

MORNINGTON PENINSULA SHIRE Community Alcohol Profile

November 2023



Mornington Peninsula Shire Community Alcohol Profile

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SymPlan respectfully acknowledges the Traditional Owners and Custodians of the land, the Boon Wurrung peoples of the Kulin Nation and pays respect to their Elders, past, present and emerging.

Mornington Peninsula Shire Community Alcohol Profile

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Glossary

Alcohol culture	The way different groups of people drink when they get together. Drinking cultures can influence the way individuals drink. Understanding alcohol cultures can provide a lens for designing and implementing programs seeking to reduce harm from alcohol-related products. ¹
Alcohol	Alcohol is a psychoactive substance with dependence-producing properties that has been widely used in many cultures for centuries. ² It is the most widely used drug in Australia. ³
Amenity⁴	The amenity of an area is the quality that the area has of being pleasant and agreeable. Factors that may be considered in determining whether the grant, variation or relocation of a licence would detract from or be detrimental to the amenity of an area include the harmony and coherence of the environment and any other matters prescribed by the Commission. The following factors which may occur inside and/or surrounding the licensed premises are considered to detract from or be detrimental to the amenity of the area in which the licensed premises is situated: • violent behaviour • drunkenness • vandalism • using profane, indecent or obscene language • using threatening, abusive or insulting language • behaving in a riotous, indecent, offensive or insulting manner • disorderly behaviour • causing nuisance • noise disturbance to occupiers of other premises • obstructing a footpath, street or road and • littering.
Alcohol-related violence or disorder	Violence or disorder resulting from or related to the consumption of alcohol, whether or not the alcohol is consumed in the place where the violence or disorder occurs. ⁵
Family incident	A family incident is an incident attended by Victoria Police involving an 'affected family member'. An affected family member' is the person affected by events occurring during a family incident. The other individual involved in a family incident is referred to as the 'other party'. The other party could be a current partner, former partner or a family member. ⁶

¹ VicHealth Alcohol Cultures Framework [Alcohol Cultures Framework | VicHealth](#)

² [Alcohol \(who.int\)](#)

³ [Alcohol | NHMRC](#)

⁴ Liquor Control Reform Act 1998

⁵ Liquor Control Reform Act 1998

⁶ Crime Statistics Agency

	For the purposes of this report the terms family incident and family violence are interchangeable.
Family violence	Family violence is defined by the Family Violence Protection Act 2008 as: Behaviour by a person towards a family member of that person if that behaviour— (a) (i) is physically or sexually abusive; or (ii) is emotionally or psychologically abusive; or (iii) is economically abusive; or (iv) is threatening; or (v) is coercive; or (vi) in any other way controls or dominates the family member and causes that family member to feel fear for the safety or wellbeing of that family member or another person; or (b) behaviour by a person that causes a child to hear or witness, or otherwise be exposed to the effects of, behaviour referred to in paragraph (a).
Harm	Harm arising from the misuse and abuse of alcohol including harm to minors, vulnerable persons or communities, family violence and anti-social behaviour including behaviour that causes personal injury or property damage. ⁷
Licensed premises	A premises which has a liquor licence (other than a pre-retail or producer's licence) or BYO permit
Liquor	Liquor is a beverage, or other prescribed substance, intended for human consumption with an alcoholic content greater than 0.5 per cent by volume at a temperature of 20 degrees Celsius.
Off premises liquor licences	Premises that sell alcohol for consumption off the premises. These typically include bottle shops with packaged or general liquor licences and clubs with full liquor licences. Refer to Appendix 2.
On premises liquor licences	Premises that sell alcohol for consumption on the premises. These typically include restaurants and cafes (restaurant and café licences and BYO permits), nightclubs (on premises and late night on-premises licences), pubs and hotels (general and late-night general licences) and recreational clubs (restricted club licences). Refer to Appendix 2.

⁷ Liquor Control Reform Act 1998

Acronyms

AOD	Alcohol and other drugs
CCTV	Closed circuit television
FASD	Foetal Alcohol Spectrum Disorder
LGA	Local government authority
LCV	Liquor Control Victoria
LGBTIQA+	Lesbian, gay, bisexual, transgender, intersex, queer, asexual
TAC	Transport Accident Commission

Executive summary

Background

Mornington Peninsula Shire Council (the Shire) has recognised the need for a new alcohol harm prevention policy and action plan which will guide it in protecting the community from alcohol-related harm.

Council engaged SymPlan to prepare the Mornington Peninsula Shire Community Alcohol Profile (the profile) which will provide the evidence underpinning the new alcohol harm prevention policy and action plan.

Community and health profile

At present Mornington Peninsula' Shire's population is concentrated along the Port Phillip Bay coastline to the west of the municipality. The population is expected to grow by 10,748 people between 2021 and 2036.⁸ The majority of this growth will occur in the west and southwest (Rosebud, Capel Sound, McCrae, Boneo, Fingal, Cape Schanck), Mornington, Mount Eliza and Dromana.

Compared with Victoria, Mornington Peninsula Shire compares unfavourably with several health and wellbeing indicators, including psychological distress and people who report their health status as fair or poor. In 2023 the municipality also has a high rate of family incidents per 100,000 people compared with the Southern Metro Region.

Alcohol is the primary drug of concern in Victoria and Mornington Peninsula.⁹ In 2021, alcohol accounted for more than half of all drugs of concern in Mornington Peninsula. This was the highest of all the local governments in the Bayside Peninsula Catchment. The municipality has a high rate of ambulance attendances (360 per 100,000 people) and alcohol-related hospital admissions (775 per 100,000 people) compared to metropolitan Melbourne (290 per 100,000 people and 586 per 100,000 people respectively).

Despite high levels of service, overall demand for alcohol and other drugs services is not currently being met in Frankston and Mornington Peninsula.¹⁰

In the 2022-23 Financial Year \$90.3 million was lost on EGMs in the municipality. This was higher than the average for Victoria (\$53.1 million) and metropolitan municipalities (\$77.6 million).

Between the 2019-20 and 2022-23 Financial Years EGM losses in the municipality grew by 8.4 per cent.

Family violence reports increased 23 per cent from the previous year between March and December 2023.

Alcohol consumption behaviours

Alcohol is a psychoactive substance with dependence-producing properties that has been widely used in many cultures for centuries.¹¹ It is the most widely used drug in Australia.¹²

People who consume alcohol are more likely to consume it at home than in a licenced premise.¹³

Mornington Peninsula Shire Council's licensed premises play an important role in supporting tourism and the local business sector. The consumption of alcohol is integral to the community's local culture and contributes to social vitality.

⁸ .id consulting

⁹ Bayside Peninsula Area Catchment Plan, 2023

¹⁰ Bayside Peninsula Area Catchment Plan 2023

¹¹ [Alcohol \(who.int\)](https://www.who.int)

¹² [Alcohol | NHMRC](https://www.nhmrc.gov.au)

¹³ Foundation for Alcohol Research and Education *Annual Alcohol Poll 2020*

Alcohol consumption patterns and behaviours are influenced by several factors including social and peer pressure, association between consuming alcohol and celebrations, widespread alcohol availability and accessibility of cheap alcohol products and exposure to alcohol advertising and promotion.¹⁴

Feedback gathered during a stakeholder engagement workshop provided insights into specific drivers influencing alcohol consumption and alcohol harm on the Mornington Peninsula.

- Mornington Peninsula is a challenging place to address AOD issues because the culture normalises alcohol consumption and is an important part of economic prosperity here.
- The Shire is known for its wineries.
- The shire has limited access to public transport.
- Australian culture normalises binge drinking culture “I don’t drink during the week”.
- Decriminalization of public drunkenness will have a significant impact. Mornington Peninsula Shire currently has the second highest arrest rate for public drunkenness in the State.¹⁵
- Technology has increased the availability of alcohol [with reference to the ability to order alcohol online].
- The issues on the Mornington Peninsula are temporal – over the weekends, during tourist seasons and schoolies the issues are more acute, during other times of the year the issues are more chronic. During the year police incidents involving young people are not a concerning number, but during schoolies it is a challenge as some venues exceed their maximum capacities.
- Some children place pressure on parents to allow them to drink, saying other parents allow their children to drink.
- Alcohol delivery is not well-regulated and increases accessibility for people that are isolated.

Licensed premises context

In April 2023 there were 811 liquor licences¹⁶ on the Mornington Peninsula. The northern part of the municipality is also in close proximity to a concentration of liquor licences in Frankston.

There are concentrations of liquor licences in Mornington, Dromana, and Rosebud, Red Hill, and Mount Eliza. These suburbs are all located along the densely populated Port Phillip Bay coastline, to the west of the municipality.

The majority of liquor licences in Mornington Peninsula Shire are restaurant and café, limited and producer’s. Thirteen of the licensed premises also have gaming licences which permit the use of electronic gaming machines.

Key features of Mornington Peninsula’s mix of licence types are:

- No late-night packaged liquor licences.
- Low proportion of liquor licences selling large quantities of alcohol for consumption off the premises (packaged and general, including late night).
- High proportion of producer’s and remote sellers licences relative to metropolitan and regional municipalities and Victoria.

¹⁴ National Alcohol Strategy 2019-2028

¹⁵ Personal comment, Victoria Police

¹⁶ Including pre-retail and producer’s liquor licences

- Low proportion of general and packaged liquor licences relative to metropolitan and regional municipalities and Victoria.
- High proportion of on premises and restaurant and café liquor licences relative to regional municipalities.

The mix of liquor licences reflects the important role Mornington Peninsula plays in supporting tourism both in the form of hospitality and wine production. It also reflects Shire's strategic location, being an interface council between metropolitan Melbourne and the regional municipalities where the high proportion of restaurant and café licences is consistent the mix of licences typical of metropolitan municipalities and the high proportion of producer's licences consistent with the regional municipalities.

Determinants of alcohol-related harm

Socio-economic determinants of alcohol-related harm include socio-economic disadvantage, cultural background, age, gender, and health and wellbeing status. Physical and environmental determinants of alcohol-related harm include density of liquor licences, proximity to licensed premises, mix and type of licensed premises, trading hours, patron capacity and gambling.

There are 13 licensed premises in the municipality which operate beyond 1am, six of which are located in Mornington and two of which are located in Hastings. Eight of the 13 late night venues are considered high risk due to their operating hours, large patron capacities and provision of electronic gaming machines.

Impacts of alcohol-related harm

The consumption of alcohol is often associated with celebrations, socialisation and the enjoyment of food and drink. However, the abuse and misuse of alcohol in the community leads to of social, health, safety, economic and environmental harms, the costs of which are borne by local government, local service providers and the judiciary system.

The Bayside Peninsula Area Catchment Plan identified the following priority groups in the community considered to be at an elevated risk of alcohol-related harm:

- Aboriginal and Torres Strait Islander people
- People with mental health conditions
- Young people
- Older people
- People in contact with the criminal justice system
- Culturally and linguistically diverse populations
- People identifying as lesbian, gay, bisexual, transgender, and/or intersex.

While a proportion of the community, particularly people aged 30 years and over, is at risk of chronic alcohol-related harms, younger people are at risk of acute alcohol-related harms particularly during peak tourist season and schoolies.

Analysis of the socio-economic determinants of harm within the municipality indicates the communities in Hastings, Rosebud, Tootgarook and Capel Sound are at an elevated risk of alcohol-related harms. These communities also display high levels of socio-economic disadvantage relative to Mornington Peninsula Shire.

Analysis of the three venue specific risk factors, namely venue size, trading hours and operating as a gaming venue indicates there is a concentration of high-risk venues in Mornington and Hastings.

Overall analysis indicates the communities of Mornington and Hastings are at specific risk of alcohol-related harms in the municipality.

Conclusions

Council plays several important statutory roles in protecting the community from alcohol-related harms. These include advocating for an increase in harm minimisation measures, collaborating with partners to ensure equitable access to services, building the community's capacity to engage in healthy alcohol consumption behaviours. Council plays an important statutory role in regulating land uses, including land use for the sale and consumption of alcohol, and maintaining a clean and safe public realm in areas surrounding licensed premises.

A further important role is in developing a strategic framework which will guide these statutory roles and reduce the overall cost burden to Council of alcohol-related harms in the community. This strategic framework would consist of an overarching vision, and a set of objectives, strategies and actions guiding the fulfillment of Council's statutory advocacy, collaborative, capacity building, planning and regulatory roles.

1 Introduction

1.1 Background

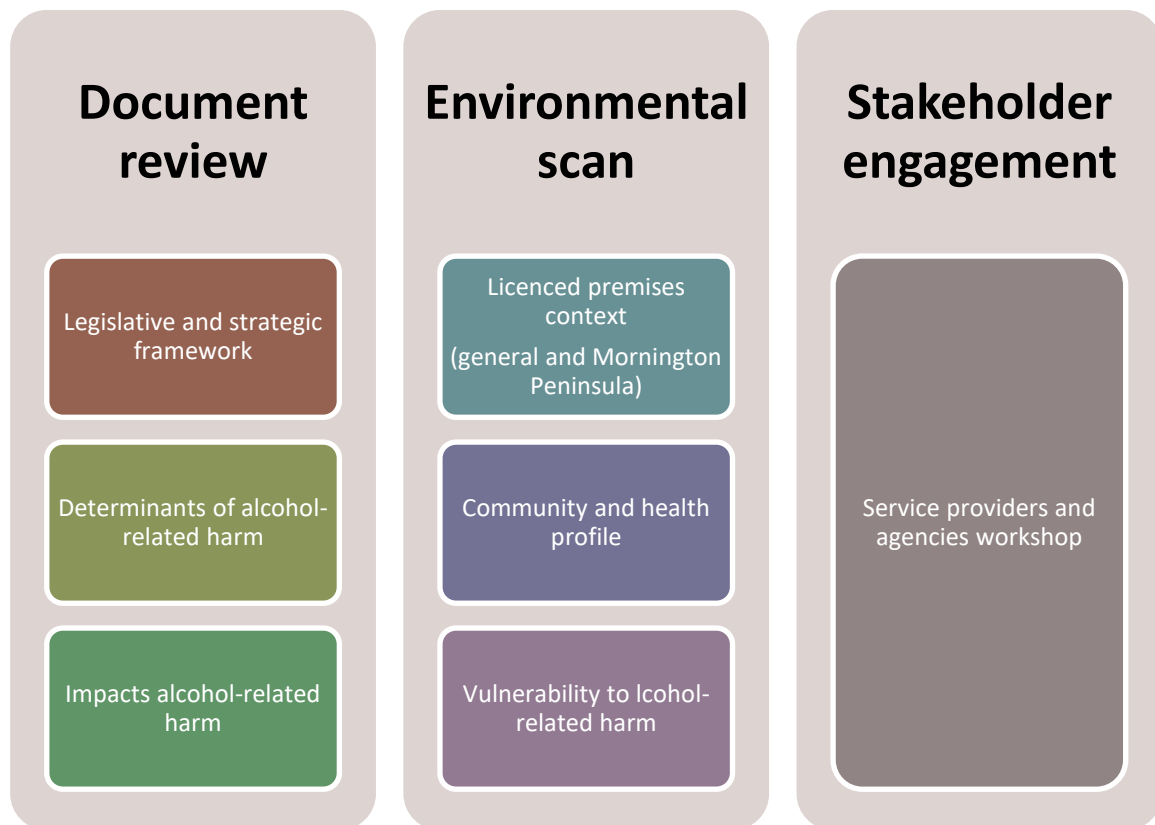
Mornington Peninsula Shire Council (the Shire) has recognised the need for a new alcohol harm prevention policy and action plan which will guide it in protecting the community from alcohol-related harm.

Council engaged SymPlan to prepare the Mornington Peninsula Shire Community Alcohol Profile (the profile) which will provide the evidence underpinning the new alcohol harm prevention policy and action plan.

1.2 Methodology

The methodology guiding the preparation of the profile involved the following:

Figure 1 - Methodology



The documents reviewed are included in Appendix 1.

Detailed outcomes of the environmental scan are provided in Appendices 2, 3, 4 and 5.

A workshop was held with internal and external stakeholders to discuss the socio-economic and environmental drivers of alcohol consumption in the Shire and the impacts of alcohol-related harms on the local community and visitors the shire.

A summary of the discussions held during the stakeholder workshop are provided in Appendix 6.

2 Project context

2.1 Strategic location

The traditional owners of Mornington Peninsula Shire (the municipality) are the Bunurong people of the Kulin nation.

Mornington Peninsula Shire is located at the fringe of Melbourne's outer southern municipalities, between 40 and 80 kilometres south of the Melbourne CBD. It is one of ten interface councils, the others in the southeast being Casey and Cardinia.

The municipality is bounded by Frankston City and the City of Casey in the north, Western Port in the east, Bass Strait in the south, and Port Phillip Bay in the west (refer to Figure 2).

Figure 2 – Strategic location



Source: SymPlan

The municipality consists of the localities of Arthurs Seat, Balnarring, Balnarring Beach, Baxter, Bittern, Blairgowrie, Boneo, Cape Schanck, Capel Sound, Crib Point, Dromana, Fingal, Flinders, Hastings, HMAS Cerberus, Main Ridge, McCrae, Merricks, Merricks Beach, Merricks North, Moorooduc, Mornington, Mount Eliza, Mount Martha, Pearcedale (part), Point Leo, Portsea, Red Hill, Red Hill South, Rosebud, Rye, Safety Beach, Shoreham, Somers, Somerville, Sorrento, St Andrews Beach, Tootgarook, Tuerong and Tyabb.

2.2 Community and health profile

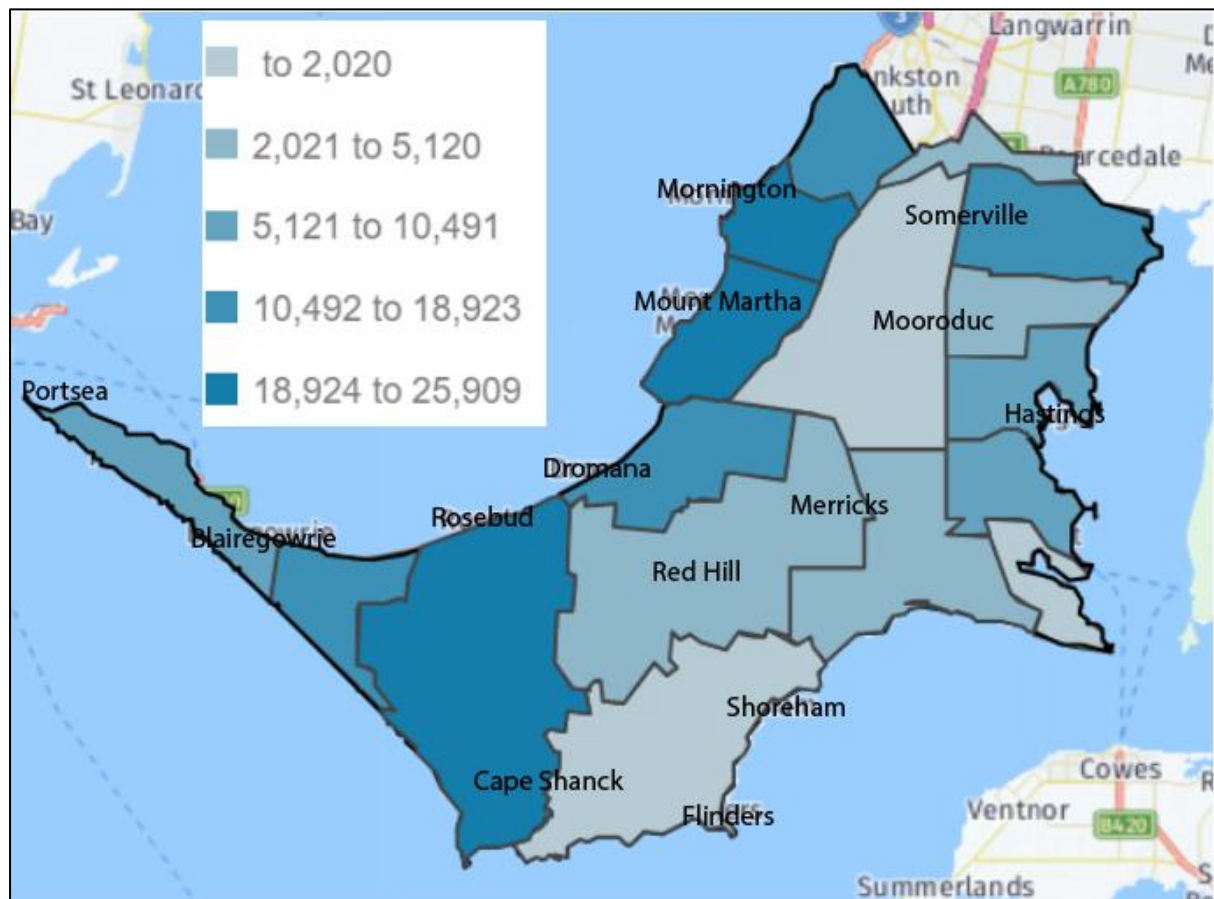
Appendix 4 provides full details of the Mornington Peninsula Shire community and health profile.

