

Notice is given that an ordinary meeting of the Saxton Field Committee will be held on:

Date: **Tuesday 16 April 2024**
Time: **09.30 am**
Meeting Room: **Tasman District Council, Heaphy Room, 189**
Venue: **Queen Street Richmond**
Zoom conference link: <https://us02web.zoom.us/j/85069609250?pwd=TitVQk1jalR5ZjVEVm9wNmxEekVvZz09>
Meeting ID: 850 6960 9250
Meeting Passcode: 475264

Saxton Field Committee

Komiti Whenua Saxton

AGENDA

MEMBERSHIP

Independent Chair	Mr D Shaw	
Members	Tasman District Council	Nelson City Council
	Cr J Ellis	Cr C Rollo
	Cr B Maru	Cr T Skinner

(Quorum 3 members (min of 1 councillor from each Council)

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AGENDA

- 1 OPENING, WELCOME, KARAKIA
- 2 APOLOGIES AND LEAVE OF ABSENCE

Recommendation

That apologies be accepted.

- 3 PUBLIC FORUM
 - 3.1 Alcohol Healthwatch - Andrew Galloway and Jennifer Lamm..... 4
 - 3.2 National Public Health Service - Health NZ/Te Whatu Ora - Hana Wilkinson 15
- 4 DECLARATIONS OF INTEREST
- 5 LATE ITEMS
- 6 CONFIRMATION OF [MINUTES](#)

That the minutes of the Saxton Field Committee meeting held on Tuesday, 27 February 2024, be confirmed as a true and correct record of the meeting.

- 7 REPORTS
 - 7.1 Proposed amendments to the Saxton Field Reserve Management Plan relating to alcohol advertising at Saxton Field..... 18
- 8 CONFIDENTIAL SESSION
Nil
- 9 CLOSING KARAKIA

3 PUBLIC FORUM

3.1 ALCOHOL HEALTHWATCH - ANDREW GALLOWAY AND JENNIFER LAMM

Report To: Saxton Field Committee

Meeting Date: 16 April 2024

Report Number: RSFC24-04-1

1. Public Forum / Te Matapaki Tūmatanui

Andrew and Jennifer will speak in public forum regarding the advertising of alcohol.

2. Attachments / Tuhinga tāpiri

1.   Alcohol Healthwatch - presentation April 2024

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Alcohol Healthwatch

Saxton Field Reserve Management Plan

ANDREW GALLOWAY, EXECUTIVE DIRECTOR

SAXTON FIELD COMMITTEE

16 APRIL 2024



Today

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

Alcohol Healthwatch

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



Why alcohol and sport don't mix

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

Why alcohol and sport don't mix (continued)

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

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

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

How large is the contribution from alcohol to sport?

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

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

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

Why we think Nelson and Tasman were right!

- ▶ You consulted publicly (8 Oct 2020 – 10 Dec 2020)
- ▶ You had a vision:
 - ▶ *“Saxton Field is where the regional community comes together to play sport and for recreation. It is an inclusive environment for everyone.”*
- ▶ You made the right decision:
 - ▶ *4.8.2.3: The advertising of alcohol shall not be permitted on Saxton Field, apart from price and product schedules at point of sale.*
- ▶ You acknowledged the role of Te Tau Ihu iwi as kaitiaki:
 - ▶ *To acknowledge and work collaboratively with Te Tau Ihu iwi as kaitiaki of Saxton Field [and] to provide opportunities for expressions of tikanga Māori (clauses 3.2.2.1 and 3.2.2.2);*
 - ▶ *Te Tau Ihu mana whenua iwi will be consulted regarding the potential effects of a use or occupation agreement where there may be effects on Māori cultural values (clause 4.3.2.3).*
- ▶ You included an amendment clause:
 - ▶ *“any significant amendment to policy once the Plan is adopted will require **consultation with public and Te Tau Ihu iwi**. Minor amendments may be made by the councils via the Saxton Field Committee **in consultation with affected parties and specific stakeholders, and Te Tau Ihu iwi.**”*

Can we negotiate?

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

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

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

Contact us

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

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

3.2 NATIONAL PUBLIC HEALTH SERVICE - HEALTH NZ/TE WHATU ORA - HANA WILKINSON

Report To: Saxton Field Committee



Meeting Date: 16 April 2024

Report Number: RSFC24-04-2

1. Public Forum / Te Matapaki Tūmatanui

Health in All Policies Advisor, Hana Wilkinson, will speak in public forum regarding **Alcohol Advertising Policy - Saxton Field Management Plan**, on behalf of the **National Public Health Service - Health NZ/Te Whatu Ora**.

2. Attachments / Tuhinga tāpiri

1.   National Public Health Service Letter to Tasman District Council and Nelson City Council

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3rd April 2024

Health New Zealand
Te Whatu Ora

Nelson City and Tasman District Councils

Saxton Field Management Plan: Policy 4.8.2.3 – Iwi Engagement

The National Public Health Service – Nelson Marlborough is writing regarding the process which gave exemption to the current policy 4.8.2.3 (the policy) of the Saxton Field Management Plan (the plan) and the subsequent process to decide on the future of the policy banning alcohol advertising at Saxton Field.

We appreciate the opportunity to present to the Saxton Field Committee at their Public Forum on the 16th April where the policy will be discussed. In preparation for this forum, we have talked with some of our key stakeholders, one of which is iwi. We commend Nelson City Council and Tasman District Council (Councils) on acknowledging iwi as kaitiaki under Section 32 of the plan and the intentions outlined below:

The Councils will work in collaboration with iwi (based on mutual good faith, co-operation and respect) to achieve the objectives of reserve use. A collaborative approach recognises the mana of Te Tau Ihu iwi, their role as kaitiaki of Saxton Field, and the desire to work together to maintain and support reserve development and management.

The principles of the Te Tiriti o Waitangi / Treaty of Waitangi, to the extent that they are consistent with the provisions of the Reserves Act, will be given effect.

However, some iwi representatives and our Iwi Māori Partnership Board (Te Kahui Hauora) have expressed their concerns to us about the lack of iwi engagement through the policy exemption and subsequent processes. Therefore, to our knowledge, effect does not appear to have been given to Te Tiriti o Waitangi in this matter.

