of casual staff, we have found that consistent messaging and application of service rules have the greatest chance of success

We propose the following serves per person per transaction across both the retail and corporate alcohol outlets –

Maximum four drinks per person per transaction. We will also operate GEMA Groups 4,2,1 policy which will be determined by either senior management or police.

FOOD

GEMA Group will offer substantial corporate catering to all hospitality guests as well as a broad and varied mix of retail foods serviced by over 10 food trucks and marquees. All alcohol outlets will have food vendors in very close proximity across the event site.

ALCOHOL MANAGEMENT STRATEGIES

The GEMA Group has worked extensively in consultation with Senior Constable Rochelle Blue, to develop the following strategies.

In this section:

- Monitoring venue entry/conditions of entry
- Management of bars and outlets
- Identification and management of potential intoxication
- Food and Water
- ID Checking
- Signage
- Alcohol Management reporting
- Pricing/promotions that encourage excessive consumption

MONITORING VENUE ENTRY/CONDITIONS OF ENTRY

World Cup Polo have engaged the following security provider for the event:

SECT Group – See separate Security Management Plan

Contact – Brad Jury 0408 420 399 brad.jury@sectgroup.com

Security is responsible for the management of gate entry, crowd management in the stands, general flow of crowds through public areas and rapid response to issues and evictions. Security will also provide a guard per retail bar service area as well as multiple roaming guards to check for intoxication as per the event roster.

Summary:

Gate entry Points

- Security will carry out bag searches with the emphasis on the detection of smuggled alcohol, glass items and illicit drugs
- Security staff on all entry points will be screening and assessing patrons for signs of intoxication and refusing entry to those deemed intoxicated. Roving security will also be monitoring for intoxicated patrons
- The entry conditions will be clear and if possible communicated prior to the event day to ensure patron understanding of the terms and conditions of entry.
- Ticketed patrons along with workforce may undergo a bag and person search prior to being admitted to the event site

Security Within general licensed areas

- If security staff observe any intoxicated patron within the venue they will remove that person either from the event site or will assist them to a place of safety

Additional services offered to patrons

- An alcohol recovery area will be located outside of the licensed premises in the transport mall should any patron be removed from the precinct with alleged intoxication issues. This area will provide a safe space for the medical team to determine how the patron will get home i.e. Taxi or pickup by family or friends.

MANAGEMENT OF BARS AND OUTLETS

We aim to keep the management of alcohol outlets simple and transparent. Any outlet serving alcohol will be under the supervision of a designated bar supervisor which will also have an area supervisor for support at all times alcohol is being served. The roles and responsibilities of each of these roles are detailed below.

Area Supervisor

- Ensure correct signage is displayed at all times in the outlet
- Ensure all staff involved with the service of alcohol are fully briefed and understand the conditions on the liquor permit including Section 77 NSW Liquor Act
- Provide support to each allocated alcohol outlet supervisor
- Maintain communication with security, the licensee and police
- Be proactive in enforcing the conditions of the liquor permit
- Be proactive in providing a safe and enjoyable environment

Outlet Supervisor

- Ensure correct signage is displayed at all times in the outlet
- Ensure all staff involved with the service of alcohol are fully briefed and understand the conditions on the liquor permit including Section 77 NSW Liquor ACT
- Provide support to each outlet staff member
- Maintain communication with security and their area supervisor
- Be proactive in enforcing the conditions of the liquor permit
- Be proactive in providing a safe and enjoyable environment

Outlet Staff

- To stop any potential breaches of licence
- To challenge persons they suspect to be underage
- To bring to the attention of their supervisor any persons they suspect as being a risk of intoxication. The supervisor at this point will refuse service to the patron
- The responsible service of alcoholic and non-alcoholic drinks to patrons

COMMUNICATION

Each supervisor within an outlet serving alcohol will be issued with a radio and have a mobile phone on hand should they need a secondary means of communication. A senior manager will also be assigned to each area, roaming across designated bars and keeping a visible profile to provide support.

IDENTIFICATION AND MANAGEMENT OF POTENTIAL INTOXICATION

Intoxicated persons are affected by alcohol, drugs or other substances. Some of the symptoms may be as follows –

- Affected appearance
- Impaired behaviour
- Impaired coordination or speech
- Noisy, loud, inappropriate comments
- Strong smell of liquor

We will employ some or all of the following to manage those at risk of becoming, or who we suspect are about to become intoxicated depending on the circumstances:

- Intoxicated persons will not be allowed to remain within the licensed areas
- Where a person is intoxicated and is a potential harm to themselves they will be removed to a place of safety for medical assistance and or removed from the licensed areas
- Managers shall direct security to remove any persons from the licensed areas that they feel are intoxicated
- St John Ambulance will be operating first aid within the event site. They will have trained staff to deal with intoxicated patrons
- Supervisors of alcohol outlets maintain the right to refuse service or reduce serve quantity to any patron they believe may at risk of intoxication

FOOD AND WATER

GEMA Group and Supercars Australia supports the responsible service of alcohol. There are extensive food options available for purchase adjacent to all outlets serving alcohol, or within a very close proximity. All alcohol outlets will also carry a range of packaged chips.

Low and Mid strength alcohol as well as a range of soft drinks are always available from any outlet serving alcohol.

Free drinking water will be available at each alcohol serving point with signage informing the patron that it is available for free.

ID CHECKING

GEMA Group conducts regular staff training and in-depth staff briefings before each shift. This allows us to engage with staff to press the importance of thorough ID checking in order to eliminate the risk of serving minors.

Regardless of whether a minor is with their parents or legal guardians, alcohol will not be sold to those under the age of 18. GEMA Group and Supercars Australia also support that this applies to consumption within the licensed areas.

Staff are trained to challenge anyone who looks under the age of 25 years old.

We strictly adhere to the following valid forms of ID –

- Valid, current Australian Drivers Licence
- A valid, current passport (The passport must contain a picture of the person)

Only original documents will be accepted, no photocopies

PRICING/PROMOTIONS THAT PROMOTE EXCESSIVE DRINKING

GEMA Group strongly supports the sensible consumption of alcohol. As the licensee for the event, we will not discount any alcoholic product in such a way as to encourage excessive consumption

ALCOHOL MANAGEMENT MEETINGS AND REPORTING

There will be a number of procedures in place to share, discuss and capture information on the alcohol management of the event. These include:

Pre – Event

- GEMA Group, WPC and other stakeholders will be meeting with Police command on TBC to review alcohol management and conditions on the liquor permit

Race Day

- GEMA Group will meet with Senior Constable Rochelle Blue prior to bars opening each day and before alcohol is dispensed to discuss any operational matters relating to the service of alcohol.
- GEMA Group will maintain mobile phone and face to face contact with Senior Constable Rochelle Blue, Police Command and Security with regular catch ups throughout the day
- After alcohol service ceases, GEMA Group will meet with all involved parties to discuss any issues arising from the days service, plan and action any points raised.

Post Event

- A meeting with all key stakeholders will be arranged post event by WPC and will be used to highlight any issues or problems arising from the event.