2.2.1 Socio-economic profile

Population size and growth

In 2022, the total population of Mornington Peninsula Shire was estimated to be 169,663 people. At present the population is concentrated along the Port Phillip Bay coastline to the west of the municipality (refer to Figure 3).

Figure 3 – Population size and distribution, 2021



Source: SymPlan and ABS Census of Population and Housing 2021, compiled by .id consulting

The population is expected to grow by 10,748 people between 2021 and 2036.¹⁷ The majority of this growth will occur in the west and southwest (Rosebud, Capel Sound, McCrae, Boneo, Fingal, Cape Schanck +2,350 people), Mornington (+2,171 people), Mount Eliza (+1,970 people) and Dromana (+1,581 people). Refer to Appendix 4.

¹⁷ .id consulting

Key characteristics

Relative to Greater Melbourne, Mornington Peninsula has:

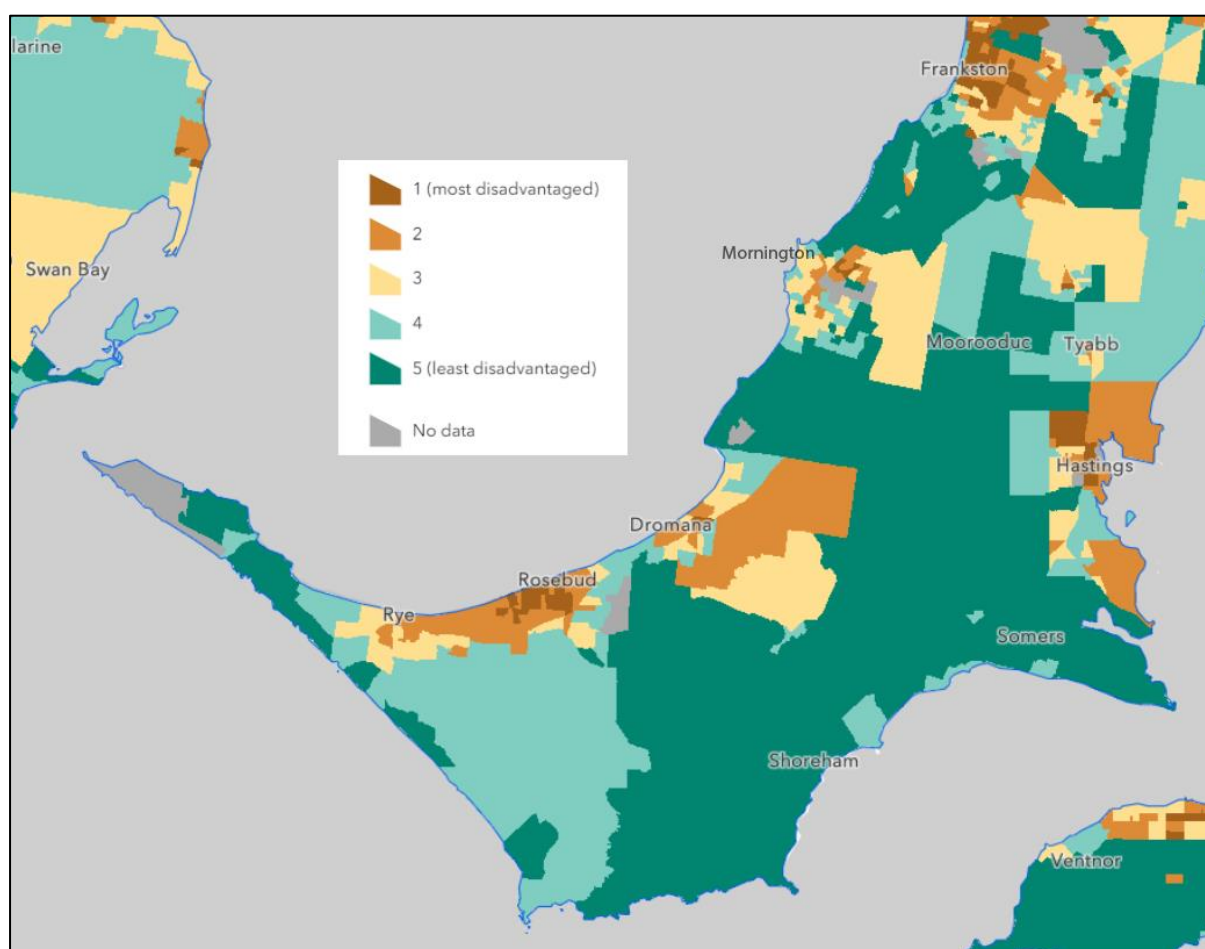
- Similar proportions of males and females.
- Higher proportions of people aged 50 plus years.
- Higher proportions of Aboriginal and Torres Strait Islander peoples, Australian citizens, population over 15 and people employed.
- Lower proportions of people aged 18-24 years, low-income households, group households and people not fluent in English.

Socio-economic disadvantage

Mornington Peninsula Shire, as a whole, does not display high levels of socio-economic disadvantage relative to Victoria, Greater Melbourne and the interface councils (refer to Appendix 4).

There are concentrations of socio-economic disadvantage in Rosebud, Dromana, Hastings and Mornington (refer to Figure 4 and Appendix 4). Hastings and Rosebud had the highest levels of socio-economic disadvantage in the municipality and have higher levels of socio-economic disadvantage relative to the municipality, Greater Melbourne, interface councils and Victoria (refer to Appendix 4).

Figure 4 – Index of Socio-economic Disadvantage, 2021



Source: ABS Census of Population and Housing, 2021

2.2.2 Health and wellbeing profile

Mental and physical health and wellbeing

Compared with Victoria, Mornington Peninsula Shire has (refer to Appendix 4):¹⁸

- Similar proportions of people who are overweight and daily smokers.
- Higher proportions of people who have high or very high levels of psychological distress, people who report their health status as fair or poor, do not feel people can be trusted, do not feel valued by society, own their houses with a mortgage, and experience food poverty.
- Lower proportions of people who rate their life satisfaction as very high.

The impacts of the COVID-19 pandemic on the Mornington Peninsula Shire community include:¹⁹

- Family violence reports increased 23 per cent from the previous year between March and December 2023.
- An increase of 250 per cent in calls to Beyond Blue from Mornington Peninsula community members in 2020.

Crime and safety

In the 12 months preceding March 2023, Mornington Peninsula recorded 9,768 criminal incidents. In this time period the rate of criminal incidents per 100,000 people was lower than the rate for the Southern Metro Region but higher than the rate for Victoria (5,711.9, 7,182.8 and 5,344.6 respectively).

Between 2019 and 2023 the number of criminal incidents and rate of criminal incidents per 100,000 people in Mornington Peninsula dropped by 10.2 per cent and 11.6 per cent respectively. The reduction in these indicators was higher than the reduction for the Southern Metro region (0.1 per cent and 2.5 per cent respectively). In this time period Victoria recorded an increase in the number of criminal incidents but a reduction in the rate of criminal incidents per 100,000 people (+3.8 per cent and -9.5 per cent respectively).

In the 12 months preceding March 2023, Mornington Peninsula recorded 1,996 family violence incidents.²⁰ In this time period the rate of family incidents per 100,000 people was higher than the rate for the Southern Metro Region (920.9) but lower than the rate for Victoria (1,259.50).

Between 2019 and 2023 the number of family incidents and rate of family incidents per 100,000 people in Mornington Peninsula grew by 8 per cent and 6.4 Per cent respectively. The growth in these indicators was lower than the growth for the Southern Metro region (16.7 per cent and 13.8 per cent respectively) and Victoria (14.6 per cent and 11.6 per cent respectively).

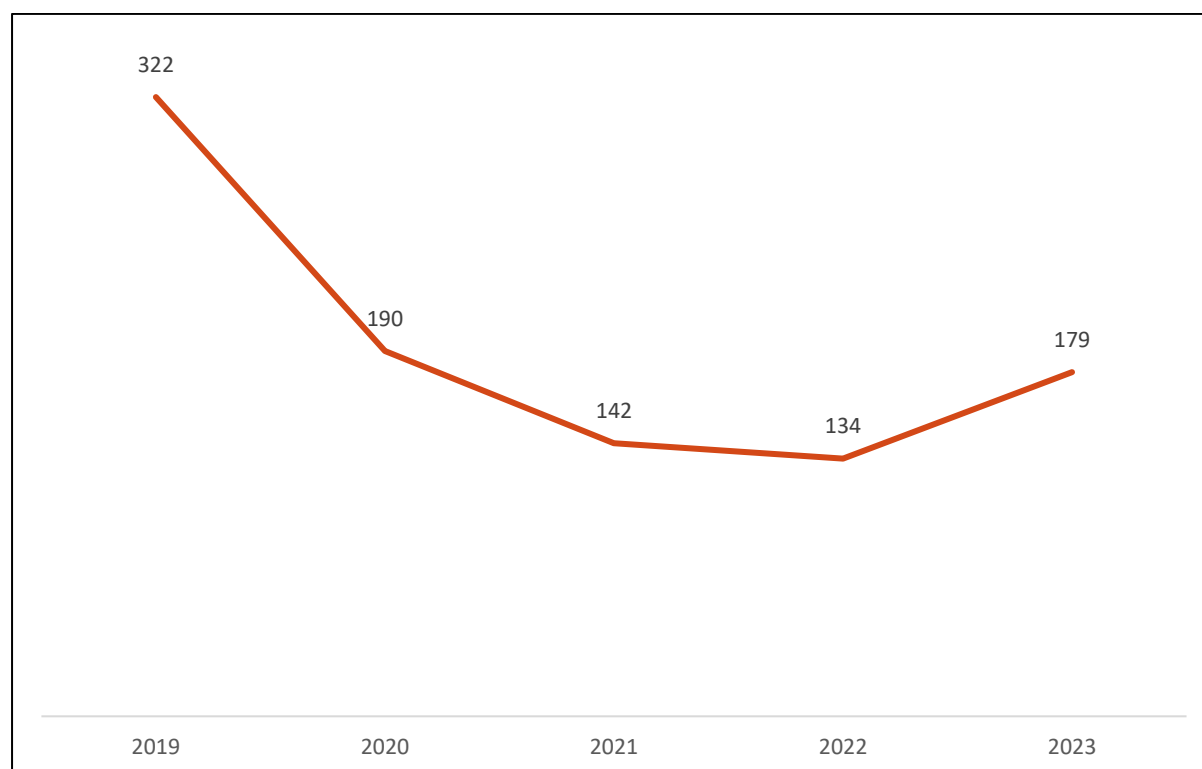
In the 12 months preceding March 2023 there were 179 incidents of drunk and disorderly in public offences in Mornington Peninsula (refer to Figure 5). While there has been a reduction in the number of these incidents between 2019 and 2023, most likely due to the restrictions associated with the COVID-19 pandemic, there has been a 33 per cent increase between 2022 and 2023.

¹⁸ Victorian Population Health Survey 2020

¹⁹ Council and Wellbeing Plan 2021-2025

²⁰ Please refer to glossary for the definition of a 'family incident'. For the purposes of this report, a family incident is the same as an incidence of family violence.

Figure 5 – Drunk and disorderly public offences, Mornington Peninsula Shire, 2019-2023



Source: Crime Statistics Agency

Alcohol-related health indicators

Alcohol is the primary drug of concern in Victoria and Mornington Peninsula.²¹

In the 2020-21 Financial Year, in Mornington Peninsula, there were:

- 1,321 alcohol-related hospital admissions
- 771 ambulance attendances for incidents involving alcohol, with or without other drugs.
- 613 ambulance attendances for incidents involving just alcohol.

In the 2020-21 Financial Year:

- The rate of alcohol-related hospital admissions and ambulance attendances for incidents involving alcohol with or without other drugs was higher than the rate for Victoria and metropolitan municipalities.
- The rate of ambulance attendances involving alcohol only was higher than metropolitan Melbourne and slightly lower than Victoria.

In Mornington Peninsula, between the 2017-18 and 2020-21 financial years there was a reduction in the number and rate of ambulance attendances for incidents that involved alcohol, with and without other drugs and alcohol only. In this time period there was a 12 per cent increase in the number of alcohol-related hospital admissions. This rate of increase was higher than the rate for metropolitan municipalities, regional municipalities and Victoria 99.3 per cent, 9.5 per cent and 9.3 per cent respectively).

²¹ Bayside Peninsula Area Catchment Plan, 2023

In 2021 Mornington Peninsula Shire had the second highest number, and proportion of total, presentations to service providers in the Bayside Peninsula Area Catchment (refer to Table 1).

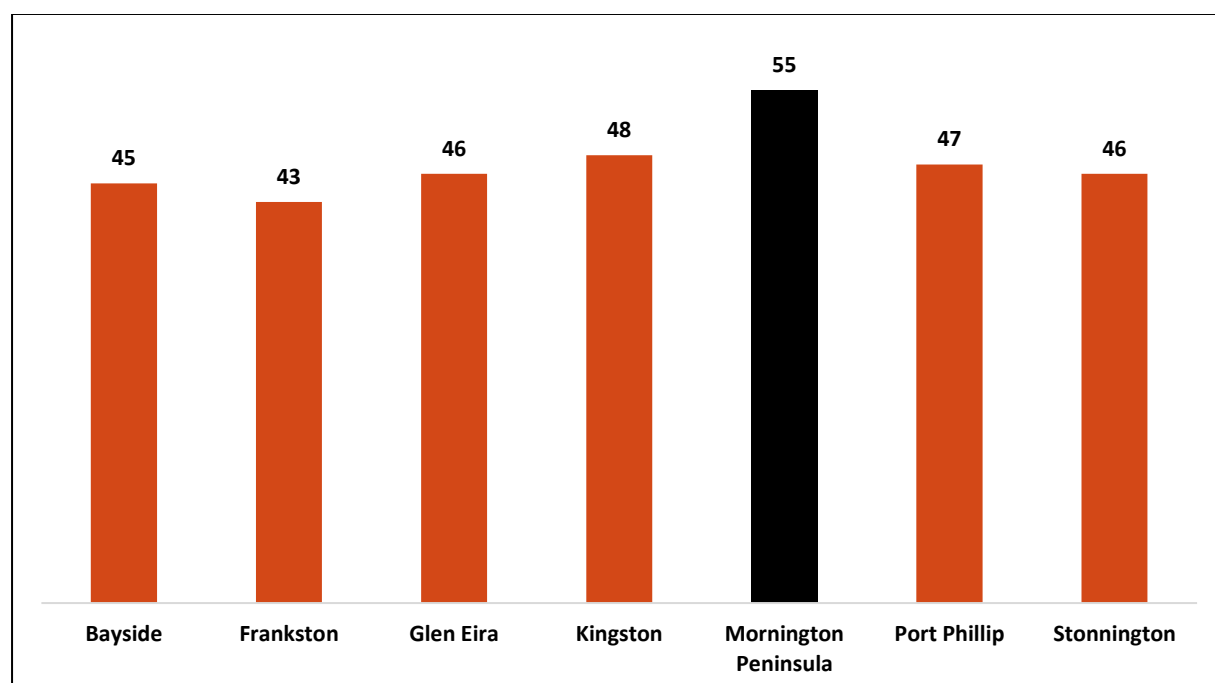
Table 1 - Alcohol and other drug presentations to service providers, 2021

Local government area	Number	Per cent of total
Bayside	847	7.0
Frankston	2,972	24.7
Glen Eira	1,232	10.2
Kingston	1,557	12.9
Mornington Peninsula	2,262	18.8
Port Phillip	2,002	16.6
Stonnington	1,155	9.6
Total	12,027	100.0

Source: Bayside Peninsula Area Catchment Plan 2023

In 2021, alcohol accounted for more than half of all drugs of concern on the Mornington Peninsula. This was the highest of all the local governments in the Bayside Peninsula Catchment (refer to Figure 6).

Figure 6 – Proportion of drugs of concern being alcohol (per cent), 2021, Bayside Peninsula Catchment



Source: Bayside Peninsula Area Catchment Plan 2023

Gambling

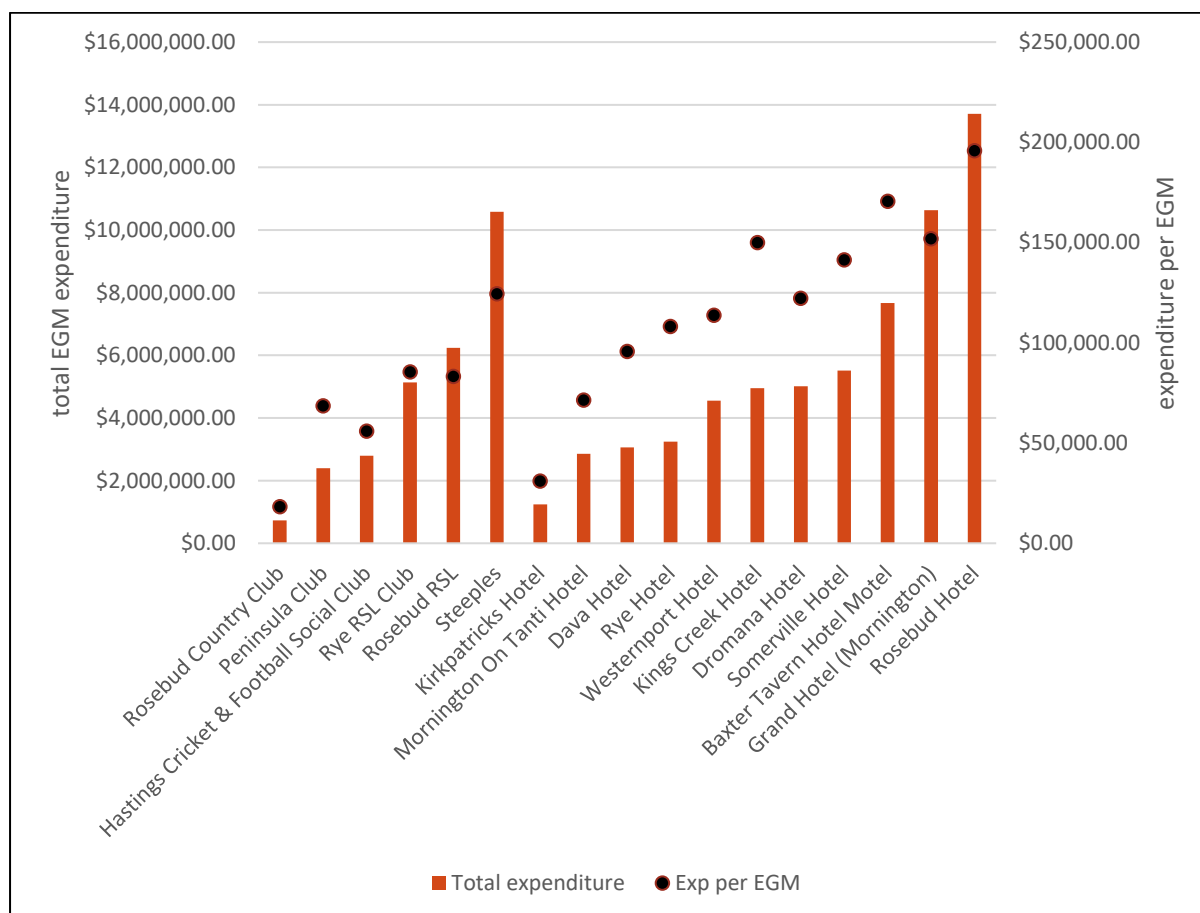
There are currently 17 gaming venues and 825 operating electronic gaming machines (EGMs). In Victoria EGMs are only permitted in hotels, clubs and racing clubs.