How Te Tiriti o Waitangi plays out in local government practices is important to public health as it has potential to impact Pae Ora (healthy futures) for all New Zealanders. Councils work programs are essential to supporting the achievement of Pae Ora as they largely shape the wider determinants of health. To achieve health equity for Māori requires giving complete effect and mana to Te Tiriti o Waitangi.

We strongly recommend that Councils engage as early as possible with Te Tau Ihu iwi regarding the future of this policy.

Yours sincerely



Vince Barry

**Regional Director, Public Health Te Waipounamu
National Public Health Service**

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Health New Zealand | Te Whatu Ora

7 REPORTS

7.1 PROPOSED AMENDMENTS TO THE SAXTON FIELD RESERVE MANAGEMENT PLAN RELATING TO ALCOHOL ADVERTISING AT SAXTON FIELD

Report To:	Saxton Field Committee
Meeting Date:	16 April 2024
Report Author:	Paul Harrington, Principal Planner - Parks and Facilities - Nelson City Council
Report Authorisers:	Andrew White, Group Manager Community Services - Nelson City Council
Report Number:	RSFC24-04-3

1. Purpose of Report

- 1.1 To recommend a proposal to consult on amendments to the Saxton Field Reserve Management Plan in relation to alcohol advertising at specific Saxton Field events.

2. Report Summary

- 2.1 Policy 4.8.2.3 of the Saxton Field Reserve Management Plan does not permit alcohol advertising at Saxton Field. This has been in place since the management plan was approved in 2021.
- 2.2 An exemption to policy 4.8.2.3 of the Saxton Field Reserve Management Plan was considered and approved by Nelson City Council and Tasman District Council in October 2023 for three international cricket games held in Nelson on 20 December 2023 and 22 and 24 March 2024.
- 2.3 Event organisers, in particular organisers of international and domestic cricket, need certainty on how the policy will be applied in the future. There is a risk that decision makers may choose not to hold events in Nelson while the policy restricting alcohol advertising exists as it frustrates sponsorship agreements, some of which are already in place.
- 2.4 An amendment to the Saxton Field Reserve Management Plan is proposed to provide certainty and enable international cricket events to proceed with temporary alcohol advertising where a sponsorship agreement is in place and appropriate approvals have been sought.

3. Recommendation

That the Saxton Field Committee

1. **receives the Proposed amendments to the Saxton Field Reserve Management Plan relating to alcohol advertising at Saxton Field report (R28393) and its attachments (1982984479-6670, 196698121-56176 and 196698121-56658); and**
2. **determines under s41(5A) of the Reserves Act that written suggestions on the proposed amendments to the Saxton Field Reserve Management Plan would not materially assist in its preparation; and**

- 3. agrees that the proposed amendments to the Saxton Field Reserve Management Plan are not a comprehensive review of the management plan and the Councils may therefore follow the procedure that they think fit having regard to sections 41(5) and (6) of the Reserves Act 1977 and the decision-making requirements of Part 6 of the Local Government Act 2002; and**
- 4. adopts the draft amendments to the Saxton Field Reserve Management Plan as provided in Attachment 3 to report R28393 (196698121-56658) for public consultation; and**
- 5. agrees to consult on the proposed amendments to the Saxton Field Reserve Management Plan by way of the consultation process described in Section 5.31 of report R28393 and that this meets the requirements of section 41 of the Reserves Act 1977 and Part 6 of the Local Government Act 2002, including the consultation principles in section 82; and**
- 6. agrees that the proposed amendments to the Saxton Field Reserve Management Plan will be publicly notified in Newsline, Our Nelson and on both Councils' websites; and**
- 7. delegates authority to the Chair of the Saxton Field Committee, Tasman District Council Group Manager Community Infrastructure and Nelson City Council Group Manager Community Services to approve minor changes to the draft amendments to the Saxton Field Reserve Management Plan before it is publicly notified; and**
- 8. agrees that the Saxton Field Committee undertakes the task of hearing and deliberating on submissions received on the draft amendments to the Saxton Field Reserve Management Plan and making recommendations to the Joint Committee.**

4. Background

Saxton Field Reserve Management Plan 2021 alcohol provisions

- 4.1 Commercial advertising of alcohol at Saxton Field is not permitted in the Saxton Field Reserve Management Plan 2021 (SFRMP). Clause 4.8.2.3 of the SFRMP states “*The advertising of alcohol shall not be permitted on Saxton Field, apart from price and product schedules at point of sale*”.
- 4.2 Reducing exposure to advertising has long been noted as a key opportunity for reducing harm¹, and alcohol has recently been identified as New Zealand’s most dangerous drug².
- 4.3 Clause 4.8.2.3 was included in the Draft SFRMP when it was consulted on in 2020. There were no submissions on this clause specifically in the consultation on the draft SFRMP and it was consequently included in the final SFRMP without change.
- 4.4 A policy specific to alcohol advertising was not included in the previous Saxton Reserve Management Plan 2008. Signage, including sponsorship signage, was allowed providing it was consistent with the aims and objectives of the management plan. One of the stated aims was “Manage Saxton Field to support healthy lifestyles”; however this provision was not interpreted so as to restrict alcohol advertising (alcohol was not discussed in the remainder of the plan).

Alcohol provisions and cricket sponsorship at Saxton Field

- 4.5 Central Districts Cricket (CDC) is the entity that bids for international matches in Nelson (as well as domestic matches) and holds hosting agreements with New Zealand Cricket (NZC). CDC is therefore considered the primary stakeholder in relation to cricket for the purposes of this report.
- 4.6 In 2021, the first year of the new Reserve Management Plan, there was no international cricket at Saxton Oval due to COVID 19.
- 4.7 In 2022, CDC was advised that the Saxton Field Reserve Management Plan did not permit alcohol advertising when signage was installed for a Super Smash match. At that time, CDC was permitted to advertise the name of a tavern, which carried the name of an alcohol brand, but not the alcohol itself.
- 4.8 In 2023, for the 2023/24 cricket season, three international games were allocated to Nelson for 20 December 2023 and 22 and 24 March 2024. CDC was the host association and NZC the venue hirer. The hosting agreement confirmed that NZC’s contractual commercial obligations would be fulfilled. One of these obligations was to allow Asahi, one of NZC’s major sponsors, to promote alcohol products at the matches.
- 4.9 Officers worked with CDC to see whether the sponsor was willing to advertise its non-alcoholic beverages or tavern names instead of the alcohol branding, but these options were not accepted. CDC instead requested an exemption to the SFRMP policy to allow Asahi Beverages NZ as a major sponsor to exercise associated alcohol advertising rights.

