

64

**Lucy Brotherton**

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**From:** Lucy Brotherton  
**Sent:** Monday, 29 April 2013 2:41 PM  
**To:** 'Michael Waters'  
**Subject:** RE: Liquor Promotion Guidelines  
**Attachments:** Final Draft - Liquor promotion guidelines\_130328.pdf

Hi Michael,

Attached is the draft final version of the updated Liquor Promotion Guidelines.

As this version has not been formally signed off within OLGR, I would appreciate it if you limit your distribution of this document to within the senior management of the LSA NSW and that you advise anyone receiving it that it is still a draft for information and not to be distributed.

Regards

Lucy

Lucy Brotherton | A/Manager, Industry Support  
Strategic Engagement and Development Branch  
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**From:** Michael Waters [mailto:Michael.Waters@alsa.com.au]  
**Sent:** Monday, 29 April 2013 1:45 PM  
**To:** Lucy Brotherton  
**Subject:** RE: Liquor Promotion Guidelines

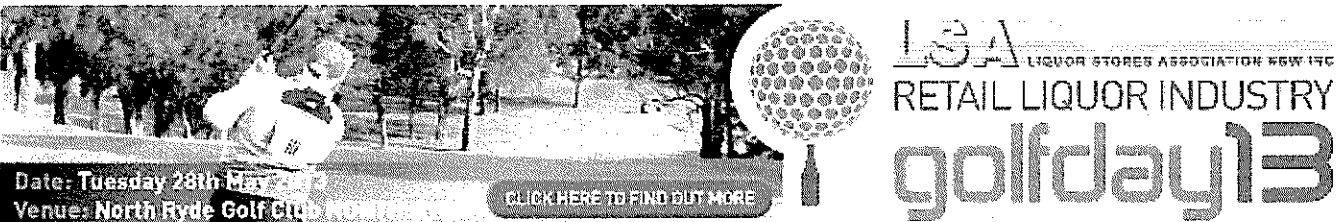
Hi Lucy,

That would be great if you could forward a copy of the final proposed version, thanks.

Cheers,

Michael Waters  
General Manager  
Liquor Stores Association NSW

Suite W3G, Sydney Corporate Park, 75 - 85 O'Riordan Street, Alexandria NSW 2015  
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The advertisement features a black and white photograph of a golfer in mid-swing on a golf course. To the right of the photo is the LSA logo, which consists of a circular pattern of dots. Below the logo, the text reads 'LSA LIQUOR STORES ASSOCIATION NSW INC' and 'RETAIL LIQUOR INDUSTRY'. The main text of the ad is 'golfdays13'. At the bottom left, it says 'Date: Tuesday 28th May' and 'Venues: North Ryde Golf Club'. A button in the center says 'CLICK HERE TO FIND OUT MORE'.

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**From:** Lucy Brotherton [mailto:lucy.brotherton@olgr.nsw.gov.au]  
**Sent:** Monday, 29 April 2013 11:45 AM

**To:** Michael Waters  
**Subject:** RE: Liquor Promotion Guidelines

Hi Michael,

I have just come across this email, from earlier in the month, which I seem to have overlooked. My apologies for not getting back to you earlier.

Do you still need a copy of the proposed final version of the Liquor Promotion Guidelines? They are still awaiting final approval here before being released, but I am hopeful this won't be too much longer.

Regards

Lucy

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**From:** Michael Waters [<mailto:Michael.Waters@alsa.com.au>]  
**Sent:** Friday, 5 April 2013 10:31 AM  
**To:** Lucy Brotherton  
**Subject:** RE: Liquor Promotion Guidelines

Hi Lucy,

Sorry to trouble you, and I know I said to you last week that I didn't need a copy of the final cut, but I was hoping you could send this through to me now as I have a couple of board members interested in seeing it.

Let me know if any queries or concerns.