In the 2022-23 Financial Year \$90.3 million was lost on EGMs in the municipality. This was higher than the average for Victoria (\$53.1 million) and metropolitan municipalities (\$77.6 million).

Between the 2019-20 and 2022-23 Financial Years EGM losses in the municipality grew by 8.4 per cent.

Rosebud Hotel had the highest total EGM expenditure and expenditure per attached EGM (refer to Figure 7).

Figure 7 – Gaming machine expenditure, 2022-23 Financial Year



Source: Victorian Gambling and Casino Control Commission

2.3 Service provision

The main alcohol and other drugs (AOD) service provider is the Frankston and Mornington Drug and Alcohol Service (previously Stepping up), led by Peninsula Health.

Despite high levels of service, overall demand for AOD is not currently being met in Frankston and Mornington Peninsula.²²

²² Bayside Peninsula Area Catchment Plan 2023

3 Licensed premises profile

This section describes Mornington Peninsula's licensed premises profile at a municipal and suburb level.

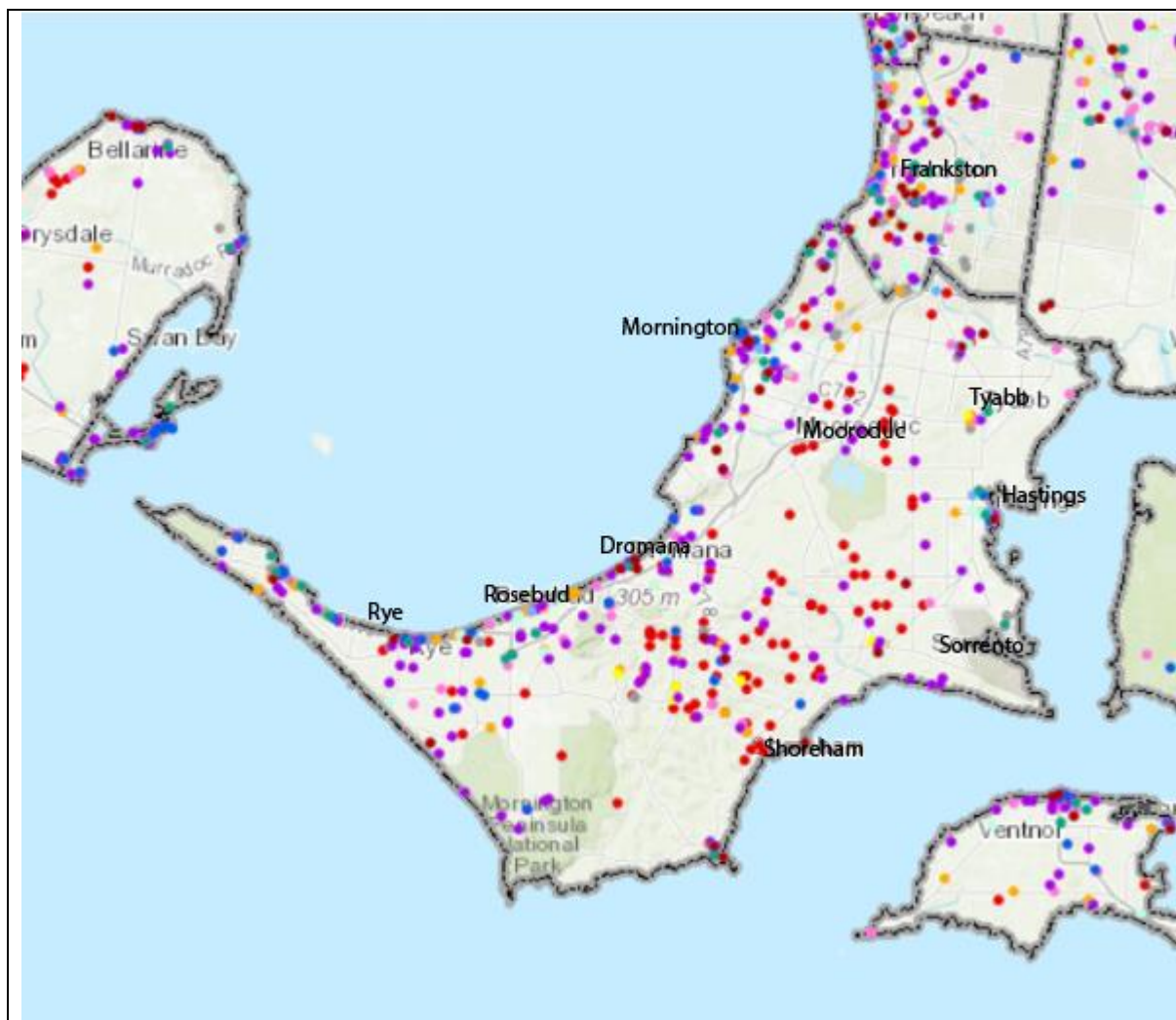
Since March 2020, COVID-19 has had significant impacts on the hospitality and live music industries including licensed venues. Only packaged liquor stores and licensees who were able to sell packaged liquor retail and online were not significantly impacted.

Since the lifting of the pandemic order and restrictions, there are indications that the liquor related industry is recovering. In terms of licence numbers by category with restaurants and cafes; on-premises licences (like bars) and general licences (like hotels) there has been an increase since 31 December 2020.²³

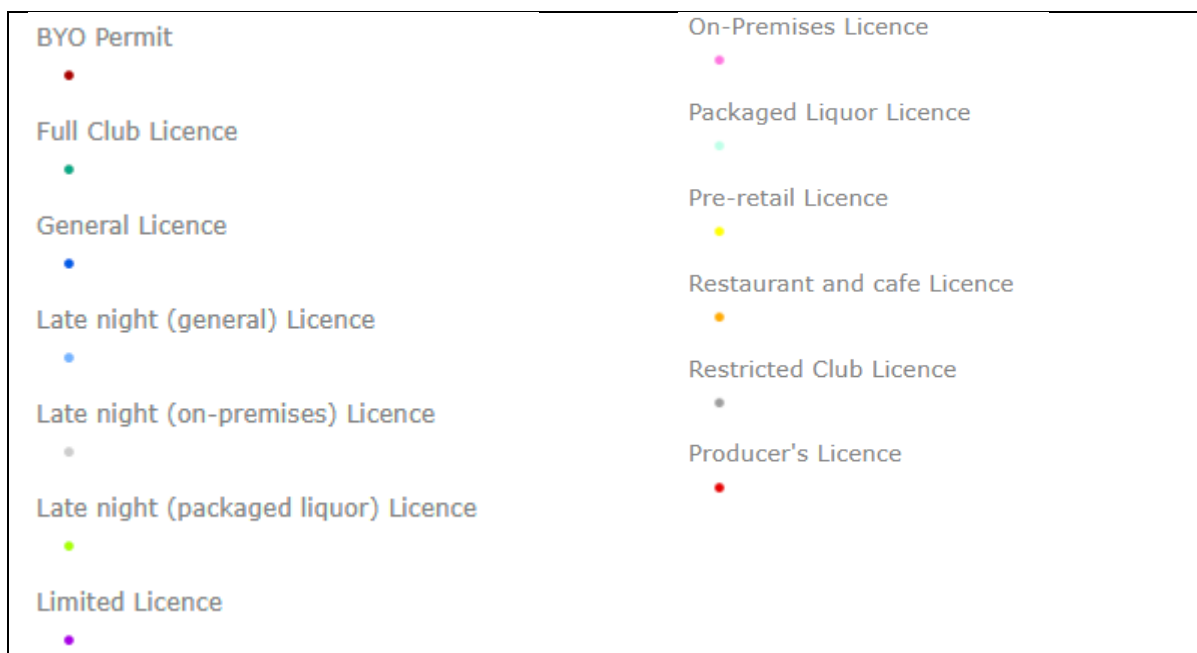
3.1 Context

In April 2023 there were 811 liquor licences in Mornington Peninsula. The northern part of the municipality is also near a concentration of liquor licences in Frankston (refer to Figure 8 and Appendix 5).

Figure 8 – Licensed premises context



²³ Department of Justice and Community Safety Regulatory Impact Statement Liquor Control Reform Regulations 2023



Source: Liquor Control Victoria

There are concentrations of liquor licences in Mornington (n=134), Dromana and Rosebud (n= 61 each), Red Hill (n=58) and Mount Eliza (n=46). These suburbs are all located along the Port Phillip Bay coastline, to the west of the municipality. They are also the suburbs with the highest population density.

3.2 Mix

The majority of liquor licences in Mornington Peninsula Shire are restaurant and café, limited and producer's (refer to Table 2).

Table 2 - Licence type and mix, April 2023, Mornington Peninsula Shire

Licence type	Number	Per cent of total	Number with gaming licences
Pre retail	6	0.7	0
Limited	164	20.2	0
Producer's	106	13.1	0
Remote sellers	67	8.3	0
BYO	35	4.3	0
Restaurant and café	202	24.9	0
On premises	64	7.9	0
Restricted club	29	3.6	0
Full Club	20	2.5	5
Packaged	65	8.0	0
General	41	5.1	3
Late night general	9	1.1	8
Late night on premises	3	0.4	1
Late night packaged	0	0.0	0
Total	811	100.0	17

Source: Liquor Control Victoria

Thirteen of the licensed premises also have gaming licences which permit the use of electronic gaming machines (five of the full club licences, eight of the late-night general, three of the general and one of the late-night on-premises liquor licences).

Key features of Mornington Peninsula's mix of licence types are (refer to Figure 9):

- No late-night packaged liquor licences.
- Low proportion of liquor licences selling large quantities of alcohol for consumption off the premises (packaged and general, including late night).
- High proportion of producer's and remote sellers licences relative to metropolitan and regional municipalities and Victoria.
- Low proportion of general and packaged liquor licences relative to metropolitan and regional municipalities and Victoria.
- High proportion of on premises and restaurant and café liquor licences relative to regional municipalities.

The mix of liquor licences reflects the important role Mornington Peninsula plays in supporting tourism both in the form of hospitality and wine production. It also reflects Mornington Peninsula Shire's strategic location, being an interface council between metropolitan Melbourne and the regional municipalities where the high proportion of restaurant and café licences is consistent the mix of licences typical of metropolitan municipalities and the high proportion of producer's licences consistent with the regional municipalities (refer to Table 3).

Table 3 - Mix and type of liquor licence relative to metropolitan and regional municipalities and Victoria (April 2023)

Number	Mornington Peninsula		Metropolitan		Regional		Victoria	
	#	% total	#	% total	#	% total	#	% total
BYO	35	4	634	4	266	4	900	4
Limited	164	20	2,773	18	1,873	25	4,646	19
Restricted club	29	4	403	3	382	5	785	3
Restaurant and café	202	25	5,436	35	1,302	17	6,738	28
On premises	64	8	1,529	10	518	7	2,049	8
Full Club	20	2	358	2	359	5	717	3
Packaged	65	8	1,564	10	682	9	2,246	9
General	41	5	914	6	1,057	14	1,971	8
Late night general	9	1	374	2	90	1	464	2
Late night on premises	3	0	302	2	41	1	343	1
Late night packaged	-	-	2	0	1	0	3	0
Pre retail	6	1	89	1	21	0	1,226	5
Producer's	106	13	381	2	644	9	1,025	4
Remote sellers	67	8	939	6	247	3	1,186	5
Total	811	100	15,698	100	7,483	100	24,299	100

Source: Liquor Control Victoria

Analysis of the mix and type of licensed premises across the municipality indicates:

- Mornington (n=134), followed by Dromana (n=61), Rosebud and surrounds (n=61), and Red Hill and surrounds (n=58) have the greatest number of liquor licences.
- Mornington (n=20), followed by Rosebud and surrounds (n=13), Dromana (n=11) and Hastings (n=11) have the greatest number of licensed premises selling alcohol for consumption off the premises.²⁴
- Mornington (n=5) followed by Hastings (n=2) have the most late-night liquor licences.²⁵
- Red Hill and surrounds (n=21), followed by Merricks and surrounds (n=14), Dromana (n=10) and Moorooduc (n=10) have the most liquor licences associated with wineries.²⁶

²⁴ Packaged and general liquor licences

²⁵ Late night general and late night on-premises

²⁶ Wine Producer's Licence

4 Alcohol consumption behaviours and alcohol-related harm

The discussion of the alcohol consumption and alcohol-related harm in this section draws on the literature review and feedback gathered during the stakeholder workshop provided in Appendix 6.

4.1 Definitions

The full list of terminology used in this section is provided in the Glossary.

Alcohol and liquor

Alcohol is a psychoactive substance with dependence-producing properties that has been widely used in many cultures for centuries.²⁷ It is the most widely used drug in Australia.²⁸

Liquor is a beverage, or other prescribed substance, intended for human consumption with an alcoholic content greater than 0.5 per cent by volume at a temperature of 20 degrees Celsius.

Amenity²⁹

The amenity of an area is the quality that the area has of being pleasant and agreeable. Factors that may be considered in determining whether the grant, variation or relocation of a licence would detract from or be detrimental to the amenity of an area include the harmony and coherence of the environment and any other matters prescribed by the Commission.

The following factors which may occur inside and/or surrounding the licensed premises are considered to detract from or be detrimental to the amenity of the area in which the licensed premises is situated:

- violent behaviour
- drunkenness
- vandalism
- using profane, indecent or obscene language
- using threatening, abusive or insulting language
- behaving in a riotous, indecent, offensive or insulting manner
- disorderly behaviour
- causing nuisance
- noise disturbance to occupiers of other premises
- obstructing a footpath, street or road and
- littering.

²⁷ [Alcohol \(who.int\)](http://www.who.int)

²⁸ [Alcohol | NHMRC](http://www.nhmrc.gov.au)

²⁹ Liquor Control Reform Act 1998

4.2 Consumption patterns and behaviours

Alcohol consumption patterns and behaviours are influenced by several factors including social and peer pressure, association between consuming alcohol and celebrations, widespread alcohol availability and accessibility of cheap alcohol products and exposure to alcohol advertising and promotion.³⁰

The consumption of alcohol is an integral part of Australian culture, with the perception amongst some that celebration and consuming alcohol are intrinsically linked³¹ with abstinence being viewed by some as 'Australian'.³² It is estimated around a quarter of people consume alcohol at risky levels at least monthly.³³

The per capita rate of alcohol consumption and the percentage of people reporting abstinence from alcohol in Australia has either declined or remained relatively stable in recent years.³⁴ While there have been significant improvements in abstinence among Australians under the age of 30,³⁵ young people aged 18-24 are more likely to drink to get drunk and consume risky levels of alcohol than any other age group.³⁶

People who consume alcohol are more likely to consume it at home than in a licenced premise.³⁷ The majority of people aged 50 years and older (80 per cent) and 18 to 24 year olds (62 per cent) consume the largest quantity of alcohol at home.³⁸ This trend is facilitated by the increased use of online alcohol purchases, with 23 per cent of people having alcohol delivered at least weekly, almost half of whom having alcohol delivered within two hours of ordering.³⁹

Research shows that there can be changes in the patterns of alcohol-consumption during large-scale disasters. While a large proportion of people retained their pre COVID-19 levels of alcohol consumption during the pandemic, some people reported higher levels of stress with women being more likely to increase their levels of alcohol consumption.⁴⁰ This is due to factors such as greater levels of stress, being bored and socially isolated, and spending more time at home.⁴¹

Recent research on alcohol consumption behaviours in Australia identified the following trends in the twelve months prior to January 2020:⁴²

- More than three quarters (79 Per cent) of Australians had consumed alcohol.
- Alcohol has become more accessible due to online and home delivery with 15 per cent of Australians used alcohol home delivery services.
- The home was the most common place for people of all ages to consume alcohol (73 per cent). Other popular settings were pubs, clubs or bars (15 per cent) and restaurants (8 per cent).

³⁰ National Alcohol Strategy 2019-2028

³¹ [Alcohol consumption, 2020-21 financial year | Australian Bureau of Statistics \(abs.gov.au\)](#)

³² National Alcohol Strategy 2019-2028

³³ National Alcohol Strategy 2019-2028

³⁴ National Alcohol Strategy 2019-2028

³⁵ National Alcohol Strategy 2019-2028

³⁶ Foundation for Alcohol Research and Education *Annual Alcohol Poll 2020*

³⁷ Foundation for Alcohol Research and Education *Annual Alcohol Poll 2020*

³⁸ Foundation for Alcohol Research and Education *Annual Alcohol Poll 2020*

³⁹ Foundation for Alcohol Research and Education *Annual Alcohol Poll 2020*

⁴⁰ Farrugia, C and Hinkley, T (2021) *Alcohol-related harm in families and alcohol consumption during COVID-19* Child Family Community Australia, Australian Institute of Family Studies, CFCA Paper No. 60 [Alcohol-related harm in families and alcohol consumption during COVID-19 | Australian Institute of Family Studies \(aifs.gov.au\)](#)

⁴¹ Farrugia, C and Hinkley, T (2021) *Alcohol-related harm in families and alcohol consumption during COVID-19* Child Family Community Australia, Australian Institute of Family Studies, CFCA Paper No. 60 [Alcohol-related harm in families and alcohol consumption during COVID-19 | Australian Institute of Family Studies \(aifs.gov.au\)](#)

⁴² [ALCPOLL-2020-SUMMARY-OF-KEY-FINDINGS.pdf \(fare.org.au\)](#)

- More than a quarter (26 per cent) of Australians were unaware of the Guidelines to reduce health risks from consuming alcohol.
- More than a quarter (28 per cent) of Australians consume alcohol at levels that exceed the Guidelines for short term risk.
- More than three quarters (77 per cent) of Australians feel more needs to be done to reduce the harm caused by alcohol.
- A quarter (25 per cent) felt that pubs, clubs and bars should close by midnight and 45 per cent believe bottle shops should close at 10pm in order to reduce alcohol-related harm.