Exemption for the 2023/24 international cricket games

- 4.10 Due to timing, the Saxton Field Committee Chair and Committee Councillors, the Mayors and Chief Executives of both Nelson City Council and Tasman District Council referred the decision directly to the two Councils.

¹ E.g.: Alcohol In Our Lives: Curbing The Harm. Law Commission (2010) (<https://www.lawcom.govt.nz/assets/Publications/Reports/NZLC-R114.pdf>)
Ministerial Forum on Alcohol Advertising and Sponsorship: Recommendations on Alcohol Advertising and Sponsorship (2014) (<https://www.health.govt.nz/publication/ministerial-forum-alcohol-advertising>)

² The New Zealand drug harms ranking study: A multi-criteria decision analysis (2023) <https://journals.sagepub.com/doi/10.1177/02698811231182012>

- 4.11 The National Public Health Service – Nelson Marlborough (NPHS-NM) provided a letter expressing concern about an exemption allowing exposure to alcohol advertising in October 2023. This is provided in Attachment 1.
- 4.12 At its meetings in October 2023 the two Councils approved the short-term exemption to clause 4.8.2.3 to allow alcohol advertising at three international fixtures in December 2023 and March 2024.
- 4.13 The decision to grant the exemption was inconsistent with the SFRMP and the Councils were required to identify this inconsistency, the reasons why the decision was made, and any intention to amend the relevant policy to accommodate the decision. The Councils identified that there was no intent to amend the SFRMP at the time the decision was made to accommodate the exemption decisions.
- 4.14 Although an exemption to alcohol advertising was granted for the 2023/24 international cricket games, alcohol marketing at the games was reduced and included no activations (in-venue promotional activities and activations) or advertising beyond the on-field signage at Saxton Oval. Alcohol advertising in-venue was limited to the LED quadrant and boundary rope branding. Additionally, the LED quadrant alcohol advertising was rotated among a range of other (non-alcohol) brands so only appeared intermittently (every sixth rotation). The smaller triangle boundary rope branding was constant but was only used for the December 2023 match and not the two matches in March 2024.

Certainty required for future

- 4.15 CDC is now applying to host international matches for the 2024/25 season and clarity is needed as to how the policy will be applied so that organisers know how they will be able to manage the venue and what sponsorship agreements can be met. There is a risk that should alcohol advertising not be permitted, the existing sponsorship agreements will not allow the venue to be used and the matches will be located elsewhere.
- 4.16 A workshop with the Saxton Field Committee was held on 27 February 2024 to discuss options in relation to alcohol advertising at Saxton Field. Governance direction was provided for officers to bring back options for a longer-term solution that may involve an amendment to the SFRMP.
- 4.17 In March 2024 the two Councils delegated consideration and decisions on any recommendations from the Saxton Field Committee regarding changes to the SFRMP in respect of alcohol advertising, to the Joint Committee of the Nelson City and Tasman District Councils.
- 4.18 The recommendations of the Saxton Field Committee will be considered at the 9 July 2024 Joint Committee meeting.

5. Discussion

Sport and events at Saxton Field

- 5.1 The vision for Saxton Field in the SFRMP is as follows:
Saxton Field is where the regional community comes together to play sport and for recreation. It is an inclusive environment for everyone.
- 5.2 The facilities at Saxton Field cater for local, regional, national, and international sport, including provision for spectators, with some games televised. It has also been used as a venue for other significant events where entertainment was provided at the facility (such as Opera in the Park and Bay Dreams).

- 5.3 International games and events at Saxton Field have previously been held at the Saxton Oval and Saxton Hockey turf and could also be held at other venues within the reserve including Saxton Stadium. The Saxton Field Marketing Strategy 2022-2027 includes the outcome “Increased national and international sports”.
- 5.4 The last international hockey match was in December 2014 against Canada (the Black Sticks won 2-0). Advice from the Nelson Hockey Association is that such matches wouldn’t be expected to occur more than around once in a decade, and it is uncertain whether there would be a need for sponsorship-related alcohol advertising at those events. No alcohol advertising is required for inter-regional hockey matches.
- 5.5 Nelson Bays Football advises that should Nelson host an international football match this would most likely be located at Trafalgar Park. With regards to domestic football, the only relevant club is the Nelson Suburbs Football Club which is currently in the Southern League (the highest level league in the country outside the National League), in which inter-regional matches are played with other South Island teams. In future the Club may join the National League. Nelson Suburbs Football Club advised that it currently has one alcohol sponsor but no alcohol signage is erected during games, and that pressure to have signage displayed was unlikely to become an issue in future.
- 5.6 In relation to cricket, significant capital investment has been made by the two Councils, with support from sporting codes and funding agencies. This includes land purchase and facilities development including the wicket block, outfield, pavilion, maintenance buildings and media facilities. This investment has been made on the assumption that local, regional and international events would be held at Saxton Oval. This is detailed in the Draft Saxton Field Activity Management Plan 2024-34 which was presented to the Committee at its meeting on 7 November 2023 and subsequently approved by the Councils³. The Draft Activity Management Plan reflects provision for international cricket in the levels of service and includes a listed assumption “Saxton Oval will continue to attract international cricket games”.
- 5.7 Similarly, maintenance of the wicket block and outfield is expensive with annual operating costs of approximately \$280,000. To justify this expenditure the cricket facilities should be well used, including for international games when opportunities arise.
- 5.8 4,484 people attended the December 2023 match between the Black Caps and Bangladesh, while 610 and 1,112 people attended the 22 and 24 March 2024 White Ferns T20 matches respectively. A pre-event economic impact assessment estimated that these three games contributed \$2.5M of economic benefit to the region.