Cheers,

**Michael Waters**  
**General Manager**  
**Liquor Stores Association NSW**

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**LSA** LIQUOR STORES ASSOCIATION NSW INC  
RETAIL LIQUOR INDUSTRY  
**golfdays 13**

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**From:** Lucy Brotherton [<mailto:lucy.brotherton@olgr.nsw.gov.au>]  
**Sent:** Wednesday, 20 March 2013 12:37 PM  
**To:** Michael Waters  
**Subject:** RE: Liquor Promotion Guidelines

Hi Michael,

That additional sentence looks fine. I am trying to work out exactly where to put it. I was thinking at the end of the explanation section of the relevant Principles, and I may add the words 'It is noted that the extent to which.....'

In relation to page 10, here are my proposed additional words to go at the end of the Additional Information section:

'This Principle focuses on promotions offering alcohol to be consumed immediately on the licensed premises. There are separate requirements that apply to packaged liquor sales to ensure standard drink information is clearly stated on liquor products (Food Standards Australia New Zealand) and to restrict undesirable liquor products which may encourage irresponsible drinking (section 101 of the Liquor Act 2007).'

In relation to the last sentence in Principle 7 would you be happy with the words '... and does not encourage excessive consumption of alcohol due to an increase in the volume purchased where it is likely to be consumed within a short timeframe.'

Regards

Lucy

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**From:** Michael Waters [<mailto:Michael.Waters@alsa.com.au>]  
**Sent:** Wednesday, 20 March 2013 10:41 AM  
**To:** Lucy Brotherton  
**Subject:** RE: Liquor Promotion Guidelines

Hi Lucy,

Good to chat with you earlier, and thank you for progressing some of our feedback and recommendations.

Further to our discussion, please see below a suggested wording to hopefully be added to Principles 4, 5, 6 and 7:

*'The extent to which this Principle applies to different licence types may vary.'*

Being conscious of not being too wordy, something along these lines would be greatly appreciated.

Cheers,

**Michael Waters**  
**General Manager**  
**Liquor Stores Association NSW**

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The banner features a black and white photograph of a golfer in mid-swing on a golf course. To the right of the photo is the LSA logo, which consists of a circular pattern of dots. Below the logo, the text reads 'LSA LIQUOR STORES ASSOCIATION NSW INC' and 'RETAIL LIQUOR INDUSTRY'. The word 'golfdays' is written in a large, stylized font. At the bottom left, there is a date and venue: 'Date: Tuesday 28th Mar' and 'Venue: North Ryde Golf Club'. At the bottom center, there is a button that says 'CLICK HERE TO FIND OUT MORE'.

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**From:** Michael Waters  
**Sent:** Thursday, 14 March 2013 5:40 PM  
**To:** 'Lucy Brotherton'  
**Cc:** Herschel, Dominic <[dominic.herschel@olgr.nsw.gov.au](mailto:dominic.herschel@olgr.nsw.gov.au)> ([dominic.herschel@olgr.nsw.gov.au](mailto:dominic.herschel@olgr.nsw.gov.au))  
**Subject:** RE: Liquor Promotion Guidelines  
**Importance:** High

Hi Lucy,

I managed to get this completed today for you (attached).

Would appreciate 10 minutes tomorrow at some stage to talk through our final feedback please?

Cheers,

**Michael Waters**  
**General Manager**  
**Liquor Stores Association NSW**

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**From:** Lucy Brotherton [<mailto:lucy.brotherton@olgr.nsw.gov.au>]  
**Sent:** Wednesday, 13 March 2013 10:33 AM  
**To:** Michael Waters  
**Subject:** Liquor Promotion Guidelines

Hi Michael,

I am just wondering if you have finalised your feedback on the Liquor Promotion Guidelines. Dominic Herschel indicated that you were aiming to have something to us last week (if you have sent it directly to someone else, please let me know and I will chase it here).

As I indicated in our brief phone conversation, I am trying to get the document finalised so any proposed amendments need to be considered as soon as possible.

Please feel free to email or ring me to discuss.

Regards

Lucy Brotherton

Lucy Brotherton | A/Manager, Industry Support

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