



Local Alcohol Policy 2025

1. Preliminary Provisions

1.1 Intent and objective

- 1.1.1 This is the Rotorua Lakes Council Local Alcohol Policy 2025 (Policy). It is made under the Sale and Supply of Alcohol Act 2012 (Act).
- 1.1.2 This Policy was adopted by resolution of Council on the 25th June 2025. This policy enters into force on 1st August 2025.
- 1.1.3 Clause 3.4.1 will come into effect on 1st November 2025.
- 1.1.4 This Policy is intended to set a clear framework which will be applied to all applications for on, off, club and special licences within the Rotorua District.
- 1.1.5 The Policy was adopted following a review of the Rotorua Lakes Council Local Alcohol Policy 2019, under section 97 of the Act.
- 1.1.6 The objective of this Policy is to balance the reasonable needs of the residents of Rotorua District regarding the safe and responsible sale, supply and consumption of alcohol, while addressing the statutory requirements of the Sale and Supply of Alcohol Act 2012, including the object of the Act to minimise the harm caused by excessive or inappropriate consumption of alcohol.

1.2 Statutory context

- 1.2.1 The object of the Act is that:
 - (a) the sale, supply, and consumption of alcohol should be undertaken safely and responsibly; and
 - (b) the harm caused by the excessive or inappropriate consumption of alcohol should be minimised.
- 1.2.2 The harm caused by the excessive or inappropriate consumption of alcohol includes –

- (a) any crime, damage, death, disease, disorderly behaviour, illness, or injury, directly or indirectly caused, or directly or indirectly contributed to, by the excessive or inappropriate consumption of alcohol; and
- (b) any harm to society generally or the community, directly or indirectly caused, or directly or indirectly contributed to, by any crime, damage, death, disease, disorderly behaviour, illness, or injury of a kind described in paragraph (a).

1.2.3 Section 75 of the Act enables a territorial authority to have a local alcohol policy (LAP) relating to the sale, supply or consumption of alcohol within its district. A LAP may:

- (a) provide differently for different parts of the district;
- (b) apply to only part of the district;
- (c) apply differently to premises for which licences of different kinds are held or have been applied for.

1.2.4 Section 77 of the Act provides that some or all of the following matters relating to licensing can be included in a LAP:

- (a) location of licensed premises by reference to broad areas;
- (b) location of licensed premises by reference to proximity to premises of a particular kind or kinds;
- (c) location of licensed premises by reference to proximity to facilities of a particular kind or kinds;
- (d) whether further licences (or licences of a particular kind or kinds) should be issued for premises in the district concerned, or any stated part of the district;
- (e) maximum trading hours;
- (f) the issue of licences, or licences of a particular kind or kinds, subject to discretionary conditions;
- (g) one-way door restrictions.

1.2.5 A LAP must not include any other matters relating to licensing and must not include policies on any matters not related to licensing.

1.2.6 Under section 93 of the Act, a LAP may contain a policy more restrictive than the Council's district plan, however a LAP cannot authorise anything forbidden by the district plan.

1.2.7 This Policy does not contain all provisions that may apply to alcohol licensing matters and should be read in conjunction with the Act (and other relevant legislation including, but not limited to, the Resource Management Act 1991).

- 1.2.8 It is the responsibility of the licence applicant to ensure that all relevant requirements are met, including the requirements under the Rotorua District Plan and this Policy, before filing an application.
- 1.2.9 There are 4 kinds of alcohol licences under the Act:
- (a) On-licences: these are issued for premises where the licensee can sell and supply alcohol for consumption on-site. They can also be endorsed under section 37 of the Act which gives restaurants the ability to allow 'bring your own' alcohol. Common on-licence examples include cafés, restaurants, taverns, bars and hotels.
 - (b) Off-licences: these are issued for premises where the licensee can sell alcohol for consumption elsewhere. Common off-licence examples include bottle stores, grocery stores and supermarkets.
 - (c) Club licences: these are issued for premises where the licensee can sell and supply alcohol only to authorised customers (who are members or visitors of that club) for consumption there.
 - (d) Special licences: these are issued to allow the sale and consumption of alcohol at events or occasions on premises that are unlicensed, or premises for which the event timing would be outside their normal licence conditions.
- 1.2.10 To obtain a new or renewed licence, the applicant must apply to the Rotorua District Licensing Committee (RDLC). The decision on any application may be appealed to the Alcohol Regulatory and Licensing Authority (ARLA).
- 1.2.11 Once in force, the RDLC and ARLA must have regard to this Policy before deciding whether to issue a licence or its renewal.
- 1.2.12 A licence or its renewal may be refused if it is inconsistent with this Policy.
- 1.2.13 In addition, conditions may be imposed by the RDLC and ARLA on any licence or its renewal to ensure consistency with this Policy.
- 1.2.14 The Rotorua Lakes Council Local Alcohol Policy 2019 applied to the determination of all licensing applications prior to this Policy coming into force. This Policy will apply to the determination of a licensing application after this Policy comes into force, notwithstanding that the relevant licensing application was filed prior to this date.

2. Interpretations

Alcohol-related harm

Has the meaning given by section 5(1) of the Act, which is:

- a) means the harm caused by the excessive or inappropriate consumption of alcohol; and
- b) includes— i. any crime, damage, death, disease, disorderly behaviour, illness, or injury, directly or indirectly caused, or directly or indirectly contributed to, by the excessive or inappropriate consumption of alcohol; and ii. any harm to society generally or the community, directly or indirectly caused, or directly or indirectly contributed to, by any crime, damage, death, disease, disorderly behaviour, illness, or injury of a kind described in subparagraph (i).