Alcohol advertising at Saxton Field

- 5.9 Sponsorship is part of the commercial viability of some events, and at present this includes sponsorship by alcohol brands.
- 5.10 Event organisers still need to apply for a Special Licence for selling alcohol and need to adhere to any conditions of that special licence. Conditions could potentially relate to alcohol advertising; however this is a matter for consideration by the District Licensing Committee under the provisions of the Sale and Supply of Alcohol Act 2012.
- 5.11 While the evidence linking alcohol advertising with harm has been clear for some time there has been little effectual policy development from Central Government on the matter, therefore councils are in a somewhat difficult position, needing to balance the benefits that such community events bring to a region with responsible policy settings.

³ This is the first year a Saxton Field Activity Management Plan has been prepared. Previously Saxton Oval was included in the Nelson City Council Parks and Reserves Activity Management Plan 2021-31, which included the same level of service and expectations around international cricket.

- 5.12 Without national restrictions on alcohol advertising, it may be considered somewhat unreasonable to expect councils to regulate this when the potential outcome is losing international matches being hosted in the region.
- 5.13 With regards to cricket, there are no other councils in New Zealand that have rules prohibiting alcohol advertising at matches. The situation is unique to Nelson and presented a new issue for CDC and NZC.
- 5.14 The organisations that bid for matches (CDC) and seek to hire the venue (NZC) require clarity for future events. It is noted that at the time of writing, allocation decisions were being made for the 2024/25 season.
- 5.15 In a letter to the Councils in February 2024 (Attachment 2) Nelson Cricket Association advised that “*NZC would not have allocated the match to Nelson had they known of the policy. The allocation of future international matches to Nelson is unlikely if the policy is applied in a way that does not enable contractual commitments to be honoured*”.

Amending the Reserve Management Plan

Proposed amendment to the Saxton Field Reserve Management Plan

- 5.16 If the Committee supports amending the SFRMP to accommodate alcohol advertising for certain events, a formal process needs to be followed.
- 5.17 The amendment could be to allow advertising at all events, at international and national/inter-regional sporting events only or be limited to international/national/inter-regional cricket. Given this is an issue that appears to be exclusive to cricket, officers recommend the amendment relates only to international cricket events, as widening it to include all sporting events could have unintended consequences (e.g. result in additional alcohol advertising that is not currently contemplated by other codes). Potential wording for the alternative wider application is also discussed below.
- 5.18 Given the advertising of alcohol has impacts beyond influencing behaviour at the venue, and the restrictive stance of the SFRMP as adopted in 2021, it is recommended that the introductory and expectations text of the alcohol section is also amended to signal a future desire to reconsider alcohol advertising at Saxton Field (other than price and product schedules at point of sale).
- 5.19 Clarification that the advertising restrictions do not relate to players clothing is also recommended as this is not something considered practical for the SFRMP to control.
- 5.20 The proposed amendments recommended by officers are provided in Attachment 3 and are summarised as follows:
- amend the introductory text of section 4.8.1 Alcohol;
 - add new expectation 4.8.1.2 relating to working collaboratively with stakeholders around developing new policy related to the advertising of alcohol for inclusion in the next review of the Plan, by which time it would be expected that the advertising of alcohol at Saxton Field will have been phased out;
 - amend clause 4.8.2.3 to clarify that players' clothing is not subject to the policy and signalling an exception in 4.8.2.4;
 - add new clause 4.8.2.4 allowing temporary advertising of alcohol for international cricket events with contractual sponsorship commitments (with the approval of Saxton Field Committee Chair and the Chief Executives of Nelson City Council and Tasman District Council).

- 5.21 The recommended amendments seek a balance between demonstrating leadership in the matter of alcohol advertising and providing practicality and certainty for the organisers of these fixtures. The proposed amendments would result in no change to general reserve use and community use of the facility, but would mean that for significant cricket events, temporary alcohol advertising would be permitted where the appropriate approvals have been given. The approval of the Saxton Field Committee Chair and Chief Executives of both Councils enables an event specific approval process to be carried out without disproportionate formality or engagement, while enabling any desired restrictions or conditions to be negotiated (e.g. if advertising is to be limited to within a specific venue).
- 5.22 An alternative, if the Committee considered that alcohol advertising should be allowed wider than just for the cricket events described in the recommended option, could be to broaden the policy and base the provision on an event's significance, with the Chair and Chief Executives determining on a case by case basis that a particular event has a high enough level of significance to be approved.
- 5.23 For this option clause 4.8.2.4 would read "*For significant events, temporary advertising of alcohol (where a corresponding sponsorship agreement is in place) is permitted for the duration of the event, with the approval of Saxton Field Committee Chair and the Chief Executives of Nelson City Council and Tasman District Council*". This option is not recommended by officers as for Saxton Field the issue of alcohol advertising is considered to be unique to cricket, and similar issues with other events are not foreseeable.

Engagement

- 5.24 Officers have engaged with representatives of CDC, Nelson Cricket, the NPHS-NM and other relevant codes that use Saxton Field. CDC are supportive of the proposed amendments, while NPHS-NM would prefer the SFRMP to retain its original stance without change. NPHS-NM also noted a preference for domestic matches to be excluded from any amendment that was progressed, which was discussed with CDC and the proposed policy subsequently narrowed to only relate to international matches.
- 5.25 Representatives of Nelson Bays Football, Nelson Suburbs Football Club and Nelson Hockey Association were also spoken with as key non-cricket users of Saxton Field, and in general did not raise concern with the recommendation for an amendment only relating to cricket, signalling their need for such alcohol advertising to be unlikely.
- 5.26 Iwi have been approached for feedback however there has been limited time to respond. At the time of writing feedback had been received from one iwi who is comfortable with the proposed approach. Officers expect to present the matter to Te Ohu Taiao hui 2024 hui on 10 April 2024, and an update on iwi feedback will be provided at the meeting. It is noted that feedback from iwi on the original Reserve Management Plan 2021 did not focus on alcohol advertising.

Process for change

- 5.27 Usually, when preparing a Reserve Management Plan, consultation under s41(5) and s41(6) of the Reserves Act is required. This means that notice of intent to change/prepare a management plan is required, input sought on that intent, the plan drafted, then input sought on the draft plan for a period of four weeks, before decisions are made.
- 5.28 However, s41(5A) of the Reserves Act allows the initial public notice of intent not to be required if the Council determines by resolution that written suggestions on the proposed plan would not materially assist in its preparation. In this proposal, officers consider that the initial public notice of the intent to prepare this change to the Reserve Management Plan is not required. The views of NPHS-NM and CDC are known on this issue, and the

Reserve Management Plan was consulted on relatively recently. This determination requires a decision by Council.