Feedback gathered during the stakeholder engagement workshop indicated the following locations are associated with different alcohol consumption patterns and behaviours in the municipality:

- **Main Street (Mornington):** There are more alcohol related incidents in Mornington than Frankston. Mornington has a high concentration of social housing. There is a spike of fake IDs in Mornington. Issues occur at the Melbourne Racing Club in Mornington.
- **Hastings:** Consumption of alcohol typically occurs in the home because it is easily accessible due to multiple packaged liquor licences/bottle shops and there are few on-premises licences compared with Mornington. People also consume alcohol in public places such as the Foreshore Village Green.
- **Rosebud:** People consume alcohol on the beach and in backyards.

This feedback also indicated different consumption patterns in the following settings in the municipality:

- **Short-stay accommodation:** Consumption of alcohol often occurs in short stay accommodation when there are larger groups of people and where the accommodation is close to licensed premises that sell alcohol for consumption off the premises.
- **Fast food outlets:** Alcohol consumption often occurs in the public realm surrounding fast food outlets that have extended trading hours.
- Consumption of alcohol often occurs on the **beaches**, in some instances by people experiencing homelessness.

4.3 Drivers influencing alcohol consumption in Mornington Peninsula Shire

Feedback gathered during the stakeholder engagement workshop provided an insight into specific drivers influencing alcohol consumption in the municipality.

- Mornington Peninsula is a challenging place to address AOD issues because the culture normalises alcohol consumption and is an important part of economic prosperity here. The Shire is known for its wineries.
- There is limited public transport in the Shire.
- Australian culture normalises binge drinking culture “I don’t drink during the week”.
- Decriminalization of public drunkenness will have a significant impact. Mornington Peninsula Shire currently has the second highest arrest rate for public drunkenness in the State.⁴³
- Technology has increased the availability of alcohol by making it easy to purchase alcohol online and have it delivered.

⁴³ Personal comment, Victoria Police

- The issues in Mornington Peninsula are temporal – over the weekends, during tourist seasons and schoolies the issues are more acute, during other times of the year the issues are more chronic. During the year police call outs involving young people are low, but during schoolies⁴⁴ it is a challenge as some venues exceed their maximum capacities.
- Some children place pressure on parents to allow them to drink, saying other parents allow their children to drink.
- Alcohol delivery is not well-regulated and increases accessibility for people that are isolated.

One participant highlighted the need to consider the specific reasons people consume alcohol at risky levels which could include a coping mechanism, self-medication, the need to feel connected and ‘fit in’ socially.

4.4 Determinants of alcohol-related harm

The impact of alcohol consumption on an individual’s health and wellbeing is largely determined by the total volume of alcohol they consume and their alcohol consumption behaviours.⁴⁵

There is a substantial body of evidence that indicates alcohol is a contributing factor in family violence incidents and that alcohol abuse / misuse is often underpinned by other health and social challenges such as mental illness.⁴⁶

There are a number of socio-economic, health, physical and contextual factors that determine the volume of alcohol people consume and the extent to which alcohol can cause harm to the individual and the wider community.

Socio-economic profile and health status

The levels of alcohol-related harm are not experienced uniformly across the population.⁴⁷ The more individual vulnerabilities a person has, the more likely they are to develop alcohol-related problems if they consume alcohol.⁴⁸

The literature review identified following groups considered at an elevated risk of alcohol-related harms.

- Men are nearly three times as likely to die from alcohol-related harm compared to women (8.3 and 2.8 deaths per 100,000 respectively).⁴⁹
- Aboriginal and Torres Strait Islander people are more likely to abstain from drinking alcohol than non-Aboriginal and Torres Strait Islander people. However, 35 per cent of Aboriginal and Torres Strait Islander People who drink at risky levels are likely to experience alcohol-related injury compared to non-Aboriginal and Torres Strait Islander people (35 per cent compared to 25 per cent).⁵⁰ Alcohol-related mortality rates among Aboriginal and Torres Strait Islanders are 4.9 times higher than among non-Aboriginal and Torres Strait Islanders.⁵¹

⁴⁴ Schoolies Week is a 3 week graduation festival which is to celebrate Year 12 school leavers from around Australia. The Schoolies Week festival usually take place during the first 3 weeks following the graduation – starting in Mid November.

⁴⁵ [Alcohol \(who.int\)](https://www.who.int)

⁴⁶ Morgan A & McAtamney A 2009. *Key issues in alcohol-related violence*. Research in practice no. 4. Canberra: Australian Institute of Criminology. <https://www.aic.gov.au/publications/rip/rip4>

⁴⁷ National Alcohol Strategy 2019-2028

⁴⁸ [Alcohol \(who.int\)](https://www.who.int)

⁴⁹ Foundation for Alcohol Research and Education *Alcohol-induced deaths in Australia January 2023* [Alcohol-induced-deaths-in-Australia.pdf \(fare.org.au\)](https://fare.org.au)

⁵⁰ National Alcohol Strategy 2019-2028

⁵¹ Department of Health, Commonwealth of Australia (2018) *National Alcohol Strategy*

- People living in remote areas are 1.5 times as likely as people in major cities to consume alcohol at risky levels.⁵²
- Some evidence suggests people experiencing socio-economic disadvantage are at an elevated risk of alcohol-related harm⁵³ while other research indicates people living in areas of least disadvantage are most at risk.⁵⁴ The mixed evidence could suggest that, while the latter group is more likely to consume alcohol at risky levels, the former group vulnerable to the impacts of alcohol-related harm due to their compromised resilience.
- While risky alcohol consumption among people from culturally and linguistically diverse backgrounds is lower than the wider population (5.4 per cent compared to 18.7 per cent), they are at an elevated risk of harm as they may face barriers to receive culturally appropriate help and support.⁵⁵
- The type of harms is determined by age with younger people being more at risk of alcohol-related accidents and injuries and older people being more at risk of alcohol-related diseases.⁵⁶
- Around 37 per cent of people who report problems with alcohol also have co-occurring anxiety and/or mood disorders.⁵⁷
- Children whose parents or guardians experience alcohol dependence are more likely to experience child abuse or neglect.⁵⁸
- Some adults in their 40s, 50s and 60s may continue the risky alcohol consumption behaviours they developed in their earlier years with compromised health and wellbeing status among people aged 65 years and over being at an elevated risk of harm from risky alcohol consumption behaviours.
- LGBTIQ people are less likely than heterosexual people to be abstainers or ex-drinkers (14.4 per cent compared to 21.3 per cent), are more likely to be lifetime risk drinkers (25.8 per cent compared to 17.2 per cent and are more likely to consume alcohol at risky levels.⁵⁹

Feedback gathered during the stakeholder workshop indicated the following groups are at an elevated risk of alcohol-related harm in Mornington Peninsula Shire:

- **Young people** – Some of the reasons young people in the municipality are at an elevated risk of harm include limited public transport and opportunities to participate in social and recreational activities, unlimited access to money to purchase alcohol, they are at a life stage where taking risks is the norm, peer pressure, boredom and family situation. Young people more likely to frequent pubs and restaurants and some young people in more the affluent communities in Mornington, Mt Eliza, Mt Martha have access to cash and fake ID's, discouraging some young people from reporting issues. Alcohol-related harm among young people is more seasonal, peaking during holiday season and end of year schoolies.
- **Older people** Some older people experience social isolation and loneliness and can easily access alcohol. Older people both frequent cafes and restaurants and purchase packaged liquor to consume at home. Issues among older people are more chronic and occur throughout the year.

⁵² National Alcohol Strategy 2019-2028

⁵³ [Alcohol \(who.int\)](https://www.who.int/)

⁵⁴ [Alcohol consumption, 2020-21 financial year | Australian Bureau of Statistics \(abs.gov.au\)](https://www.abs.gov.au/)

⁵⁵ National Alcohol Strategy 2019-2028

⁵⁶ National Alcohol Strategy 2019-2028

⁵⁷ National Alcohol Strategy 2019-2028

⁵⁸ National Alcohol Strategy 2019-2028

⁵⁹ National Alcohol Strategy 2019-2028

- **People experiencing socio-economic disadvantage** – There is a higher prevalence of family violence in communities experiencing socio-economic disadvantage in the municipality, particularly those with a high concentration of licensed premises. In these communities alcohol-related issues are experienced in public housing and among people who are unemployed. People with greater disadvantage more likely to drink at home.
- People presenting in **financial crisis** often have AOD and gambling addiction issues.

Anecdotal evidence indicates that previously the ratio of male to females experiencing harm was 5:1, in recent years the ratio is more likely to be 1:1.

Licensed premises context

There are several interrelated features of physical context within which alcohol is sold, served and consumed that determine the potential level of alcohol-related harm in a community.

- **Density of liquor licences**⁶⁰. Research conducted in Melbourne between 1996 and 2005 found that adding a new outlet in a postcode increased the family violence rate in police statistics by an average of 28.6%.⁶¹ Other research has found that a 10 per cent increase in off-licence liquor outlets (bottle shops) is associated with a 3.3 per cent increase in family violence. Increases in family violence were also apparent with the increase in general (pub) licences and on-premise licences - for every 10,000 additional litres of pure alcohol sold by off-site outlets, family violence rose by 26 per cent in that area.⁶² The potential for family violence assaults increases where the concentration of hotels is greater than 2: 1,000 population and packaged liquor licences is greater than 0.75 per 1,000 people.⁶³ In Mornington Peninsula Shire the rates are 0.3 hotels per 1,000 people and 0.01 packaged liquor licences per 1,000 people. Anecdotal evidence gathered during the stakeholder workshop indicated that the concentration of licensed premises in Mornington is one of the reasons for the high incidence of alcohol-related harm in this location.
- **Proximity:** For those living in more disadvantaged areas, not having liquor licences selling alcohol for consumption off the premises-licences available within 800 m, or on-licenses available within 400 m were protective of self-rated health.⁶⁴ Anecdotal evidence gathered during the stakeholder workshop indicated that amenity issues are greater in areas where dwellings are located in close proximity to concentrations of licensed premises.
- **Mix and type of liquor licences:** Premises selling alcohol for consumption off the premises pose increased risks⁶⁵ with 41.7% of all alcohol-related attendances during high alcohol hours reported consuming last drinks at identifiable hotels, bars, nightclubs.⁶⁶ Proximity of premises selling alcohol for consumption to late night clubs and pubs can contribute to pre-loading. Areas with a concentration of risky venues such as large late-night venues can contribute to a culture of risky alcohol consumption.
- **Trading hours:** The later the trading hours, the greater the risk of harm. Hours beyond 1am are characterised by significant increases in police incidents and ambulance attendances.

⁶⁰ Livingston M, Wilkinson C, Room R. Community impact of liquor licences: an Evidence Check rapid review brokered by the Sax Institute (www.saxinstitute.org.au) for the NSW Ministry of Health, 2015.

⁶¹ Foundation for Alcohol Research and Education (2015) Policy options paper : Preventing alcohol-related family and domestic violence

⁶² Livingston, M. (2011), 'A longitudinal analysis of alcohol outlet density and domestic violence'. *Addiction*, 106: 919–925. doi:10.1111/j.1360-0443.2010.03333.x

⁶³ Donnelly, N, Menendez, P and Mahoney, N (2014) The effect of liquor licence concentrations in local areas on rates of assault in New South Wales NSW Bureau of Crime Statistics and Research, Bulletin Number 181, December 2014

⁶⁴ Badland, H., Mavoa, S., Livingston, M., David, S., and Giles-Corti, B. (2016) Testing spatial measures of alcohol outlet density with self-rated health in the Australian context: Implications for policy and practice. *Drug Alcohol Rev*, 35: 298–306. doi: [10.1111/dar.12341](https://doi.org/10.1111/dar.12341).

⁶⁵ Livingston M, Wilkinson C, Room R. Community impact of liquor licences: an Evidence Check rapid review brokered by the Sax Institute (www.saxinstitute.org.au) for the NSW Ministry of Health, 2015.

⁶⁶ Miller, P Droste, N, Bakers, T and Gervis, C (2015) 'Last drinks: A study of rural emergency department data collection to identify and target community alcohol-related violence' *Emergency Medicine Australasia*

Although usually related to entertainment precincts that have a cluster of similar venue types, it also relates to alcohol-related incidents on private property which is often the result of the consumption of packaged liquor.⁶⁷ Each additional high-alcohol hour that a venue can be open for is associated with a 72% increase in the number of recorded assaults.⁶⁸ Staggered closing hours among venues near one another can contribute to bar hopping. Anecdotal evidence gathered during the stakeholder workshop indicated that the 1am closure of licensed premises in Mornington has contributed to a reduction in alcohol-related incidences in this area.

- **Venue size:** Larger floor space represents a greater risk of harm for larger packaged liquor stores similar to larger bars (on-premises and late night on-premises licence) or hotels (general licence and late-night general licence).⁶⁹ Venues with maximum capacities between 501 and 1000 are 6.1 times more likely to have an assault recorded compared with venues with a maximum capacity between 0 and 100.⁷⁰ However, anecdotal evidence gathered during the stakeholder workshop indicated that in some instances there are fewer alcohol-related incidents at larger venues as they have experienced staff who manage RSA well, whereas the smaller venues often generate more challenges.
- **Activity:** Licensees offering gaming facilities (where the evidence is stronger for hotel gaming relative to club gaming).⁷¹ This is supported by evidence gathered during the stakeholder workshop.
- **Venue management:** Licensees that have received one or more infringements for patron intoxication are likely to operate venues associated with alcohol-related harm.⁷² This is supported by evidence gathered during the stakeholder workshop.
- **Venue design:** Internal measures such as venue layout and design, the placement of signs, furniture and other items as well as lighting, climate control and noise attenuation. Refer to Design Guidelines for Licensed Venues, July 2017 for more details.⁷³
- **Design of the public realm outside the licensed premises:** External measures, including management of the streetscape and public spaces adjacent to licensed premises can affect patron movement, real and perceived safety, cleanliness and hygiene and the potential impact on the amenity of adjacent properties. Refer to Design Guidelines for Licensed Venues, July 2017 for more details.⁷⁴
- **Advertising:** Alcohol advertising is directly linked to higher levels of alcohol consumption in general, and risky levels of alcohol consumption in particular, particularly among young people.^{75, 76} The marketing and consumption of alcohol is an integral part of Australian sporting culture. This increases young people's exposure to alcohol when participating in

⁶⁷ Department of Justice and Community Safety Regulatory Impact Statement Liquor Control Reform Regulations 2023

⁶⁸ Miller, P et al (2021) "Size does matter: An exploration of the relationship between licensed venue capacity and on-premise assaults" *Alcohol Clinical and Experimental Research* <https://doi.org/10.1111/acer.14621>

⁶⁹ Department of Justice and Community Safety Regulatory Impact Statement Liquor Control Reform Regulations 2023

⁷⁰ Department of Justice and Community Safety Regulatory Impact Statement Liquor Control Reform Regulations 2023

⁷¹ The Allen Consulting Group (2009) *Alcohol-related harm and the operation of licensed premises* Report to the Department of Justice

⁷² The Allen Consulting Group (2009) *Alcohol-related harm and the operation of licensed premises* Report to the Department of Justice

⁷³ [Design Guidelines for Licensed Venues MAY 2017 FINAL.pdf \(vgccc.vic.gov.au\)](#)

⁷⁴ [Design Guidelines for Licensed Venues MAY 2017 FINAL.pdf \(vgccc.vic.gov.au\)](#)

⁷⁵ Jernigan D, Noel J, Landon J, Thornton N, Lobstein T. [Alcohol marketing and youth alcohol consumption: a systematic review of longitudinal studies published since 2008](#). *Addiction* [Internet]. 2017 [01.08.2023]; 112(S1):[7-20 pp.].

⁷⁶ Bryden A, Roberts B, McKee M, Petticrew M. [A systematic review of the influence on alcohol use of community level availability and marketing of alcohol](#). *Health & Place* [Internet]. 2012 [12.07.2023]; 18(2):[349-57 pp.].

sporting training and events where alcohol is served, or when watching sporting events on television.

- **Access to public transport:** A lack of public transport can compromise efficient patron dispersal when the venues close.

Analysis of the presence of these risk factors in the municipality's licensed premises indicates the following (refer to Appendix 5):

- There are 13 venues operating beyond 1am, nine of which operate under a late-night general licence, three of which operate under an on-premises licence and one of which operates under a restaurant and café licence.
- Six of the 13 late night venues are located in Mornington and two are located in Hastings.
- Nine of the 13 late night venues have patron capacities within the risk category (500 to 1,000)
- Nine of the 13 late night venues operate as gaming venues.
- Eight of the 13 late night venues have all three risks namely operating after 1am, patron capacity between 500 and 1,000 and operating as a gaming venue.

4.5 Impacts of alcohol-related harm

Social

Feedback gathered during the stakeholder workshop indicated that while the consumption of alcohol on the Mornington Peninsula contributes to social vitality, it is also associated with a range of social harms including social isolation and exclusion, disconnection with support services, family and relationship breakdown, generational trauma, child neglect and perceived safety and security.

Health and safety

While alcohol is for the most part consumed at levels of low immediate risk, some people consume alcohol at levels that increase their vulnerability to alcohol-related harms, including injury and disease.⁷⁷

The harmful use of alcohol can result in harm to the individual, and other people such as family members, friends, co-workers and strangers. In 2021, 1,559 people in Australia died of an alcohol-induced death, such as chronic conditions like liver cirrhosis or acute conditions such as alcohol poisoning. Alcohol-induced deaths were recorded at a rate of 5.4 deaths for every 100,000 people living in Australia – the highest rate reported in 10 years.⁷⁸

Alcohol is a causal factor in more than 200 diseases, injuries and other health conditions. The consumption of alcohol is associated with a risk of developing health problems such as mental and behavioural disorders, including alcohol dependence, and other noncommunicable diseases such as liver cirrhosis, some cancers and cardiovascular diseases.⁷⁹ A causal relationship has been established between harmful drinking and the incidence or outcomes of infectious diseases such as tuberculosis and HIV.⁸⁰

A significant proportion of the disease burden attributable to alcohol consumption is caused by unintentional and intentional injuries, including those involving road traffic crashes and suicide.⁸¹

⁷⁷ Alcohol consumption, 2020-21 financial year | Australian Bureau of Statistics (abs.gov.au)

⁷⁸ Australian Bureau of Statistics (2021), *Causes of Death, Australia*, ABS Website

⁷⁹ [Alcohol \(who.int\)](https://www.who.int)

⁸⁰ [Alcohol \(who.int\)](https://www.who.int)

⁸¹ [Alcohol \(who.int\)](https://www.who.int)

Alcohol abuse and misuse are associated with interpersonal violence.⁸² In 2015-16 37.2 percent of total physical assaults were committed by people under the influence of alcohol. Further, alcohol was involved in 34 per cent of intimate partner violence incidents with more than half of the alcohol consumed having been purchased between 500k and 10km from the incident location.⁸³ Family violence is recognised as one of the harms caused by alcohol abuse and misuse in the *Liquor Control Reform Act 1998 (as amended 2021)*. Victims of intimate and family violence who use alcohol may be particularly vulnerable.⁸⁴

Consumption of alcohol has the potential to negatively impact families by compromising the ability of parents and carers to nurture the social, emotional and material needs of children and contributing to family violence.⁸⁵ Consumption of alcohol during pregnancy may cause birth defects and behavioural and neurodevelopmental abnormalities. Foetal alcohol spectrum disorder (FASD) is a lifelong neurodevelopmental condition caused by a child's exposure to alcohol while in the womb. Children with FASD can face significant lifelong challenges with physical activities, communication, learning, memory, and behaviour. This can lead to problems at school, their personal lives and result in antisocial and disruptive behaviour.⁸⁶ It is estimated that half of pregnant women consume alcohol during their pregnancy and alcohol is involved in 34 per cent of intimate partner violence incidents and 29 per cent of family violence incidents.⁸⁷

The risk of having a mental illness is around four times higher for people who consume alcohol at risky levels than for people who do not.⁸⁸

The social and economic costs of alcohol-related harm are borne by service providers, employees, the judicial and health system and local government services.⁸⁹ It is estimated that 10-15 per cent of emergency department presentations are alcohol-related and 25 per cent of all frontline police officers time is taken by alcohol-related crime.⁹⁰ Research has shown that almost half of Australian adults experience harm from other people's drinking.⁹¹

Feedback gathered during the stakeholder workshop supported the findings from the literature review, identifying specific health and safety harms including assaults and family violence, accidents, post-traumatic stress disorder (PTSD), malnutrition and FASD.

