

BRIEF OF EVIDENCE OF
Mapua District and Community Association

13 MAY 2023

The Mapua District and Community Association is an incorporated Society based in Mapua. Our mission is to ensure that Māpua is a safe, responsible and forward-looking community in which to live.

Our objective, articulated in our constitution, is to initiate and organise actions that contribute towards making our Community a better place for both current and future generations:

- a) Promote and foster interest in the social, economic, environmental and cultural life of Māpua and surrounding districts
- b) Encourage public discussion on the socially, economically and environmentally sustainable development of Māpua and districts, commensurate with the preservation of its unique qualities and desired lifestyle of residents
- c) Serve as a channel of communication with local, regional and National Government, including the Tasman District Council (TDC) and any other statutory or interested organisations, in as much as they may affect those who live in the district
- d) Collect and disseminate information on matters pertaining to these objectives and any other matters of interest or concern to the community.

At the 8 May 2023 meeting of the Association's membership, the following motion was passed by a overwhelming majority of the members present (42) with two opposed and two abstentions

That the MDCA objects to the DLC against the liquor licencing applications by Super Liquor and Liquorland on the ground that objecting is an action that is consistent with the MDCA objective as per constitution item 1 "To initiate and organise actions that contribute towards making our Community a better place for both current and future generations."

The MDCA is opposed to the Superliquor application for the following reasons:

1. The location of an off licence selling spirits, RTDs and strong beer will increase the consumption of alcohol in the community and thereby cause increased harm through an increase in the excessive and/or inappropriate consumption of alcohol.
2. The location of this proposed Superliquor outlet will adversely impact upon the amenity and good order of Mapua.

On the matter of the first:

Currently there are no off-licence sales of spirits (other than a poorly known sale of expensive boutique Gin) or RTDs in Mapua.

A Superliquor outlet will introduce high strength spirits and RTDS which will inevitably see an increase in alcohol consumption due to

- Increased availability
- Increase affordability
- Reduced control on the consumption of alcohol due to the lack of control on consumption seen in on licences alcohol sales.
- RTDs targeted at young persons

It will also introduce more competition in off licence sales of lessor strength alcohol in Mapua, thus driving down the price of alcohol.

Affordability: The real price of alcohol and its affordability (price relative to income) are strong drivers of alcohol use. Research in Aotearoa New Zealand has shown that when incomes increase and the real price of alcohol decreases, consumption levels go up.iii.

Excessive alcohol consumption is directly related to the amount of alcohol consumed by an individual.

There is extensive evidence to suggest that factors that influence the availability and accessibility of teenagers to alcohol play an important role in the development of alcohol use and misuse in this group. These factors include:

- (i) the price of alcohol;
- (ii) the legal drinking age;
- (iii) the availability of liquor outlets;
- (iv) licensing hours;

- (v) the enforcement of alcohol laws; and
- (vi) advertising.

This research makes it abundantly clear that the ways in which the access of young people to alcohol is regulated, can play an important role in influencing rates of alcohol use and misuse in this population.ⁱⁱⁱ

Off licence and harms of excessive or inappropriate alcohol consumption.

There is a direct relationship between the density of off-licences in New Zealand/Aotearoa and the incidence of antisocial behaviours, sexual offenses where an additional off-licence outlet in an area is associated with a 1.3 percent higher incidence of antisocial behaviour and a 1.9 percent higher incidence of sexual offences. In low population areas (below 7000), there is a direct statistically significant relationship between the density of off-licences and the incidence of drug and alcohol offences, and motor vehicle accidents.^{iv} Mapua is a low population area.

Antisocial behaviours, sexual offenses, drug and alcohol offenses and motor vehicle accidents from drink driving are all characteristics of excessive AND/OR inappropriate drinking.

Thus there is strong evidence that the introduction of a new off licence will significantly expand the availability and affordability of alcohol and will increase excessive and inappropriate drinking and the resultant harms to not only the health of our people but also to the overall community, its families, and children.

On the matter for the second:

The proposed location is the most prominent commercial position in Mapua, being the first commercial premises any visitor to the Mapua will pass on their way to the schooling, sports, social and commercial activities that are key attractions of Mapua.

Additionally, the location is directly opposite Mapua School and will normalise alcohol to the children of Mapua Village, a circumstance that, given the known harms of excessive and inappropriate alcohol consumption, is inconsistent with the amenity of Mapua.

There is likely to be an increased alcohol consumption in public areas (this occurs already despite the Mapua area Alcohol ban) in particular in the immediately adjacent reserve of Aranui Park.

The sale of alcohol at an off licence is associated with increased incidence of antisocial behaviours and sexual offenses while an off licence is a target for crimes such as burglary and ram raids. This will impact the good order of Mapua.

All these factors mean a Superliquor bottle store selling spirits and RTDs at this location will clash with the pleasantness, [attractiveness](#) that is the amenity of Mapua Village and affect negatively the good order of our community.

Summary

Thus we request the DLC does not issue a an alcohol off-licence for this locality because this proposed Superliquor

1. Will adversely impact on the amenity of Mapua Village
2. Be located close to the Mapua school
3. Will be a very significant impediment to any attempt to minimise the harms caused by the excessive or inappropriate consumption of alcohol.

ⁱ Wall M, Casswell S. Affordability of alcohol as a key driver of alcohol demand in New Zealand: a cointegration analysis. *Addiction* 2013; 108: 72–9.

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ⁱⁱⁱ <https://www.otago.ac.nz/christchurch/otago018747.pdf> pg 220

^{iv} Cameron, M.P., Cochrane, W., & Livingston, M. (2016). The relationship between alcohol outlets and harms: A spatial panel analysis for New Zealand, 2007-2014. Wellington: Health Promotion Agency.