- 5.29 The Reserves Act allows for the s41(5) and s41(6) process not to be followed in the case of any change ‘not involving a comprehensive review’. As this is a change to just one section of the SFRMP, officers consider this is a change ‘not including a comprehensive review’ and the full s41(5) and s41(6) process is not required. Consultation is instead proposed as detailed in Section 5.31 of this report.
- 5.30 The Significance and Engagement Policies of the two Councils need to be considered in making a decision on what level of consultation is required in place of the s41(5) and s41(6) process. These policies have been considered and a brief assessment is provided in Section 7.5 of this report. The matter is considered to be of medium significance.
- 5.31 The following consultation process is proposed.
- Public notice of proposed change published in Newline, Our Nelson and on both Councils’ websites, and by letter to CDC and NPHS-NM.
 - Public consultation period from 6 May 2024 to 27 May 2024.
 - Hearings held by the Saxton Field Committee on 13 June 2024
 - Deliberations held by the Saxton Field Committee to consider and make recommendations on any submissions received on 25 June 2024.
 - Final changes presented for adoption at the 9 July 2024 Joint Committee of Tasman District and Nelson City Councils.

6. Options

- 6.1 There are several options available:
- Option 1: Do nothing/status quo
 - Option 2: Continue with SFRMP exemptions as needed (no change to SFRMP)
 - Option 3: Amend SFRMP to allow temporary alcohol advertising for certain cricket events.
 - Option 4: Amend SFRMP to allow temporary alcohol advertising for significant events.
 - Option 5: Amend SFRMP in a way that differs to the above options.
- 6.2 The recommended approach is Option 3, to consult with the community on a proposal to change the SFRMP to allow temporary alcohol advertising for international cricket events, with approval from the Chair of the Saxton Field Committee and the Chief Executives of both Councils. It is considered that in the current context, this option provides an appropriate balance between providing the economic, community and social wellbeing opportunities that high profile cricket matches bring to the region, and the cumulative risk that exposure to alcohol advertising at such events bring.

1. Option 1: Do nothing, manage the venue in accordance with the SFRMP	
2. Advantages	<ul style="list-style-type: none"> • Adheres to the current policy, demonstrating leadership in relation to alcohol advertising at sporting events • Reduced exposure to alcohol advertising for public • Gives certainty to event organisers – alcohol advertising is not permitted and should organisers wish to use the venue, alternative sponsorship agreements would be required • Preference of National Public Health Service – Nelson Marlborough
3. Risks and Disadvantages	<ul style="list-style-type: none"> • Risk that high level cricket games would not go ahead, including international cricket, with associated potential loss of economic and community benefit • Potential reputational risk • Not the preference of New Zealand Cricket, Central Districts Cricket, Nelson Cricket Association
4. Option 2: Do not amend the SFRMP, but seek a further exemption to the policy as required	
5. Advantages	<ul style="list-style-type: none"> • Reserve Management Plan demonstrates leadership in relation to alcohol advertising at sporting events, albeit with expectation of exemptions as required • The Councils have the ability to assess the nature of the exemption each year • Event organisers know that advertising alcohol is not supported by Council and they need to make a case for each event or series of events, which may encourage alcohol to be minimised • Nelson is not guaranteed international cricket matches and in years where Nelson is not allocated matches the permanent policy change would not be perceived as necessary
6. Risks and Disadvantages	<ul style="list-style-type: none"> • Adopting a position of non-compliance with a reserve management plan is not good practice for an administering body, and the councils should change the reserve management plan where consistent change of approach is expected • No community input on exemption decisions • Reserve management plans are consulted on with the community and agreeing to a breach needs acknowledgement that the decision is inconsistent with Council policy • Does not give certainty to event organisers – the Councils may decide not to give an exemption for a particular event • Onerous process for event organisers which carries considerable risk (timing of match allocation does not give much time for council decisions)

7. Option 3 (Recommended): Consult on proposal to change the SFRMP to allow temporary alcohol advertising for international, national and inter-regional cricket events (with appropriate approval)	
8. Advantages	<ul style="list-style-type: none"> • Clarity for event organisers and Councils • Public process with a decision made following community input • Approval of alcohol advertising by Chair and Chief Executives provides additional safeguard • Advertising limited to specific cricket events • Considered an appropriate balance between economic, community and social wellbeing opportunities from high level cricket matches, and the cumulative risk that exposure to alcohol advertising at such events bring • Policy provides some leadership by noting issue with advertising alcohol and signalling expectation that policy will be given further consideration at next review
9. Risks and Disadvantages	<ul style="list-style-type: none"> • Advertising alcohol at Saxton Field adds to a cumulative exposure which is a known public health issue
10. Option 4: Consult on proposal to change the SFRMP to allow temporary alcohol advertising for significant events (with appropriate approval)	
11. Advantages	<ul style="list-style-type: none"> • Clarity for event organisers • Community input sought and a decision made on following community input • Approval of alcohol advertising by Chair and Chief Executives provides additional safeguard
12. Risks and Disadvantages	<ul style="list-style-type: none"> • Other codes and events that don't currently have agreements with alcohol brands may seek such agreements • Greater impacts on community wellbeing from additional exposure to alcohol advertising
13. Option 4: Consult on an alternative amendment to the SFRMP, to be determined by the Committee	
14. Advantages	<ul style="list-style-type: none"> • Committee has ability to recommend an alternative amendment to the SFRMP • Community input sought and a decision made on following community input • (Other advantages dependent on nature of amendment)
15. Risks and Disadvantages	<ul style="list-style-type: none"> • (Dependent on nature of amendment)