Economic

Licensed premises have the potential to contribute to economic viability by supporting tourism, local businesses and land use diversity. While this positive impact was identified by the stakeholders during the workshop, participants identified several negative economic impacts associated with alcohol-related harms including unemployment caused by job absences, homelessness, reduced disposable income and increased reliance on material aid.

In addition, participants indicated the costs associated with addressing alcohol-related harm in the community are borne by emergency service providers (police call outs, hospital admissions, ambulance attendances), welfare and support services (material aid and counselling) and the judiciary system (court appearances and law enforcement). In addition, Council officers indicated alcohol-

⁸² Department of Health, Commonwealth of Australia (2018) *National Alcohol Strategy*

⁸³ Department of Health, Commonwealth of Australia (2018) *National Alcohol Strategy*

⁸⁴ Sutherland, P., McDonald, C., and Millsted, M. (2016) *Family violence, alcohol consumption and the likelihood of criminal offences* Crime Statistics Agency

⁸⁵ Farrugia, C and Hinkley, T (2021) *Alcohol-related harm in families and alcohol consumption during COVID-19* Child Family Community Australia, Australian Institute of Family Studies, CFCA Paper No. 60 [Alcohol-related harm in families and alcohol consumption during COVID-19 | Australian Institute of Family Studies \(aifs.gov.au\)](#)

⁸⁶ [Alcohol and pregnancy—what is foetal alcohol spectrum disorder? | Queensland Health](#)

⁸⁷ National Alcohol Strategy 2019-2028

⁸⁸ National Alcohol Strategy 2019-2028

⁸⁹ National Alcohol Strategy 2019-2028

⁹⁰ National Alcohol Strategy 2019-2028

⁹¹ [Alcohol's harm to others in Australia - Alcohol and Drug Foundation \(adf.org.au\)](#)

related harms increases costs associated with waste collection, maintenance and cleaning of public places caused by property damage, anti-social behaviour and enforcement of local laws and planning permit conditions.

Environmental amenity

The presence of well-managed and designed licensed premises can enhance the amenity of the surrounding area through activation of streetscapes and enhancing natural surveillance.

People consuming alcohol at risky levels may detract from amenity of the area surrounding licensed premises through anti-social behaviour (urination, vomiting), property damage and litter and noise. These issues were also identified by the stakeholders during the stakeholder workshop.

4.6 Vulnerability to alcohol-related harm in Mornington Peninsula Shire

The Bayside Peninsula Area Catchment Plan identified the following priority groups in the community considered to be at an elevated risk of alcohol-related harm:

- Aboriginal and Torres Strait Islander people
- People with mental health conditions
- Young people
- Older people
- People in contact with the criminal justice system
- Culturally and linguistically diverse populations
- People identifying as lesbian, gay, bisexual, transgender, and/or intersex.

Analysis of the socio-economic determinants of harm within the municipality indicates the communities in Hastings, Rosebud, Tootgarook and Capel Sound are at an elevated risk of alcohol-related harms. These communities also display high levels of socio-economic disadvantage relative to Mornington Peninsula Shire.

Analysis of the three venue specific risk factors, namely venue size, trading hours and operating as a gaming venue indicates there is a concentration of high-risk venues in Mornington and Hastings.

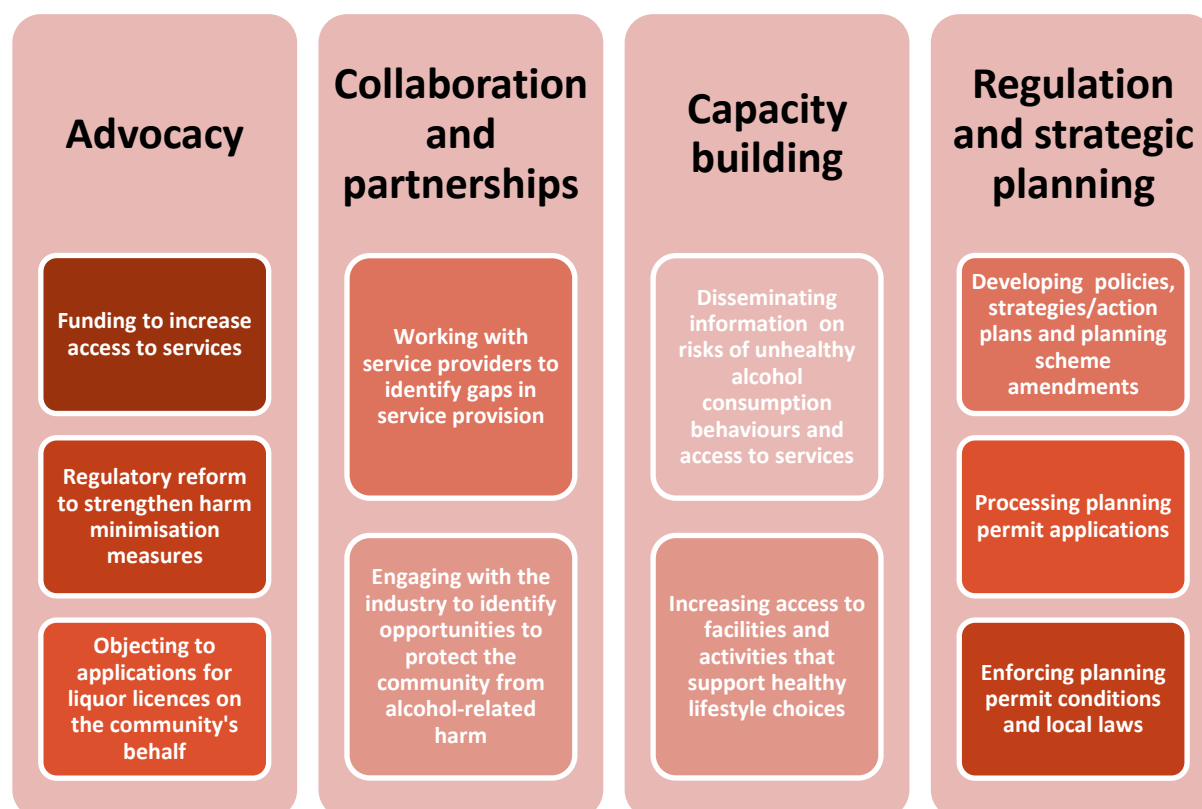
Overall analysis indicates the communities of Mornington and Hastings are at specific risk of alcohol-related harms in the municipality.

5 Regulatory and strategic framework

5.1 Statutory instruments

As the closest tier of government to the community, Council plays a significant statutory role in creating environments which establish and maintain healthy lifestyle behaviours and prevent alcohol-related harm. These statutory roles are fulfilled in collaboration with other agencies such as peak bodies, service providers, advocacy groups and the industry (refer to Figure 9).

Figure 9 – Council’s statutory roles



Source: SymPlan

These statutory roles are defined by the following legislative instruments.

Planning and Environment Act 1987

The *Planning and Environment Act 1987* is the key legislative tool involved in assessing planning permit applications for licensed premises.

The purpose of the *Planning and Environment Act 1987* is to guide planning for the use, development and protection of land in Victoria. The Act sets out the Victoria Planning Provisions (VPPs), regulations for the operation and any potential amendments of the Mornington Planning Scheme, and other processes relating to the operation of land use in the municipality.

There is no reference to health and wellbeing in the objectives of the *Planning and Environment Act 1987*.

Amendments to the *Planning and Environment Act, 1987* in 2015 now require Council to have regard to the number of objectors in considering whether the use of development of land may have a significant social effect.

Liquor Control Reform Act 1998 (amended 2021)

The *Liquor Control Reform Act 1998* (amended 2021) is the statutory instrument regulating the operation of licenced premises.

Relevant objectives of the *Liquor Control Reform Act 1998* (amended 2021) are:

- (a) to contribute to minimising harm including by ensuring the supply of liquor contributes to and does not detract from the amenity of community life, encouraging a culture of responsible consumption of alcohol, and reducing risk drinking of alcohol.
- (b) to facilitate the development of a diversity of licensed facilities reflecting community expectations.
- (c) to contribute to the responsible development of the liquor, licensed hospitality and live music industries.

The purpose of the *Liquor Control Reform Amendment Act 2021* is to modernise and reform Victorian liquor laws. This legislation introduces the following changes:

- Parties now have the opportunity to appeal an ‘internal review’ on the decision itself, not just on a point of law.
- The new definition of harm arising from the misuse and abuse of alcohol includes:
 - Harm to minors, vulnerable persons or communities, including groups within communities.
 - Family violence (For Councils this means the Commission must consider matters such as how a proposed granting of a licence would impact the rates of family violence)
 - Anti-social behaviour, including behaviour that causes personal injury or property damage.
- Restaurant and café licences now permit the sale of alcohol for consumption off the premises if it is purchased as part of a take-away meal.
- Holders of a restaurant and café, general, late night (general), on premises and late night (on-premises) will automatically be authorised to trade until 1am every day of the week. This is likely to cause tensions between planning permit conditions and liquor licence conditions if the trading hours on the former are more restrictive.
- Large format (larger than 750 sqm) packaged liquor outlets will be required to go through a new ‘high risk’ assessment, as part of this applicants will need to supply a community impact assessment which will consider some of the following:
 - Local consultation that has been undertaken with the local community (within the LGA)
 - The positive and negative social and economic impacts

The Act defines the types of liquor licences in Victoria (refer to Appendix 2).

Under the Liquor Control Reform Act 1998, certain areas, including entertainment precincts, shown to have a greater tendency for alcohol related violence and antisocial behaviour can be classified as ‘designated areas’. This determination is made by the Victorian Liquor Commission (VLC) in consultation with the Chief Commissioner of Police. On 26 November 2020 the Commission declared the area within the Mornington CBD and surrounding areas a designated area (refer to Appendix 2).

Victoria Police have the power to ban people from licensed premises and designated areas for up to 72 hours for offences including drunkenness, physical assault, destroying or damaging property and failure to leave licensed premises.

Police also have the power to seek a court order to ban repeat offenders from designated entertainment precincts for up to 12 months.

Local Government Act 2020

The *Local Government Act 2020* provides councils with the authority to ensure the peace, order and good governance in its municipal district for the benefit and wellbeing of the municipal community. The Act states this role is to be fulfilled in collaboration with other Councils and Governments and statutory bodies.

Public Health and Wellbeing Act 2008

The *Public Health and Wellbeing Act 2008* gives local government specific statutory responsibilities to plan for and contribute to protecting and improving health and wellbeing. Local governments are required to protect, improve and promote public health and wellbeing by creating supportive environments, strengthening the community's capacity to lead healthy lives, developing and implementing public health policies and programs, intervening if the community's health is potentially affected and collaborating with others involved in building healthy communities.

The Act promotes evidence-based planning and decision-making and is founded on the precautionary principle which means if there is a risk to the community's health and wellbeing, the absence of scientific evidence should not justify postponing measures to prevent or control the risk.

Gender Equality Act 2020

One of the purposes of the *Gender Equality Act 2020* is to require councils to promote gender equality in their policies, programs and services.⁹²

The Act is founded on the following gender equality principles:

1. All Victorians should live in a safe and equal society, have access to equal power, resources and opportunities and be treated with dignity, respect and fairness.
2. Gender equality benefits all Victorians regardless of gender.
3. Gender equality is a human right and precondition to social justice.
4. Gender equality brings significant economic, social and health benefits for Victoria.
5. Gender equality is a precondition for the prevention of family violence and other forms of violence against women and girls.
6. Advancing gender equality is a shared responsibility across the Victorian community.
7. All human beings, regardless of gender, should be free to develop their personal abilities, pursue their professional careers and make choices about their lives without being limited by gender stereotypes, gender roles or prejudices.
8. Gender inequality may be compounded by other forms of disadvantage or discrimination that a person may experience based on Aboriginality, age, disability, ethnicity, gender identity, race, religion, sexual orientation, and other attributes.
9. Women have historically experienced discrimination and disadvantage based on sex and gender.

⁹² Section 1 (b) Gender Equality Act 2020

10. Special measures may be necessary to achieve gender equality.

Section 9(1) of the Act requires Council to prepare a gender impact assessment (GIA) when developing or reviewing any policy, program or service that has a direct and significant impact on the public. Section 9(2) specifies what the GIA must contain.

Mornington Peninsula Shire Consumption of Liquor Local Law

The Mornington Peninsula Shire Consumption of Liquor Local Law (Amended) 2017 is made under Section 71 of the *Local Government Act 2020*. The purposes of this Local Law are to:

- (a) Regulate and control the consumption, possession or control of *liquor* in designated areas, and prohibit the possession of *liquor* in other areas, of the *Municipal District*. A designated area covers land where alcohol-related violence or disorder has occurred in the vicinity of licensed premises. Whereas the Liquor Control Reform Act 1998 regulates behaviour in designated areas within the licensed premise, the Liquor Local Law regulates the consumption of alcohol in public places in the areas surrounding the licensed premise.
- (b) Protect against behaviour which causes detriment to the amenity and environment of the *Municipal District*.
- (c) Protect the community interest.
- (d) Provide for the enforcement of this Local Law, including the issuing of infringement notices.
- (e) Provide for the administration of Council powers and functions in relation to the consumption, possession or control of *liquor* on roads and Council land.
- (f) Lead and educate the public as to what is, and what is not, appropriate behaviour.
- (g) Provide generally for the peace, order and good government of the *Municipal District*.

In addition to the Mornington CBD and surrounds designated area, the Local Law identifies parts of the municipality within which the consumption and possession of alcohol in public spaces other than in sealed containers is entirely prohibited, public spaces within which the consumption of possession of alcohol other than in sealed containers is prohibited during the hours of 8pm and 8am (refer to Appendix 3).

The Local Law makes provision for some exemptions to these restrictions, including in premises with a liquor licence or permit and in camping sites with a current camping permit.

5.2 Strategies, policies and plans

5.2.1 Commonwealth and State

The aim of the *National Alcohol Strategy 2019-2023* is to prevent and minimise alcohol-related harms among individuals, families and communities. This strategy focuses on:

1. Improving community safety and amenity by working to better protect the health, safety and social wellbeing of those consuming alcohol and those around them.
2. Managing alcohol availability, price and promotion by reducing opportunities for availability, promoting and pricing contributing to risky alcohol consumption.
3. Supporting individuals to obtain help and systems to respond by facilitating access to appropriate treatment, information and support services.
4. Promoting healthier communities by improving the understanding and awareness of alcohol-related harms in the community.

The Strategy indicates the responsibility for achieving this aim is shared between local government, the Commonwealth and the State government. It also highlights the following opportunities for local governments to achieve the aim:

- Implementing best evidence-based design specifications to enhance the safety and amenity of the public realm.
- Building the capacity of local community stakeholders to contribute to liquor licencing policies.

The *VicHealth Alcohol Strategy 2019-2023* focuses on changing risky drinking cultures and establishing setting that support low-risk drinking cultures. The Strategy focuses on shifting the emphasis from the behaviour of individuals to the shared responsibility of groups and implementing projects to support organisations to design effective interventions.

Three of the priorities in the Victorian Public Health and Wellbeing Plan 2019-2023 are reducing injury, preventing all forms of violence and reducing harmful alcohol and drug use. The objectives of the 'Reducing harmful alcohol and drug use' priority are:

- Increased capability in all service systems including mental health, housing, child protection and family violence to assist people with alcohol and other drug-related issues.
- Better outcomes for those who access treatment, reducing harm (such as overdose, drug-related illness) and improving social outcomes (such as employment, stable housing and family reunification).
- Improved capability of primary care providers to assist people to manage alcohol and other drug-related issues before treatment is required or complexity develops.
- Change risky drinking cultures and deliver environments that support low-risk drinking.

Council's capacity to address this priority is focused on the first and fourth objectives.

5.2.2 Bayside Peninsula Area Catchment

The *Bayside Peninsula Area Catchment Plan 2023* provides an analysis of factors driving support and demand for alcohol and other drug (AOD) services across seven municipalities in its catchment, namely Bayside, Frankston, Glen Eira, Kingston, Mornington Peninsula, Port Phillip and Stonnington.

The four priority action areas providing the framework for this Plan are:

1. Improve and integrate service access.
2. Analysis and facilitation of education and training opportunities to support ongoing development of a capable, skilled and responsive AOD workforce.
3. Enhance harm reduction responses amongst people who use drugs.
4. Identify catchment priorities, monitor activity and build partnerships.

Council plays a potential role in supporting these priority action areas by facilitating partnerships and contributing to harm reduction responses by disseminating information on the risks and impacts of unhealth alcohol consumption behaviours and cultures.

5.2.3 Mornington Peninsula Shire

Community Vision 2040

Two of the seven principles developed supporting the Community Vision are:

- Principle 3 *Community* – Support an inclusive, connected and safe society. This principle focuses on facilitating universal access and social integration through services and safe events.
- Principle 4 *Economy* – Innovative planning and development of the local economy. This principle focuses on enhancing economic and employment opportunities.

Council and Wellbeing Plan 2021-2025

Two of the three themes in the Council and Wellbeing Plan 2021-2025 are 'A robust, innovative and diverse economy' and 'a flourishing, healthy and connected community'.

The following strategies have been developed under these themes:

- Working with the tourism and hospitality industries to support recovery post the COVID1-9 Pandemic and promote Mornington Peninsula as a premier tourism destination.
- Providing a harm minimisation approach to alcohol through the Alcohol Management Policy 2017
- Increasing social connection and reducing social isolation.
- Delivering programs to prevent, recognise and respond to mental health and wellbeing concerns.
- Advocating for more local services to meet current and future community needs.

Three of the eight health priorities forming the Plan's framework are preventing all forms of violence, improving mental wellbeing and reducing harmful alcohol and drug use.

Mornington Peninsula Shire Alcohol Management Policy 2017

The purpose of this Policy is to enhance safety, amenity, health and wellbeing in Mornington Peninsula Shire through a harm minimisation approach to the management of alcohol.

The objectives of this Policy are to:

- Minimise alcohol-related harm to individuals, families and the community.
- Provide a clear and transparent approach to alcohol management and guide decision-making surrounding alcohol provision and consumption.
- Support economic vitality and create safe and enjoyable environments in and around licensed venues, entertainment precincts and public places that enhance actual and perceived levels of public safety.
- Reduce the likelihood of alcohol related anti-social behaviour, violence, vandalism or disorderly conduct.

The Policy is founded on a harm minimisation approach which seeks to reduce demand for and supply of alcohol and reducing the adverse impacts of alcohol consumption. These outcomes will be achieved by reducing the misuse of alcohol, building the community's capacity to reduce their dependence on alcohol, managing and regulating the availability of alcohol through the planning process and enforcement of local laws.