<p>7. Considerations for Decision Making</p>
<p>7.1 Fit with Purpose of Local Government</p> <p>This decision to seek views from the public on amending the Saxton Field Reserve Management Plan enables democratic decision-making by and on behalf of communities.</p>
<p>7.2 Consistency with Community Outcomes and Council Policy/Legal requirements</p> <p>An earlier exemption to allow alcohol advertising for three international cricket games is inconsistent with the policy included in the Saxton Field Reserve Management Plan 2021.</p> <p>Consulting on a proposed change to the Reserve Management Plan will allow community input on the proposed change before a decision is made.</p> <p>A decision in support of the recommendation would be in line with the provision in the Councils' Long-Term Plans to provide for international events at Saxton Field.</p>
<p>7.3 Strategy and Risks</p> <p>Known risks and harm associated with increased exposure to alcohol advertising. This risk is no greater than pre-2021 levels (before the current policy was introduced) and needs to be balanced with reputational risk of losing games as well as the economic and community wellbeing benefits that international cricket games provide for the region.</p>
<p>7.4 Financial impact/Budgetary implications</p> <p>Cost of consultation staff and elected member time involved in the consultation process.</p>
<p>7.5 Degree of significance and level of engagement</p> <p>Based on the below assessment of the Nelson City Council and Tasman District Council Significance and Engagement Policies, this matter is considered overall to be of medium significance. The public engagement process described in Section 5.31 of the report is considered appropriate.</p> <ol style="list-style-type: none"> 1. The decision does not impact the ownership of a 'strategic asset'. <i>(Low significance)</i> 2. The proposed policy change does not impact on levels of service provided by Council or the way in which services are delivered, but does have an impact on how often a key facility can be used. <i>(Low significance)</i> 3. The decision is not irreversible <i>(Low significance)</i> 4. The decision is considered to have a moderate impact on sections of the community for two broad reasons. On those attending the events, who are exposed to alcohol advertising; and on the number of people

able to attend significant events (e.g. if the events no longer occur).
(*Medium significance*)

5. There is some history of the matter generating public interest through media coverage and directly from NPHS-NM, Nelson Cricket and Central Districts Cricket, which has the potential to generate a degree of controversy.
(*Medium significance*)
6. The proposed policy change does not impact on Councils financial capacity and capability.
(*Low significance*)
7. The wider impact of the decision has the potential to impact social wellbeing of the community, particularly the young or vulnerable, through exposure to alcohol advertising which is matched with sporting values (success, heroes, fun, endurance, connection.) However tis is part of a wider cumulative issue and the scale of impact from the venue alone is not easily quantifiable.
(*Medium significance*)
8. The proposed change does not impact on Council's ability to mitigate climate change.
(*Low significance*)
9. The proposed change does not involve the sale of a CCO/CCTO
(*Medium significance*)
10. The proposed change does not involve a partnership with the private sector.
(*Low significance*)
11. The Proposed decision could impact an existing activity, that being premier (including international) cricket matches being played in the region.
(*Medium significance*)

7.6 Climate Impact

This decision would have little or no climate change impact.

7.7 Inclusion of Māori in the decision making process

Iwi have been approached for feedback however it is acknowledged that there has been limited time to respond due. The matter will be discussed at Te Ohu Taiao hui 2024 hui on 10 April 2024.

There will be further opportunity to consider the views of iwi as the process progresses, noting that deliberations on the amendment are not expected until late June 2024.

7.8 Delegations

The Saxton Field Committee is delegated to approve the draft Saxton Field Reserve Management Plan for public consultation, undertake the public consultation process and to be the Hearings Panel to hear and deliberate on the submissions for the draft Saxton Field Reserve Management Plan. The Committee is delegated to recommend the

final Saxton Field Reserve Management Plan to councils for approval (this has been delegated by resolution to the Joint Committee of Nelson City and Tasman District Councils - refer below).

The Saxton Field Committee has the following relevant delegations.

Areas of Responsibility:

- *Promotion and marketing of Saxton Field as a regional venue*
- *Activities, developments and management actions provided for in the adopted Saxton Field Reserve Management Plan and associated policies*
- *Developing a work programme including any community consultation required*

Powers to Decide:

- *Approval of the draft Saxton Field Reserve Management Plan for public consultation, to undertake the public consultation process and to be the Hearings Panel to hear and deliberate on the submissions for the draft Saxton Field Reserve Management Plan*

Powers to Recommend (if applicable):

- *Reserve policies for approval including the Saxton Field Reserve Management Plan and any Development Plan*
- All recommendations to Council will be subject to adoption of an equivalent resolution by the other Council, unless it is a matter specific to one Council only

At 22 March 2024 meeting the Nelson City Council resolved the following

- *Delegates, subject to Tasman District Council approval, to the Joint Committee of the Nelson City and Tasman District Councils consideration and decisions on any recommendations from the Saxton Field Committee regarding changes to the Saxton Field Management Plan, in respect of alcohol advertising.*







At its 28 March 2024 meeting the Tasman District Council resolved the following:

- *Delegates to the Joint Committee of Nelson City and Tasman District Councils consideration and decisions on any recommendations from the Saxton Field Committee regarding changes to the Saxton Field Management Plan, in respect of alcohol.*

8. Conclusion and Next Steps

- 8.1 Consultation in relation to any amendment to the Saxton Field Reserve Management Plan will occur in the manner identified in Section 5.31 of this report.
- 8.2 Hearings and deliberations will be held by the Saxton Field Committee.
- 8.3 Following consultation, recommendations will be made by the Saxton Field Committee to the Joint Committee of the Nelson City and Tasman District Councils for any final Saxton Field Reserve Management Plan amendment to be approved.
- 8.4 Following any approval, Saxton Field will be managed in line with the policy.

9. Attachments

1.	 	Letter to Councils from Te Whatu Ora - 17 Oct 2023	32
2.	 	Letter from Nelson Cricket to Mayors of Nelson and Tasman Councils 20 Feb 2024	34
3.	 	Proposed amendments to Saxton Field Reserve Management Plan Section 4.8.1	37

17 October 2023

Nelson City and Tasman District Councils

New Zealand Cricket - Exemption to Saxton Field Management Plan Sponsorship Policy

The National Public Health Service – Nelson Marlborough (NPHS-NM) is concerned to hear about the request for an exemption of section 4.8.2.3 of the Saxton Field Management Plan June 2021, to allow alcohol advertising at three upcoming international cricket matches.

Alcohol can cause considerable harms to people, whānau and communities and drives health and social inequities, resulting in significant costs to the health, welfare and justice sectors¹.

Exposure to advertising in the form of alcohol sponsorship can influence drinking behaviours, reinforces the use of alcohol as part of our culture and desensitises the community to alcohol harm². There is strong evidence of a causal relationship between alcohol marketing and drinking among young people³.

In 2020, NPHS-NM advocated for alcohol advertising to cease, through the Saxton Field Management Plan review. In recognition of this section 4.8.2.3. of the plan was included, banning alcohol advertising at Saxton Field, (excluding price and product schedules at point of sale).

¹ te hiringa hauora-Health Promotion Agency. (2022). Alcohol advertising, promotion and sponsorship.<https://www.hpa.org.nz/sites/default/files/4.0%20AL1195-B%20Advertising%20and%20Promotion%20Position%20Statement.pdf>

Aaron Smith, Kate Westberg, Constantino Stavros, Geoff Munro, Kevin Argus. (n.d.). *Merging sport and drinking cultures through social media*. <https://fare.org.au/wp-content/uploads/Merging-sport-and-drinking-cultures-through-social-media.pdf>

³ Sargent JD, Babor TF. The Relationship Between Exposure to Alcohol Marketing and Underage Drinking Is Causal. *J Stud Alcohol Drugs Suppl* 2020; : 113–24.

With the event being advertised as family friendly⁴, NMPHS-NM urges both Councils to consider the wider health implications for the community and the precedent this may set when making this decision. While accepting the economic considerations around events of this nature, we would encourage both Councils to engage with New Zealand Cricket in reviewing sponsorship agreements for future events where sponsorship is dependent on advertising rights at event venues.

NPHS-NM would be keen to collaborate with both Councils in addressing these concerns for future events.

Yours sincerely



Sonya Briggs

Te Atiawa

Interim Public Health Service Manager

National Public Health Service | Nelson Marlborough

Te Waipounamu Region

⁴ Nelson City Council. (2023, July 18). International cricket returns to Saxton Oval. Our Nelson. <https://our.nelson.govt.nz/media-releases-2/international-cricket-returns-to-saxton-oval/>



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The Mayor
 Tasman District Council

The Mayor
 Nelson City Council

20 February 2024

SAXTON FIELD - ALCOHOL ADVERTISING POLICY

Dear Sirs

Saxton Field is a world class sporting facility. It is the culmination of many years of investment by both councils and charitable bodies, particularly NZ Community Trust, which has provided millions of dollars in financial support to enable the facility to be developed to its current state, which is the envy of many regions throughout the country.

As a result of the confusion which arose prior to the One Day International New Zealand v Bangladesh cricket match last December and in the interests of the region and sporting codes with facilities at Saxton Field, we seek certainty about the alcohol advertising policy for Saxton Field and the scope of its applicability.

A. THE POLICY

1. Both councils have previously adopted the Saxton Field Joint Committee Policy restricting the advertising of alcohol at Saxton Field other than price and produce schedules at point of sale.
2. The Saxton Field Management Plan (the Plan) acknowledges that:
 - a. Saxton Field "is a significant regional sport and recreation venue"¹.
 - b. Saxon Field "supports national and international sporting events"².
 - c. The Plan is a "living document"³. (It should be interpreted accordingly.)
3. Clause 4.8.2.3 of the Plan provides

"The advertising of alcohol shall not be permitted on Saxton Field, apart from price and product schedules at point of sale."⁴

4. Although the Plan recognises and draws a distinction between sponsorship and advertising, the scope of clause 4.8.2.3 was the subject of controversy prior to the one day international. That controversy was unhelpful for the region as well as for the game.

B. THE PROBLEM

5. Central Districts Cricket Association (**CDC**) sought to play the ODI between the NZ Black Caps and Bangladesh at Saxton Field on 20 December 2023. There were extensive negotiations with the Nelson Regional Development Authority and the

¹ Plan, page 7, paragraph 2 (Introduction)

² Plan, page 7, paragraph 5 (Introduction)

³ Plan, page 7, paragraph 8 (Introduction)

⁴ Copy of clause 4.8.2.3 attached

Nelson City Council to achieve this, the negotiations resulting in assistance from the Council and assistance, including financial assistance, by the Nelson Regional Development Agency. A submission to New Zealand Cricket (**NZC**) by CDC for the allocation of the match for Nelson was accordingly made and NZC allocated the ODI to Nelson, with CDC the host association.

6. NZC required CDC, like all other associations in NZ hosting a NZC event, to sign a hosting agreement with NZC. That agreement included, amongst other things, confirmation that CDC would ensure NZC's contractual commercial obligations would be fulfilled in the hosting of the event. One of those obligations was to allow Asahi, one of NZC's major sponsors, to promote their alcohol products at the match. (Asahi owns Boundary Road Brewery – which has been promoted at cricket venues around New Zealand and on TV throughout this summer.)
7. The non-promotion of alcohol policy was not raised or discussed during negotiations. Seemingly, the belief was that it did not apply to events of international significance, such as the proposed international match.
8. NZC would not have allocated the match to Nelson had they known of the policy. The allocation of future international matches to Nelson is unlikely if the policy is applied in a way that does not enable contractual commitments to be honoured.
9. When the policy was raised (late in the piece) with CDC, significant issues arose:
 - a. CDC, as the host union, could not sign NZC's hosting agreement as there was no certainty that it could comply with the necessary contractual obligation for Asahi to have the right to promote its products at all NZC fixtures.
 - b. The Saxton Field Committee confirmed their view that they did not think the policy was intended to apply to significant events at Saxton Field, such as sports internationals.
 - c. The match was placed in jeopardy. Alternative venues for the game that would enable NZC to fulfil its commercial obligations were explored, as the policy in question is unique to Nelson/Tasman region.
 - d. Contractual obligations made with local firms as part of the substantial planning for the match were also prejudiced, with liabilities arising.
 - e. Significant time spent by Tasman District Council and Nelson City Council staff seeking a compromise exemption from the policy, preparing a resolution and submissions to the Tasman District Council and the Nelson City Council and consideration of legal advice by council staff.
 - f. The Tasman District Council approved a compromised resolution allowing an exemption to the policy.
 - g. Nelson City Council voted to decline approval of the compromised exemption to the policy; that declination was subsequently rescinded, enabling the game to proceed on the basis of the approved compromise.
 - h. Extensive time was spent by Nelson City Council staff, Central Districts cricket and Nelson cricket in fulfilling their obligations under a local government official information request.
 - i. A significant consequence of the confusion, that cannot be ignored, was the prospect of the game being pulled from Saxton Field within days of the tickets

going on sale, and the huge damage this would have done to the region's reputation nationally and internationally.