Mornington Peninsula Planning Scheme

The purposes of Clause 52.27 Licensed Premises of the Mornington Planning Scheme are to ensure that licensed premises are situated in appropriate locations and that the impact of the licensed premises on the amenity of the surrounding area is considered. This clause requires a planning permit for a new or different liquor licence⁹³; and the extension of the hours of trade, number of patrons or area within which liquor is consumed or supplied. The schedule to this clause may prohibit a permit to use land to sell or consume liquor under a particular type of licence. At present the schedule to Clause 52.27 of the Mornington Peninsula Planning Scheme does not list any liquor licence types which may be prohibited.

Decision guidelines in this clause focus on assessing the amenity of the liquor licence on the surrounding area. Specific factors include hours of operation, number of patrons and the cumulative impact of any existing licensed premises and the proposed licensed premises.

Practice Note 61 Licensed Premises: *Assessing Cumulative Impact* was prepared to guide the assessment of the potential cumulative impacts of licences premises on amenity.

Liquor Accords and Forums

A liquor accord is a co-operative arrangement approved by Liquor Licensing Victoria aimed at developing safe and well managed environments in and around licensed premises in the local context. It is part of an overall strategy that seeks to foster a responsible drinking culture; ensure safety in the local community; and promote effective communication and problem solving between licensees and key stakeholders. Liquor accords may include representatives from licensed premises, businesses, councils, police, government departments and other community organisations.

A liquor forum is a meeting of licensees, police, local council and liquor industry representatives who meet regularly. The outcome of a liquor forum may be the preparation of a formal liquor accord.

There are two liquor accords operating in Mornington Peninsula Shire.

The Mornington Safe City Liquor Accord 2023-2027 details actions members will take to promote the responsible service of alcohol, particularly in relation to intoxicated persons and underage drinking. It also provides guidelines on banning access to the premises and refusing the supply of liquor on or off the premises by members of the public who may contribute to the misuse or abuse of alcohol.

The Southern Peninsula Liquor Accord 2022-2023 details actions on responsible service of alcohol, responsible advertising and promotions, intoxication, safety and security, serving minors, acceptable forms of identification, management of events, administration, staff training, amenity and operating packaged liquor outlets.

⁹³ Other than a limited licence or a licence to manufacture liquor.

6 Summary and conclusions

Mornington Peninsula Shire's licensed premises play an important role in supporting tourism and the local business sector. The consumption of alcohol is integral to the community's local culture and contributes to social vitality.

However, the abuse and misuse of alcohol in the community has resulted in a number of social, health, safety, economic and environmental harms, the costs of which are borne by Council, local service providers and the judiciary system. While a proportion of the community, particularly people aged 30 years and over, is at risk of chronic alcohol harms, younger people are at risk of acute alcohol-related harms during peak tourist season and schoolies.

The municipality's socio-economic and licensed premises context is associated with several risk factors. These include socio-economic vulnerability in the communities of Hastings, Rosebud, Tootgarook and Capel Sound, and the presence and concentration of high-risk venues in Hastings and Mornington.

Council plays several important statutory roles in protecting the community from alcohol-related harms. These include advocating for an increase in harm minimisation measures, collaborating with partners to ensure equitable access to services, building the community's capacity to engage in healthy alcohol consumption behaviours. Council plays an important statutory role in regulating land uses, including land use for the sale and consumption of alcohol, and maintaining a clean and safe public realm in areas surrounding licensed premises.

A further important role is in developing a strategic framework which will guide these statutory roles and reduce the overall cost burden to Council of alcohol-related harms in the community. This strategic framework would consist of an overarching vision, and a set of objectives, strategies and actions guiding the fulfillment of Council's statutory advocacy, collaborative, capacity building, planning and regulatory roles.

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Appendix 2 – Liquor licence details

Categories

Category	Authorisation
General licence	Supply liquor on the licensed premises for consumption on and off the licensed premises, to a resident of the licensed premises or a guest of the resident for consumption on the licensed premises
Restaurant and café licence	This licence allows the supply of liquor for consumption on premises and the sale of packaged liquor with a take-away or home delivery meal. Restaurants, cafes and businesses, where the main activity carried out at all times is to prepare and serve meals (for consumption on the premises), are generally the type of businesses that apply for this licence.
Full club licence	A full club licence authorises a club to supply alcohol to: - club members to drink on the premises or take away - guests of members and authorised gaming visitors to drink on the premises only - people attending a function or club event for drinking on the premises only. An authorised gaming visitor is someone who: - is not a member of the club, and - lives more than 5 kilometres away from the club (if in metropolitan Melbourne) or more than 10 kilometres from the club (if in regional Victoria).
Restricted club liquor licence	A restricted club licence authorises a club to supply alcohol to: - club members to drink on the premises - guests of members to drink on the premises only - people attending a function or club event for drinking on the premises.
Remote sellers licence	A remote sellers packaged licence allows people or businesses to sell alcohol to people not currently on the licenced premise. This includes sales over the phone, via the internet or through an app, and delivered to customers to consume off-premises. The remote sellers licenced premise is where the liquor is supplied from, such as the warehouse where alcohol products are shipped from.
Producer's liquor licence	Breweries, distilleries and wineries that produce their own beer, wine, spirits, brandy, mead or sake are the type of businesses that generally apply for a producer's licence. This licence allows licensees to sell alcohol they make or are financially responsible for making: to any other licensee at any time and at any place, for example a pub or restaurant

Category	Authorisation
	- to the public at your licensed premises, to drink both on and off premises - from a secondary retail location that you operate - to a person who orders from you using email, phone, online or fax. Licensees can also supply other alcohol they have not produced at their licensed premises for on-premises consumption.
On-premises liquor licence	Bars and nightclubs are generally the type of business that apply for an on-premises licence. An on-premises licence allows the licensee to sell alcohol to drink on their licensed premises without also being required to serve meals. It does not allow the licensee to sell takeaway alcohol.
Packaged liquor licence	A packaged liquor licence allows the licensee to sell alcohol in containers to people who will drink it away from the licensed premises. Bottle shops and supermarkets are generally the type of businesses to apply for a packaged liquor licence. This licence does not allow the licensee to sell alcohol to people to drink on the premises. The licensee can offer free tastings on the licensed premises as part of this type of licence.
General liquor licence	Pubs, hotels and taverns are generally the type of businesses that apply for a general licence. A general licence allows the licensee to supply liquor for consumption both on and off their licensed premises.
BYO liquor permit	Restaurants, clubs and party or commercial bus operators are generally the businesses that apply for a BYO liquor permit. These businesses do not want to supply or sell alcohol on their premises, but instead want to allow their customers to bring their own alcohol to drink. There are two types of BYO permits that can be applied for in Victoria: - BYO permit (restaurants and clubs) - BYO permit (party buses).
Pre-retail liquor licence	Wholesalers, producers, brewers and liquor importers are the businesses that would generally apply for a pre-retail licence. A pre-retail licence authorises the wholesale supply of liquor to other licensees anywhere in Australia. They can also supply liquor to a person for the purpose of exporting the liquor supplied outside of Australia.
Renewable limited licence	A renewable licence authorises a club to supply alcohol: to drink on the premises only (take away alcohol is not permitted)

Category	Authorisation
	from a point of sale during sporting events for drinking outside the licensed premises (for example, from a temporary bar in the stands while watching a match).

Trading hours

Ordinary trading hours

In relation to a general licence, late night (general) licence, on-premises licence, late night (on-premises) licence or restaurant and cafe licence—

- the hours between 7 a.m. and 11 p.m. on each day, other than Sunday, Good Friday or ANZAC Day; and
- the hours between 10 a.m. and 11 p.m. on Sunday; and
- the hours between 12 noon and 11 p.m. on Good Friday and ANZAC Day;

In relation to a club licence—

- any time on any day other than Sunday, Good Friday or ANZAC Day; and
- the hours between 10 a.m. and 11 p.m. on Sunday; and
- the hours between 12 noon and 11 p.m. on Good Friday and ANZAC Day;

In relation to a packaged liquor licence, a late night (packaged liquor) licence or a remote sellers packaged liquor licence the hours between 9 a.m. and 11 p.m. on each day, other than Sunday, Good Friday, ANZAC Day or Christmas Day; and

- the hours between 10 a.m. and 11 p.m. on Sunday; and
- the hours between 12 noon and 11 p.m. on ANZAC Day;

In relation to a producer's licence—

- the hours between 7 a.m. and 11 p.m. on each day, other than Sunday, Good Friday or ANZAC Day; and
- the hours between 10 a.m. and 11 p.m. on Sunday, Good Friday and ANZAC Day;

Late night trading hours

A late night licence may be a late night (general) licence, a late night (on premises) licence or a late night (packaged liquor) licence.

Late night liquor licences authorise the sale and consumption of liquor, as per their category beyond ordinary trading hours until 1am or at any other times determined by the Commission. These hours may extend beyond 1am.

Appendix 3 – Mornington CBD Designated Area and Liquor Local Law restrictions

Liquor Control Reform Act 1998

SECTION 147 – ORDER DECLARING A DESIGNATED AREA

The Commission, pursuant to section 147 of the **Liquor Control Reform Act 1998** (the Act), declares the following area to be a designated area for the purposes of Part 8A of the Act for a period of 10 years from the date the Order is published in the Government Gazette:

The area within the Mornington CBD and surrounding areas as shown on the following plan.



ROSS KENNEDY

Chair

Victorian Commission for Gambling and Liquor Regulation

Table 4 – Mornington Peninsula Shire Liquor Local Laws restrictions

Restriction	Area
A Person must not consume Liquor, or have in his or her possession or control any Liquor other than in a sealed container within 3 – 19 inclusive, 21-27 inclusive, 30-36 inclusive 39-43 inclusive 45-52 inclusive	- Selected public open spaces in Arthur's Seat, Balnarring and Balnarring Beach, Hastings, Point Leo, Portsea, Tyabb, Merricks Beach, Baxter, Bittern, Crib Point - Dromana Foreshore and beach - Gunnamatta car park - Hastings foreshore and town centre - Quarry Reserve in Moorooduc - Mornington (Main Street Benton's Square, and Civic Reserve), Back Beach in Portsea - Rosebud town centre and Waterfall Gully Shops - Rye Foreshore and Rye Pier car parks and Rowley Reserve, Safety Beach - Part of Somers foreshore - Somerville Station and surrounds, Sorrento foreshore - Back Beach car park - Sorrento Camping Area car park, Skate Park and Koonya Beach Stony Point car park - Mt Martha foreshore
A Person must not between the hours of 8:00 p.m. and 8:00 a.m. on the following day, within those parts of the Municipal District which are delineated on the plans in Schedules 20, 28, 29, 37, 38 and 44 have in his or her possession or control any Liquor.	- Mornington Foreshore - Mt Martha Beach and Foreshore north and south - Rye Foreshore east and west - Somerville Fruit Grower's Reserve

Mornington Peninsula Shire Community Alcohol Profile

Appendix 4 – Community and health profile

Table 5 – Age structure, 2021

Service age group (years)	Mornington Peninsula Shire		Greater Melbourne %
	Number	%	
Babies and pre-schoolers (0 to 4)	7,922	4.7	5.9
Primary schoolers (5 to 11)	13,325	7.9	8.7
Secondary schoolers (12 to 17)	12,181	7.2	6.9
Tertiary education and independence (18 to 24)	11,341	6.7	8.9
Young workforce (25 to 34)	14,555	8.6	16.0
Parents and homebuilders (35 to 49)	28,698	17.0	21.5
Older workers and pre-retirees (50 to 59)	23,086	13.7	11.9
Empty nesters and retirees (60 to 69)	23,832	14.1	9.5
Seniors (70 to 84)	27,981	16.6	8.6
Elderly aged (85 and over)	6,029	3.6	2.0
Total	168,950	100.0	100.0

Source: ABS Census of Population and Housing 2021, compiled by .id consulting

Table 6 – Community and health profile

Mornington Peninsula Shire		Forecast year				Change between 2021 and 2036	
Area	2021	2026	2031	2036		Total change	Avg. annual % change
Mornington Peninsula Shire	170,390	174,295	177,461	181,137		+10,748	0.3
Balnarring - Balnarring Beach - Merricks - Merricks Beach - Somers	5,120	5,093	5,083	5,117		-2	0.0
Baxter - Pearcedale	2,305	2,306	2,339	2,374		+69	0.1
Bittern - Crib Point	7,672	7,890	8,193	8,569		+897	0.6
Dromana - Safety Beach	13,053	13,690	14,132	14,634		+1,581	0.6
Flinders - Shoreham - Point Leo	2,020	1,984	1,960	1,967		-52	-0.1
Hastings	10,491	10,771	11,011	11,280		+789	0.4
HMAS Cerberus	1,137	1,137	1,106	1,092		-45	-0.2
Moorooduc - Tuerong	1,364	1,316	1,327	1,334		-30	-0.1
Mornington	25,909	26,717	27,379	28,080		+2,171	0.4
Mount Eliza	18,923	19,640	20,245	20,893		+1,970	0.5
Mount Martha	20,020	20,127	20,166	20,299		+279	0.1
Portsea - Sorrento - Blairgowrie	5,640	5,520	5,474	5,488		-152	-0.1
Red Hill - Red Hill South - Merricks North - Main Ridge - Arthurs Seat	2,989	2,943	2,938	2,954		-35	-0.1
Rosebud - Capel Sound - McCrae - Boneo - Fingal - Cape Schanck	24,671	25,759	26,425	27,022		+2,350	0.5
Rye - Tootgarook - St Andrews Beach	13,701	13,773	13,868	14,059		+358	0.1
Somerville	11,861	12,158	12,378	12,579		+718	0.3
Tyabb	3,515	3,472	3,437	3,396		-119	-0.2

Source: Population and household forecasts, 2021 to 2036, prepared by .id (informed decisions), February 2023.

Table 7 - Health and wellbeing indicators

Indicator	Mornington Peninsula Shire	Victoria
OBESITY - BMI	%	%
Normal weight ($18.5 \geq \text{BMI} < 25$)	33.9	36.4
Overweight, but not obese ($25 \geq \text{BMI} < 30$)	29.3	30.1
Obese ($\text{BMI} \geq 30$)	20.7	20.9
OBESITY - Overweight category		
Overweight ($\text{BMI} \geq 25$)	50.0	51.0
Not-overweight ($\text{BMI} < 25$)	36.2	38.5
OBESITY - Extended BMI category		
Obese Class I ($30 \geq \text{BMI} < 35$)	13.8	13.6
Obese Class II ($35 \geq \text{BMI} < 40$)	5.0	4.7
SMOKING - Smoking status		
Daily smoker	12.9	12.0
Occasional smoker	4.3	4.4
Current smoker (Daily + Occasional)	17.2	16.4
Ex-smoker	22.7	22.8
Non-smoker	59.3	59.8
MENTAL HEALTH and WELLBEING - Level of psychological distress		
Low ($\text{K10} < 16$)	47.4	44.9
Moderate ($\text{K10 } 16\text{--}21$)	25.1	26.4
High ($\text{K10 } 22\text{--}29$)	13.0	15.2
Very high ($\text{K10 } 30+$)	13.3	8.3
High / very high ($\text{K10 } 22+$)	26.2	23.5
MENTAL HEALTH and WELLBEING - Self-reported health status		
Excellent / very good	40.6	40.5
Good	35.8	37.7
Fair/poor	23.5	21.4

Indicator	Mornington Peninsula Shire	Victoria
MENTAL HEALTH and WELLBEING - Life satisfaction		
Low or medium (0–6)	23.6	22.3
High (7–8)	51.5	49.6
Very high (9–10)	24.9	26.9
SOCIAL CAPITAL - Feeling of trust - Most people could be trusted		
Yes, definitely	32.0	36.1
Sometimes	55.6	47.7
Never, or not often	11.2	14.2
SOCIAL CAPITAL - Tolerance of diversity - Multiculturalism makes life in your area better		
Yes, definitely	61.5	63.5
Sometimes	23.5	23.5
Never, or not often	6.6	6.7
SOCIAL CAPITAL - Feelings of being valued by society		
Yes, definitely	48.9	51.6
Sometimes	33.3	34.2
Never, or not often	16.6	11.0
SOCIAL CAPITAL - Home ownership status		
Owned with mortgage	46.8	35.2
SOCIAL CAPITAL - Do you have close friends or family whom you talk to regularly?		
Yes	95.9	95.2
No	4.1	4.7
SOCIAL CAPITAL - How often do you talk to your friends?		
Every day	42.5	34.0
A few times a week	41.8	45.5
A few times a month	13.7	15.4
SOCIAL CAPITAL - How often do you talk to your family?		
Every day	28.3	28.4

Indicator	Mornington Peninsula Shire	Victoria
A few times a week	46.1	47.3
A few times a month	19.2	18.3
Less than monthly	3.4	3.0
POVERTY - Ran out of money to buy food in last 12 months		
Ran out of money to buy food in last 12 months	6.9	5.9

Source: Victorian Population Health Survey 2020

	Favourable relative to Victoria
	Similar to Victoria
	Unfavourable relative to Victoria

Table 8 - Indicators of vulnerability to alcohol-related harm, Mornington Peninsula Shire and local areas

Areas	18-24 years	Low income households	Group households	Aboriginal and Torres Strait Islanders	People not fluent in English
Balnarring - Balnarring Beach - Merricks - Merricks Beach - Somers	5.2	17.9	1	0.5	0.1
Baxter - Pearcedale	8.2	23.0	1.4	1.8	0.4
Beleura Hill	5.4	17.3	0	0.7	0
Bittern - Crib Point	7.2	23.9	1.6	1.9	0.3
Capel Sound	4.7	39.5	2.3	1.6	0.7
Dromana - Safety Beach	6.3	26.6	2.1	0.8	1
Flinders - Shoreham - Point Leo	3.8	16.0	0.8	0.3	0.2
Hastings	6.7	31.9	2.6	2.4	0.6
HMAS Cerberus	54.8	0.0	0	5.3	0.7
Moorooduc - Tuerong	8.0	14.2	1.7	1.2	0.3
Mornington	6.2	26.4	1.8	0.8	0.6
Mount Eliza	7.1	15.1	1	0.5	0.5
Mount Martha	6.9	18.3	0.9	0.6	0.4
Portsea - Sorrento - Blairgowrie	4.0	21.7	0.9	0.3	0.2
Red Hill - Red Hill South - Merricks North - Main Ridge - Arthurs Seat	5.9	13.6	1.2	0.3	0.2
Rosebud	6.0	31.2	2.5	1.4	0.7
Rosebud - Capel Sound - McCrae - Boneo - Fingal - Cape Schanck	5.7	30.9	2.3	1.3	0.6
Rye - Tootgarook - St Andrews Beach	5.3	27.2	2.4	1	0.8
Somerville	7.7	20.8	1.6	1	0.3
Tootgarook	5.8	28.9	2.3	1.6	0.8
Tyabb	8.8	18.3	2.2	0.4	0.2
Mornington Peninsula Shire	6.7	24.0	1.7	1	0.5
Greater Melbourne	8.9	19.0	4.1	0.7	5.4

At an elevated risk relative to Mornington Peninsula Shire

At an elevated risk relative to Greater Melbourne

Source: ABS Census of Population and Housing 2021, compiled by .id consulting

Table 9 - Index of Socio-economic Disadvantage, 2021

Area	IRSD index score
HMAS Cerberus	1166.4
Flinders - Shoreham - Point Leo	1111.1
Beleura Hill	1105.1
Mount Eliza	1103.6
Red Hill - Red Hill South - Merricks North - Main Ridge - Arthurs Seat	1093.1
Balnarring - Balnarring Beach - Merricks - Merricks Beach - Somers	1091.9
Portsea - Sorrento - Blairgowrie	1090.5
Moorooduc - Tuerong	1083.3
Mount Martha	1078.7
Somerville	1039.0
Mornington Peninsula Shire	1037.5
Tyabb	1033.1
Mornington	1029.2
Dromana - Safety Beach	1022.3
Bittern - Crib Point	1018.0
Greater Melbourne	1018.0
Rye - Tootgarook - St Andrews Beach	1017.4
Victoria	1010.0
Baxter - Pearcedale	1003.5
Interface Councils	1000.7
Rosebud - Capel Sound - McCrae - Boneo - Fingal - Cape Schanck	987.8
Rosebud	982.4
Tootgarook	978.2
Capel Sound	941.8
Hastings	940.0