10. Although ultimately the game was able to proceed on the basis of the compromise the uncertainty created and the lack of clarity regarding the longer term position remains a significant threat to the grant of future internationals to the region. Certainty is required for all sporting bodies so that sports bodies can proceed with major events at Saxton Oval without uncertainty or fear of the policy.

C. THE SOLUTION

11. Ongoing uncertainty threatens future significant events at the venue, which in turn places the viability of the venue in jeopardy and potentially removes a significant recreational opportunity from the calendar of locals. (Over 4000 people attended the game without incident, it is noted, and the region received significant national and international television coverage. NRDA estimates the value to the region to be in the \$ millions.)
12. While recognising the desire, which NCA supports, to avoid wide-spread alcohol advertising on permanent fixtures, pragmatism is necessary to assist sporting codes to grow and to promote the region. It is suggested that the Plan include a clear and specific provision allowing existing contractual obligations that are integral to the hosting of a major event to be permitted. It is suggested that the following wording be adopted as an amendment to the Plan:

- 11.1. Add to the start of clause 4.8.2.3 the following:

"Except as set out in clause 4.8.2.4..."

- 11.2. Insert a new clause 4.8.2.4 as follows:

"Temporary signage for a sporting event of a regional or international nature where the body hosting that event has contractual commitments to a third party requiring such signage is permitted."

13. Such an approach is consistent with both the spirit of the Plan and the provision in clause 3.5.1.1 of the Plan that recognises commercial activities and signs that enhance public enjoyment of Saxton Field, its uses and capacity.

D. CONCLUSION

14. Saxton Field is a first class facility, of which the region can legitimately be proud. It provides a unique opportunity to showcase the region.
15. The key to ongoing games and sporting events of significance coming to the region is certainty – certainty of policy and certainty of ability to honour contractual commitments. Certainty is critical. NZC, and all codes, need certainty that contracts can, and will be, honoured – it is unreasonable and unworkable to expect events to be allocated to the region when certainty is absent.

Yours faithfully
Nelson Cricket Associated Inc.

A Leonard
Chair

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027 2460122

Proposed amendments to Saxton Field Reserve Management Plan Section 4.8.1 (Alcohol)

4.8.1 Alcohol

The NCC Urban Environments Bylaw 225 prohibits alcohol consumption on Saxton Field from 9.00 pm on any day to 7.00 am on the following day. The bylaw also defines the Council's power to impose temporary alcohol prohibitions. The policies here are intended to manage any adverse effects of alcohol consumption on Saxton Field, in addition to the restrictions of the bylaw. The Sale and Supply of Alcohol Act 2012 also applies.

Unruly behaviour on reserves associated with alcohol consumption, the use of other drugs or any other issue, can be managed via the police through existing laws.

In 2023 Alcohol was identified as New Zealand's most dangerous drug¹, and reducing exposure to advertising is accepted as a key opportunity for reducing harm². Because exposure to alcohol advertising at sporting events has effects and impacts beyond the influence of behaviour at the venue, the future aspiration is to phase out all alcohol advertising at Saxton Field (other than price and product schedules at point of sale).

A policy banning all alcohol advertising is not considered practical in the short term and an exception is made for international cricket matches, however the intent is that relevant event organisers will be encouraged to consider reducing the amount of alcohol advertising at events and avoiding other in-venue promotional activities and activations. The policy on advertising alcohol at Saxton Field will be reconsidered at the next review of the Reserve Management Plan.

4.8.1 Expectations

4.8.1.1 Alcohol may be consumed on Saxton Field where that activity, and adverse effects on reserve values, users and neighbours, can be avoided and where relevant statutory and bylaw requirements are met, and with the approval of NCC and TDC and regulated by appropriately delegated alcohol licensing officer/s.

4.8.1.2 Collaborative work will be undertaken with stakeholders around developing new policy related to the advertising of alcohol for inclusion in the next review of this plan, by which time it is expected that the advertising of alcohol at Saxton Field (other than price and product schedules at point of sale) will have been phased out.

4.8.2 Policies and methods

4.8.2.1 The sale or supply for consumption within the reserve of liquor shall only be permitted in accordance with an issued alcohol licence where it is associated with a permitted recreation activity or event, and where the consumption of liquor is ancillary to those activities (that is, it is not an activity in itself).

4.8.2.2 The consumption of alcohol shall not be permitted in or near playgrounds and other play and activity areas. Alcohol licenses (On and Club) for the sale of alcohol on Saxton Field shall be limited to sports clubrooms and multi-purpose community buildings and will generally be defined in use or occupation agreements. These

¹ The New Zealand drug harms ranking study: A multi-criteria decision analysis (2023) <https://journals.sagepub.com/doi/10.1177/02698811231182012>

² E.g.: Alcohol In Our Lives: Curbing The Harm. Law Commission (2010) (<https://www.lawcom.govt.nz/assets/Publications/Reports/NZLC-R114.pdf>) Ministerial Forum on Alcohol Advertising and Sponsorship: Recommendations on Alcohol Advertising and Sponsorship (2014) (<https://www.health.govt.nz/publication/ministerial-forum-alcohol-advertising>)

agreements shall confine alcohol consumption to the building and attached verandas. Long-term licences for the sale of alcohol on Saxton Field shall be limited to sports clubrooms and multi-purpose community buildings and will generally be defined in use or occupation agreements. Sale of alcohol may be permitted in temporary structures such as tents during temporary events. Special licenses may be granted if the approval of delegated Council officer/s is obtained.

4.8.2.3 The advertising of alcohol shall not be permitted on Saxton Field, apart from price and product schedules at point of sale and sponsorship advertising on players' clothing, except as set out in clause 4.8.2.4.

4.8.2.4 For international cricket events with contractual sponsorship commitments, temporary advertising of alcohol is permitted for the duration of the event, with the approval of Saxton Field Committee Chair and the Chief Executives of Nelson City Council and Tasman District Council.

DRAFT