Source: ABS Census of Population and Housing 2021, compiled by .id consulting

Table 10 - Alcohol hospital admissions and ambulance attendances, 2017-18 to 2020-21

Financial year	Alcohol hospital admissions	Mornington Peninsula	Metro	Regional	Victoria
2017-18	Number	1177	26221	8,154	34,375
	Rate of per 100,000 population	777.1	549.8	525.6	543.8
2020-21	Number	1321	28654	8,930	37,584
	Rate of per 100,000 population	775.3	585.9	539.2	574
	Alcohol ambulance attendances with or without other drugs	Mornington Peninsula	Metro	Regional	Victoria
2017-18	Number	798	19,048	6,341	25,437
	Rate of per 100,000 population	487	399.4	408.8	401.7
2020-21	Number	771	17,591	7,735	25,391
	Rate of per 100,000 population	425.1	359.7	467.1	387.8
	Alcohol only alcohol attendances	Mornington Peninsula	Metro	Regional	Victoria
2017-18	Number	650	15,743	5,226	21,006
	Rate of per 100,000 population	396.7	330.1	336.9	331.8
2020-21	Number	613	14,159	6,242	20,458
	Rate of per 100,000 population	359.8	289.5	376.9	367.8

Source: AOD Stats

Table 11 - Per cent change in alcohol hospital admissions and ambulance attendances, 2017-18 to 2020-21

Alcohol hospital admissions				
	Metro	Regional	Victoria	Metro
Number	12.2	9.3	9.5	9.3
Rate of per 100,000 population	-0.2	6.6	2.6	5.6
Alcohol ambulance attendances with or without other drugs				
	Mornington Peninsula	Metro	Regional	Victoria
Number	-3.4	-7.6	22.0	-0.2
Rate of per 100,000 population	-12.7	-9.9	14.3	-3.5
Alcohol only alcohol attendances				
	Mornington Peninsula	Metro	Regional	Victoria
Number	-5.7	-10.1	19.4	-2.6
Rate of per 100,000 population	-9.3	-12.3	11.9	10.8

Source: AOD Stats

Appendix 5– Mornington Peninsula Shire licenced premises

Licence type and distribution

NOTE: The list of suburbs is drawn from the Liquor Control Victoria database and therefore may not be consistent with the areas used by the ABS Census of Population and Housing 2021 and .id consulting

Table 12 – Distribution of liquor licences

Area	BYO Permit	Full Club	Restricted club	General	Late night general	Late night on premises	Limited	On premises	Packaged	Pre-retail	Producer' s	Remote seller	Restaurant and café	Total	Selling alcohol for consumption off the	Late night
Arthur's seat							2	3			3			8	0	0
Balnarring	3		2				4	1	2	1	7	2	8	30	2	0
Baxter					1				2		1		2	6	3	1
Bittern	1						3	1	1		3	1	2	12	1	0
Blairegowrie	1			1			3	2	1			2	3	13	2	0
Boneo				1			3				1	1	1	7	1	0
Cape Shanck				1			5							6	1	0
Capel Sound								1			1	2		4	0	0
Crib Point		1	2					1	1			1		6	1	0
Dromana	6	1		5	1		12	3	5		10	2	16	61	11	1
Fingal				1			5	3			2	2	1	14	1	0
Flinders	2	1		3			5		1		1	1	4	18	4	0
Hastings, Hastings West	2	2	1	2	2		4	2	7		3		13	38	11	2
Main Ridge			2				2			3	5	1	2	15	0	0
McCrae			1				1		1				4	7	1	0

Area	BYO Permit	Full Club	Restricted club	General	Late night general	Late night on premises	Limited	On premises	Packaged	Pre-retail	Producer' s	Remote seller	Restaurant and café	Total	Selling alcohol for consumption off the	Late night
Merricks, Merricks Beach, Merricks North				1			4	1			14	2	2	24	1	
Mooroduc			1				7		1		10	1	1	21	1	0
Mornington, Mornington East	7	4	3	7	2	3	21	14	11			7	55	134	20	5
Mount Eliza	2	2	3	1			7	2	6		2	5	16	46	7	0
Mount Martha	2	1		1			13	4	1			10	7	39	2	0
Pearcedale Somerville	2		2		1		5	3	5		4	4	5	31	6	1
Point Leo	1		1									1	3	6	0	0
Portsea				2			5					1	3	11	2	0
Red Hill, Red Hill South	2		2	4			10	5		1	24	6	4	58	4	0
Rosebud, Rosebud West		3	3	3	1		14	7	9		2	1	18	61	13	1
Rye	1	1	1	2			9	3	4		1	1	16	39	6	0
Safety Beach				2			4	1				3	1	11	2	0
Shoreham							2	1			7	2	1	13	0	0
Somers							4					1	1	6	0	0
Sorrento	1	3	2	4	1		6	4	4			1	11	37	9	1
St Andrews Beach	1						1							2	0	0
Tootgaruk	1						1		1				2	5	1	0
Tuerong											4	2		6	0	0
Tyabb, Tyabb North		1	2				2	2	2	1	1	3	2	16	2	0
Total	35	20	28	41	9	3	164	64	65	6	106	66	204	811	115	12

Trading hours and patron capacity

Table 13 – High risk venues

Trading As	Category	Trading Hours	Maximum Capacity	Address	Suburb	Gaming
Baxter Tavern Hotel Motel	Late night (general) Licence	Trading to 3am	700	117 Baxter Tooradin Road	Baxter	Y
Dromana Hotel	Late night (general) Licence	Trading to 3am	540	151 Point Nepean Road	Dromana	Y
Kings Creek Hotel	Late night (general) Licence	Trading to 3am	1000	1989 Frankston-Flinders Road	Hastings	Y
Westernport Hotel	Late night (general) Licence	Trading to 3am	486	High Street	Hastings	Y
Casa De Playa	Restaurant and cafe Licence	Trading to 3am	270	39 Main Street	Mornington	N
Mornington On Tanti Hotel	Late night (general) Licence	Trading to 3am	600	917 Nepean Highway	Mornington	Y
Merchant Lane Steeples	Late night (on-premises) Licence	Trading to 3am	388	58 Main Street	Mornington	N
The Bay Hotel Mornington	Late night (on-premises) Licence	Trading to 3am	988	Mornington Racecourse 50 Racecourse Road	Mornington	Y
Grand Hotel	Late night (on-premises) Licence	Trading to 5am	375	60-62 Main Street	Mornington	N
Rosebud Hotel	Late night (general) Licence	Trading to 7am	1100	126 Main Street	Mornington	Y
Somerville Hotel	Late night (general) Licence	Trading to 3am	1482	1099 Point Nepean Road	Rosebud	Y
The Continental Sorrento	Late night (general) Licence	Trading to 7am	800	84 Station St	Somerville	Y
	Late night (general) Licence	Trading to 3am	920	Ocean Beach Road	Sorrento	N

High risk venue (refer to Section 4.4)

Source: Liquor Control Victoria

Mornington Peninsula Shire Community Alcohol Profile

Liquor licences in Mornington Peninsula Shire's main centres

Liquor By Category

BYO Permit



Full Club Licence



General Licence



Late night (general) Licence



Late night (on-premises) Licence



Late night (packaged liquor) Licence



Limited Licence



On-Premises Licence



Packaged Liquor Licence



Pre-retail Licence



Restaurant and cafe Licence



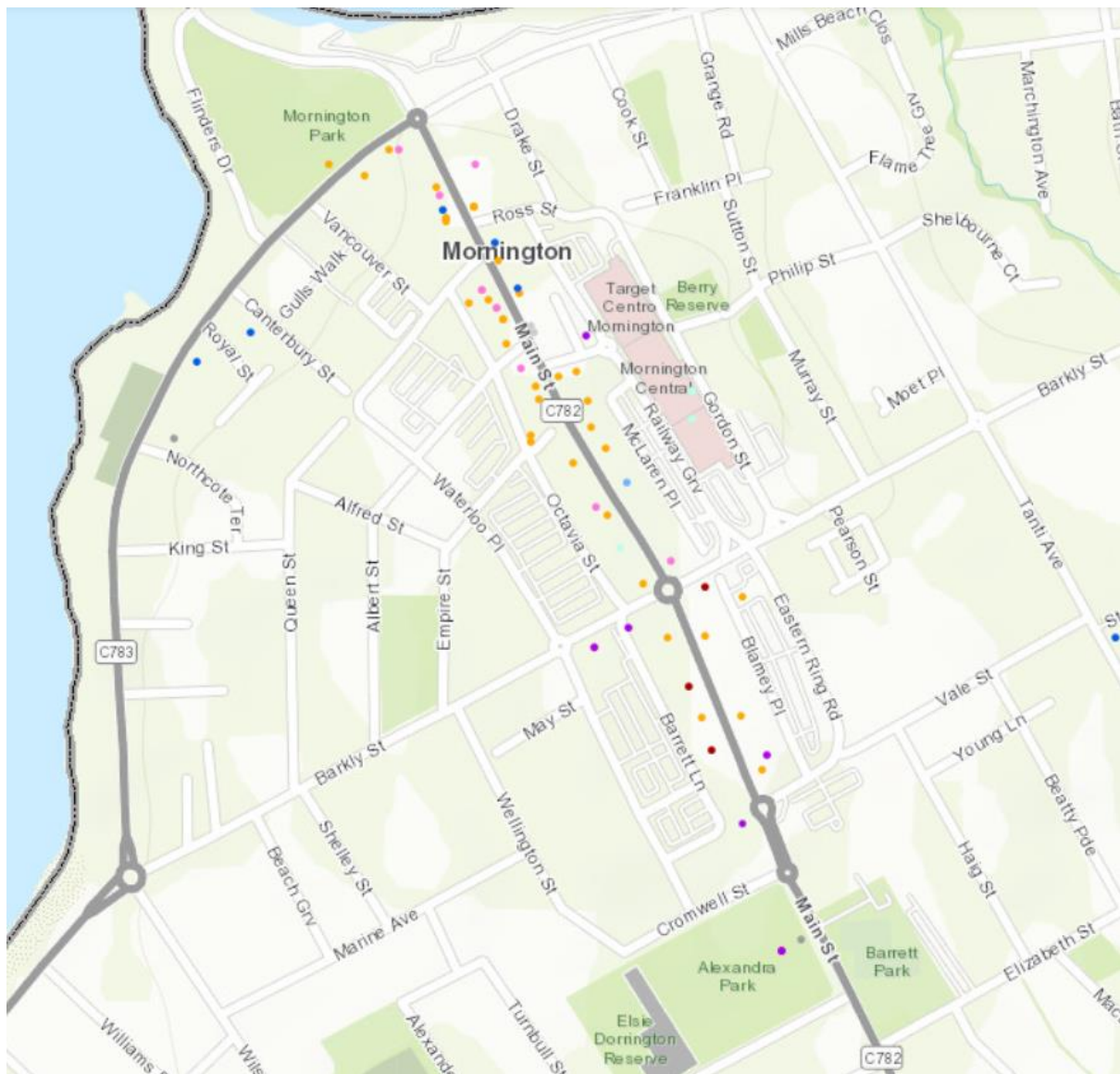
Restricted Club Licence



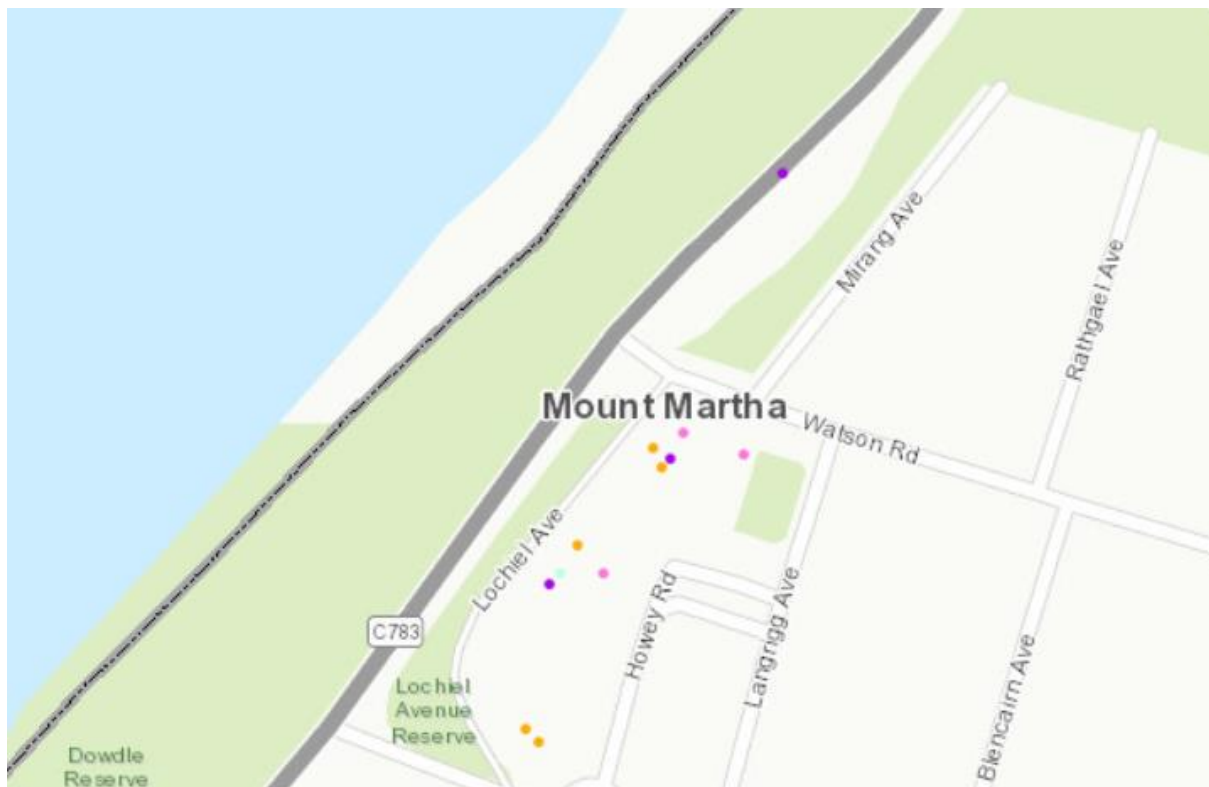
Producer's Licence



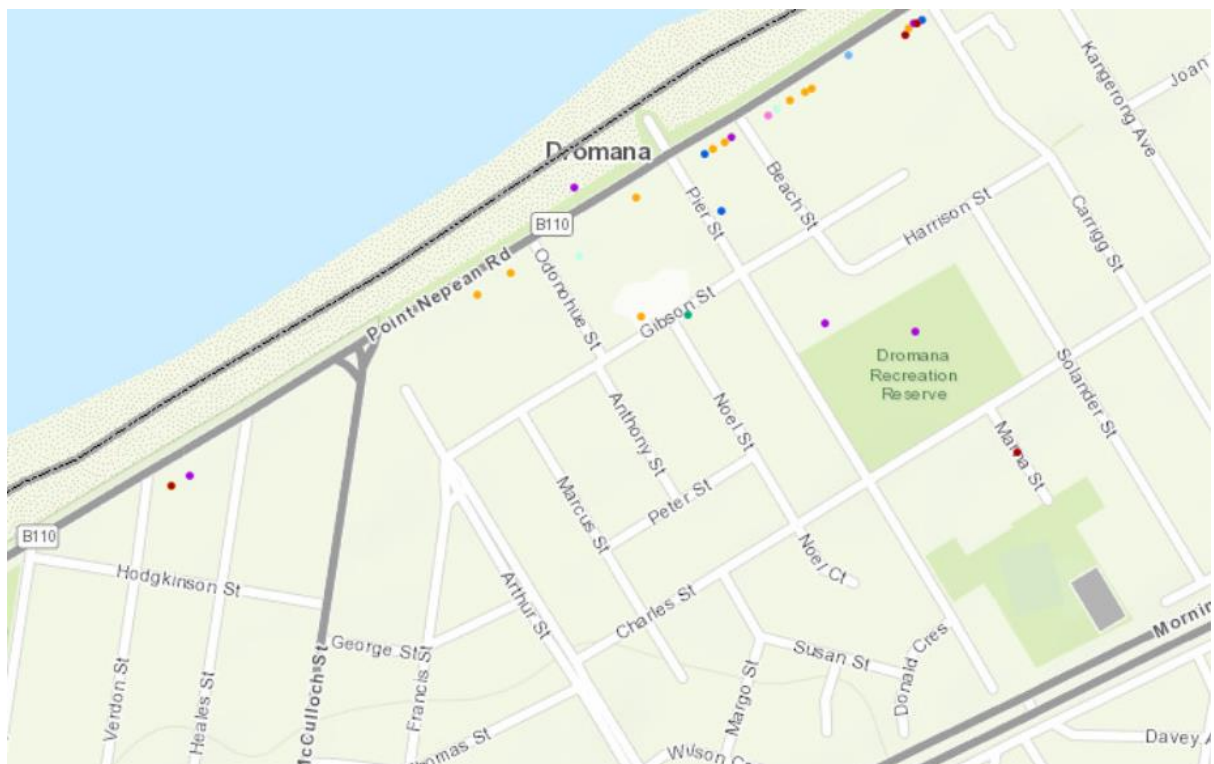
Mornington Town Centre



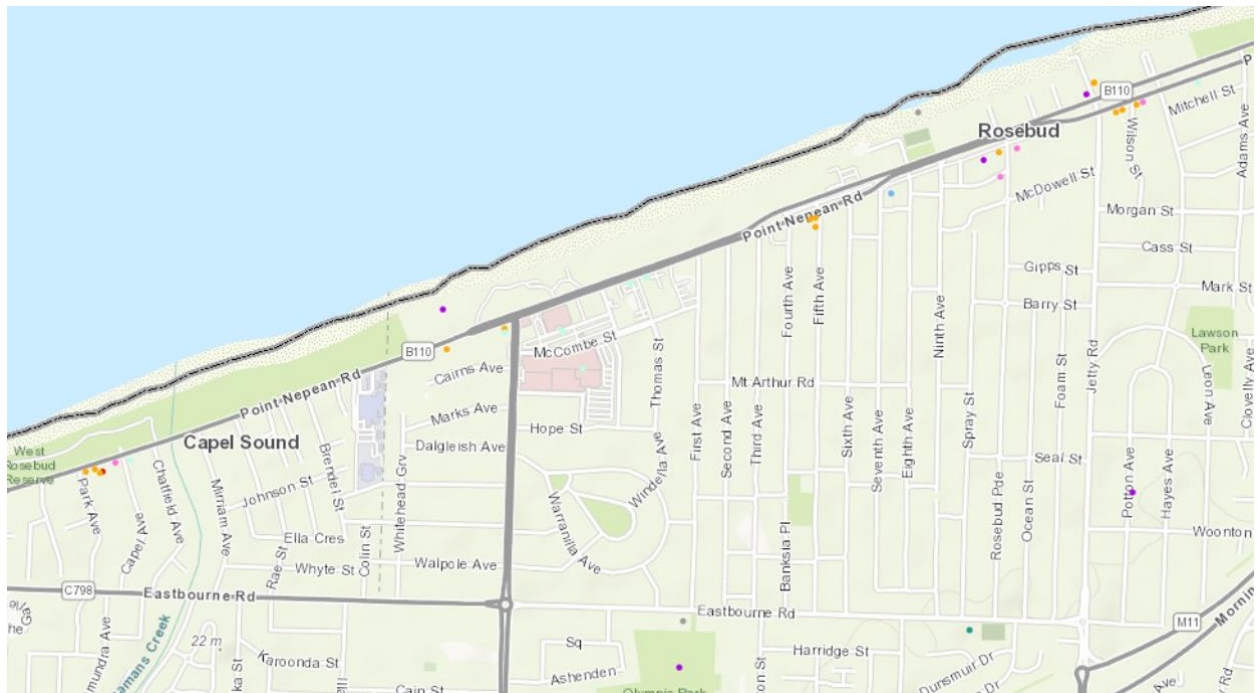
Mt Martha



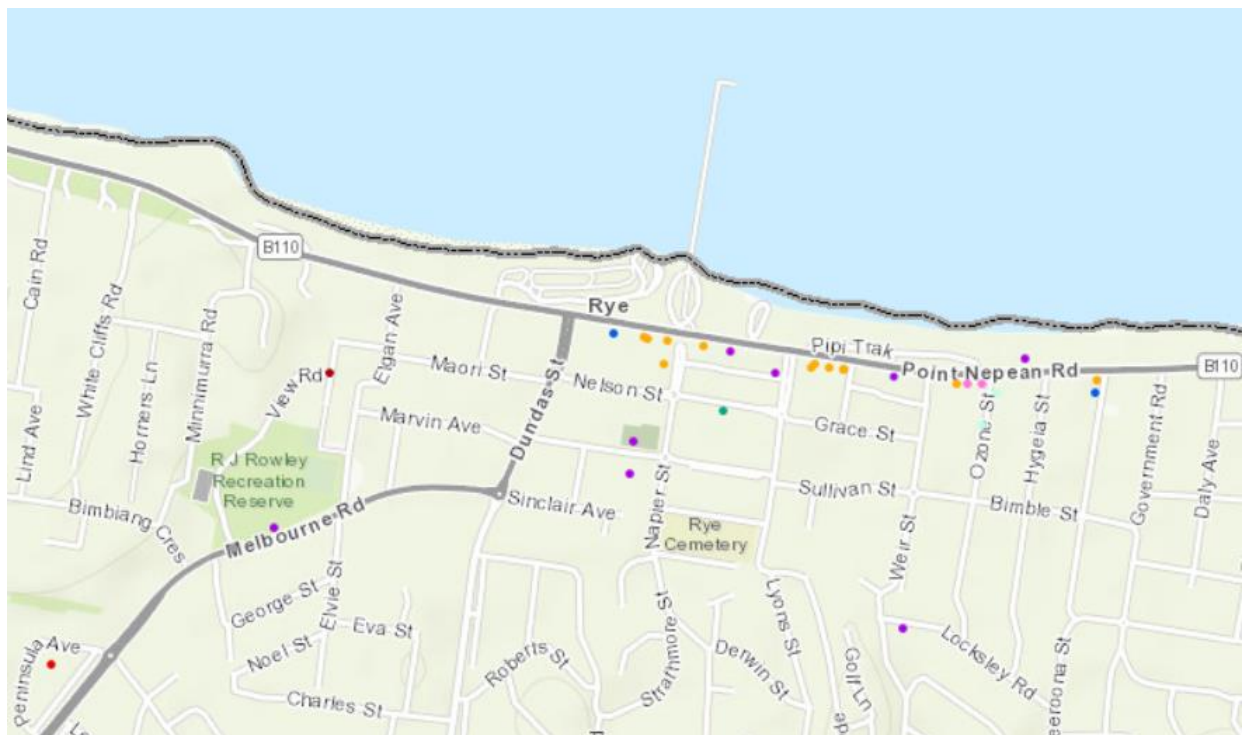
Dromana



Rosebud and Capel Sound



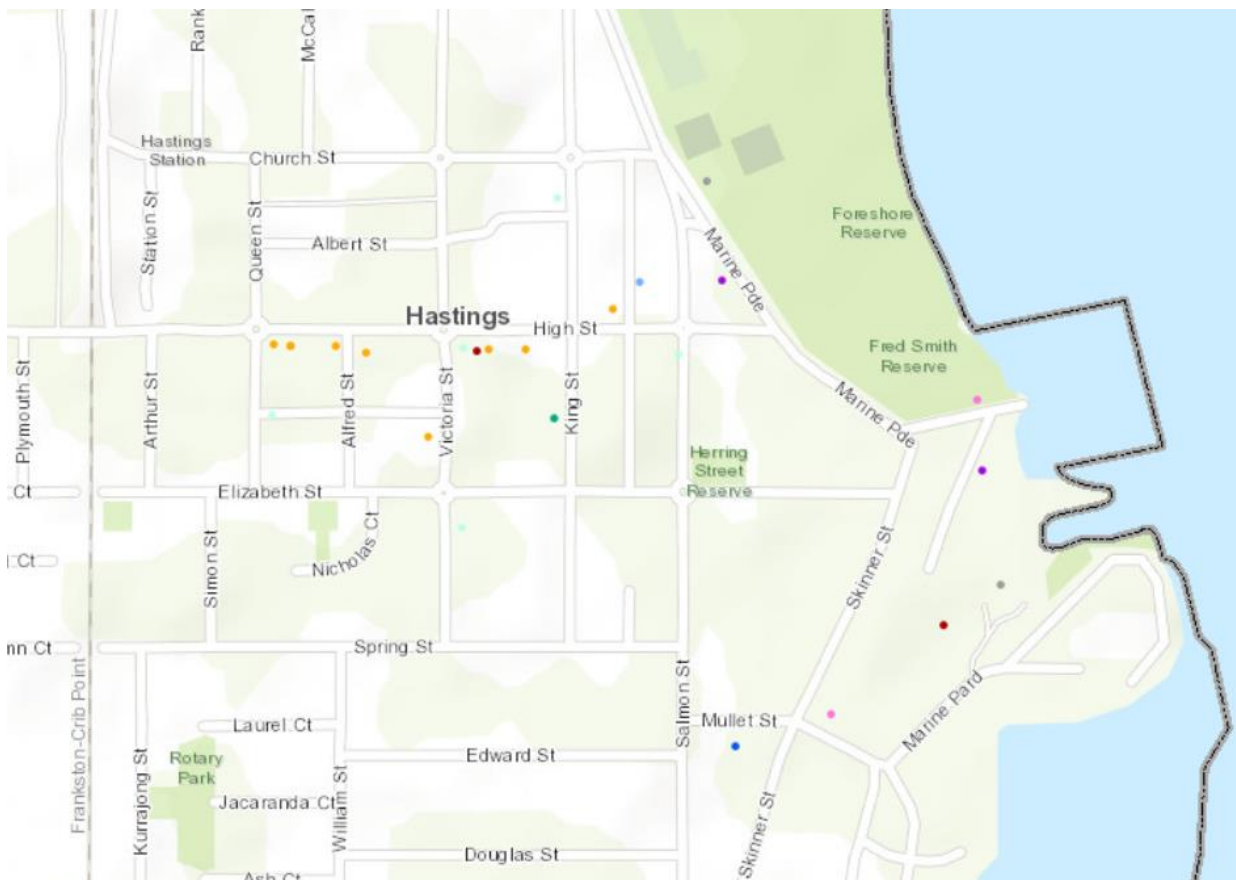
Rye



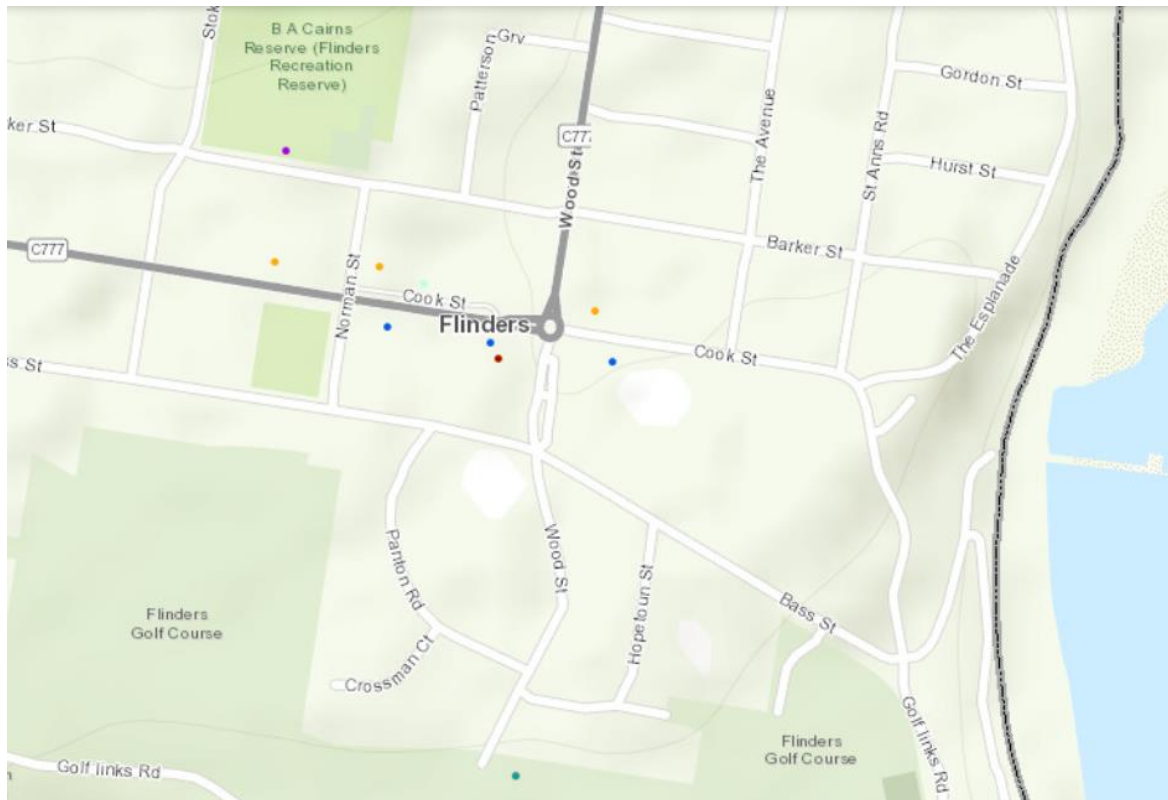
Sorrento



Hastings



Flinders



Appendix 6 – Stakeholder engagement workshop

Introduction

On 14 September 2023 a workshop was held with the following stakeholder groups to gather qualitative and anecdotal information on the key determinants and impacts of alcohol-related harms in the Mornington Peninsula Shire context.

External stakeholder groups included:

The external stakeholders represented were:

- Victoria Police
- TaskForce
- Department of Families, Fairness and Housing
- Family Life
- Peninsula Health
- Mornington Community Support Centre.

The following internal departments from Mornington Peninsula Shire Council attended:

- Youth
- Maternal & Child Health
- Festivals and Events
- Economic Development
- Libraries
- HR Safety & Risk
- Aged and Disability Community Care
- Children's Crossings
- Planning Compliance
- Community Wellbeing and Community Development.

A total of 25⁹⁴ people attended the two hour workshop which was held between 10am and 12pm at Council's offices in Mornington.

The feedback gathered during this workshop has been integrated into the *Mornington Peninsula Shire Community Alcohol Profile*.

Electronic copies of the written feedback may be found [here](#).

⁹⁴ Including all Council officers and the consultant

Drivers of alcohol consumption and impacts

The following drivers in the municipality are relevant to addressing alcohol-related harm within the Mornington Peninsula Shire community.

- Mornington Peninsula is a challenging place to address AOD issues because the culture normalises alcohol consumption and is an important part of economic prosperity here. We are known for our wineries and also have limited access to public transport.
- Australian culture normalises binge drinking culture “I don’t drink during the week”.
- Decriminalization of public drunkenness will have a significant impact. Mornington Peninsula Shire currently has the second highest arrest rate for public drunkenness in the State.
- Technology has increased the availability of alcohol.
- Look at the reasons people consume alcohol – coping, self-medicating, to feel connected, social, addiction, escaping.
- The issues in Mornington Peninsula are temporal – over the weekends, during tourist seasons and schoolies the issues are more acute, during other times of the year the issues are more chronic. During the year young people are not a concerning number of police calls, but during schoolies it is a challenge as some venues exceed their maximum capacities.
- Children place pressure on parents to allow them to drink, saying other parents allow their children to drink.

Detailed feedback

Participants provided the following input into determinants and alcohol-related harms within the Mornington Peninsula Shire community.

Determinants of alcohol-related harms

Suburbs/Locations/Settings	Socio-economic profile
• People with greater disadvantage more likely to drink at home. • Main Street (Mornington) 1am closure has helped in managing problems. There are more alcohol related incidents in Mornington than Frankston. Mornington has a high concentration of social housing. There is a spike of fake ID’s in Mornington. Issues occur at the Melbourne Racing Club in Mornington. • Hastings: consumption of alcohol in the home because it is easily accessible due to multiple alcohol shops. People also consume alcohol in public places such as the Foreshore Village Green, Briars and MRC. • Rosebud has a high concentration of cafes and restaurants with liquor licences. There is also a high concentration of social	• Young people – they have a lack of willingness to discuss the harms, reasons for harms: unlimited access to money to purchase alcohol, they are at a life stage where taking risks is the norm, peer pressure, boredom, family situation. Young people more likely to frequent pubs and restaurants. Issues among young people are more seasonal. • Older people are experiencing social isolation and loneliness and can easily access alcohol. Older people frequent cafes and restaurants, and purchase packaged liquor. Issues among older people are more chronic and occur throughout the year. • People experiencing socio-economic disadvantage - Higher prevalence of family violence in communities experiencing socio-economic disadvantage, particularly those with a high concentration of licensed

housing in Rosebud. People consume alcohol on the beach and in backyards. • It is relatively easy to get an Uber home from Mornington. But more challenging on the southern end of the Peninsula. • Other areas include Capel Sound, Rye, McCrae, Dromana, Somerville. • Short-stay accommodation – where there are large groups and easy access to packaged liquor. • Fast food outlets – open late, drunk people go there to fight. • Specific venues are the Conti/Sorrento Hotel, Rosebud and Rye Hotel. • Commercial areas can be a protective factor as there are fewer residential properties in close proximity. • Some clubs don't comply with liquor licence conditions. • Other settings are beaches (homeless people). • Concentration of premises: ⊖ Mornington has a high concentration which means high risk ⊖ Second is Rosebud but premises are more spread. ⊖ Hastings has more incidences in the home while Mornington has more incidences in public	premises. Issues are experienced in public housing and among the unemployed. • People presenting in financial crisis often have AOD and gambling addiction issues. • Young people in more affluent communities in Mornington, Mt Eliza, Mt Martha have access to cash and fake ID's – they are also less likely to report issues. • More people report chronic than acute alcohol issues. • Previously the ratio of male to females experiencing harm was 5:1, it's now 1:1.
Licensed premises context	
• Alcohol is widely accessible. • Cafes can generate higher profits if they are licensed. • Issues arise on properties that are in close proximity to licensed premises. In Mornington there is greater separation between commercial and residential properties whereas in Rosebud it's easier for people to walk home. • During COVID-19 State of Emergency Permits were all exempt during this time which made it difficult to regulate and this has continued since. • Larger venues (Sorrento and Portsea) have very experienced staff who manage RSA well.	

Smaller venues often generate more challenges. • Premises with pokies increase the risk of both alcohol and gambling-related harms. • Alcohol delivery is not well-regulated and increases accessibility for people that are isolated.	
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Impacts of alcohol-related harms

Social	Health and safety
• Social isolation – drinking to cope • Disconnection with support services • Family breakdown • Social exclusion - reputation, perception, stigma, discrimination • Generational trauma and upbringing • Neglect – children impacted by parents' drinking • Perceived safety and security • Family cycles of trauma, violence, cycle of abuse)	• Violence – assaults, family violence • Accidents – acquired brain injury, broken bones • Addiction • Hospital admissions • Compromised mental health • Compromised physical health – cause of over 2000 diseases and common cancers, FASD (foetal alcohol spectrum disorder), physical changes to brain development can lead to addictive personality, liver and kidney failure • Risky behaviours lead to motor vehicle accidents, injury, falls, binge drinking • Impaired decision-making • Comorbidities • PTSD • Pre-cursor to drugs, smoking gambling harm • Malnutrition • There is a correlation between gambling harm and alcohol harm.
Economic	Physical/environmental
Harms • Sick days • Job losses • Licence loss • Homelessness • Reduced disposable income, particularly for financially vulnerable households • Increased demand for financial assistance Benefits	• Property damage • Vandalism • Anti-social behaviour (urination, vomit etc) • Graffiti • Waste/litter, smashed bottles • Amenity (noise)

• Increased tourism • Opportunities for people to get together – parties, events, celebrations, friends, peers • Supports events and festivals • Supports local economy • Supports wine producers	
Costs	
• Emergency services (police call outs, ambulance attendances) • Services (support, counselling, hospital admissions, rehabilitation) • Liquor Control Victoria - enforcement • Mornington Peninsula Shire – management, waste collection, enforcement, graffiti removal, CCTV • TAC • Prison/court • Australia spent \$70 billion on addressing alcohol-related harm in 2022 – literature cites spending \$22.4 billion on alcohol addiction in 2021 (28 per cent of \$80 billion for all addictions)⁹⁵	

General comments

The following general comments were recorded.

- High alcohol taxes doesn't deter people and it preys on vulnerable consumers.
- Costs of alcohol increase twice a year.
- There has been a reduction in harms due to high costs of living.
- Centrelink payments are too low.
- Consider CCTV at hotspots to address alcohol-related issues.
- People with more resources have greater opportunities to source help and support.
- Bottle shops are increasing prices and making more money.
- Cleanskin who has never previously had involvement with the law.
- The issues are very complex.
- There is not enough recognition of replacement therapies.
- Political priorities?
- There are insufficient detoxification services in Mornington Peninsula – the closest facilities are in Dandenong and St Kilda. There are long waiting lists for alcohol support.

⁹⁵ [Drug, alcohol and smoking addiction costing Australia billions, new report shows - ABC News](#)

Towards developing the alcohol policy

Participants recommended the following strategies to address alcohol-related harms in the community.

- Education and awareness: early education and harm minimisation, education around individual bodily impacts, raise awareness of supports available.
- Remove advertising of alcohol.
- Grouping premises together in suitable locations can help prevent issues.
- Increase public transport during schoolies.

Agenda

Stakeholder workshop Mornington Peninsula Shire Community Alcohol Profile

Thursday 14 September 2023, 10am – 12pm

Purposes

To understand:

1. The key determinants of alcohol-related harm in the Mornington Peninsula community.
2. The impacts of harm from alcohol on the Mornington Peninsula community.

Welcome and introductions Background to research and process Purpose of workshop Introductions	Mornington Peninsula Shire
Preliminary findings Council's statutory roles Licensed premises profile Community and health profile	Bonnie Rosen
Discussions 1. <u>Determinants of harm</u> from alcohol in the Mornington Peninsula community: • Suburbs/locations • Population profile • Licensed premises context 2. <u>Impacts of harm</u> from alcohol on the Mornington Peninsula community: • Social • Health • Economic • Physical/environmental • Costs (service provision, maintenance, enforcement, judicial) 3. <u>General</u>	Participants Participants Participants
Next steps	Mornington Peninsula Shire