Club Licence

These are issued for premises where the licensee can sell and supply alcohol only to authorised customers (who are members or visitors of that club) for consumption there.

Crime Prevention Through Environmental Design

Is a crime prevention strategy based on proper design and effective use of the built environment to reduce the opportunity for crime.

Education Facilities

Includes learning activities such as pre-school, primary, secondary and tertiary institutions and institutions delivering educational services for groups such as unemployed people, youth, elderly or groups with special educational needs.

Host responsibility policy

Means a policy the licensee and/or premises manager composes, that outlines steps they will take to ensure they are acting as a responsible host.

- a) prevent intoxication;
- b) not serve alcohol to minors;
- c) provide and actively promote low and non-alcoholic alternatives;
- d) provide and actively promote substantial food;
- e) serve alcohol responsibly or not at all;
- f) arrange safe transport options, and
- g) actively manage the premises at all times.

Inner City

The Inner City is the area outlined in the Appendix 1.

New club licence

A club licence (or proposed club licence) in respect of a premises that is subject to a club licence for the first time or a premises that has not been subject to a club licence in the twelve (12) months prior to the relevant licence application.

New on-licence

An on-licence (or proposed on-licence) in respect of a premises that is subject to an on-licence for the first time or a premises that has not been subject to an on-licence in the twelve (12) months prior to the relevant licence application.

New off-licence

An off-licence (or proposed off-licence) in respect of a premises that is the subject to an off-licence for the first time or a premises that has not been subject to an off-licence in the twelve (12) months prior to the relevant licence application.

Marae

Community meeting place or surrounds. Marae customarily means the open space in front of a meeting house upon which various ceremonial occasions are centred. For the purpose of this district plan, Marae also consists of a wharehau (Māori meeting house) and/or a wharekai hall together with the surrounding area of open ground. It includes such buildings normally used in conjunction with the meeting house or hall, the whole being located on a defined parcel or parcels of land and administered by legally appointed trustees of a trust body for the common use or benefit of a defined group of Māori people.

One-way door restriction

Has the meaning given by section 5(1) of the Act, which means in relation to a licence, is a requirement that, during the hours stated in the restriction,— a) no person is to be admitted (or re-admitted) into the premises unless he or she is an exempt person; and b) no person who has been admitted (or readmitted) into the premises while the restriction applies to the licence is to be sold or supplied with alcohol.

On-Licence

These are issued for premises where the licensee can sell and supply alcohol for consumption on-site. They can also be endorsed under section 37 of the Act which gives restaurants the ability to allow 'bring your own' alcohol. Common on-licence examples include cafés, restaurants, taverns, bars and hotels.

Off-Licence

These are issued for premises where the licensee can sell alcohol for consumption elsewhere. Common off-licence examples include bottle stores, grocery stores and supermarkets. There are several categories of Off-Licence, including:

- **Supermarket:** Premises defined in section 32(1)(e) of the Act;
- **Grocery store:** Premises defined in section 33(1) of the Act;
- **Bottle Store:** Premises where the main product for sale is alcohol of any type - e.g. wine, beer, spirits, ciders etc. Usually these premises are stand-alone. They cannot be situated wholly or partially within another shop, unless part of a hotel or tavern style on licence where alcohol can be sold either in a separate store or over the bar.
- **Remote seller:** Premises defined in section 40 of the Act;
- **Auctioneer:** Premises defined in section 39 of the Act;
- **Complementary sale:** Premises defined in section 35 of the Act;

Remote sale

Has the meaning given by section 5(1) of the Act, which is, in relation to alcohol, means a sale pursuant to a contract that—

a) has been entered into (using the Internet, by telephone or mail order, or in any other way) between—

- i. a seller who holds an off-licence; and
- ii. a person (whether the buyer or a person acting on the buyer's behalf) who is at a distance from the premises where the seller entered into the contract; and

b) contains a term providing for the alcohol to be delivered to the buyer (or to a person or place nominated by the buyer) by or on behalf of the seller.

Sensitive facility

Include: educational facilities and marae.

Social Responsibility Policy

Means a policy the licensee and/or premises manager composes, that outlines steps they will take to ensure they are acting in a socially responsible manner. The matters to be covered are the steps that will be taken to:

- (a) not serve alcohol to minors;
- (b) not serve alcohol to intoxicated persons;
- (c) actively manage the premises at all times;
- (d) ensure the premises contributes to the amenity and good order of the locality;
- (e) ensure that the buyer and receiver of remotely bought alcohol are not minors; and
- (f) ensure any alcohol promotions are run responsibly.

Special Licence

Special licences: these are issued to allow the sale and consumption of alcohol at events or occasions on premises that are unlicensed, or premises for which the event timing would be outside their normal licence conditions.

There are two kinds of special licence, for the purpose of this LAP:

- **On-site special licence** means a premises licensed to sell and supply alcohol for consumption, to people attending an event (as described in the special licence) at those premises;
- **Off-site special licence** means a premises licensed to sell alcohol for consumption elsewhere, to people attending an event described in the special licence, and the supply of alcohol free (as a sample), for consumption on the premises (see section 22 of the Act).

3. Off-Licences

3.1 Introduction

3.1.1 Off-licences are those licences that meet the requirements under sections 17, 18, 19 and 20 of the Act (such as bottle stores, grocery stores and supermarkets).

3.2 Location of premises holding off-licences by reference to proximity to sensitive facilities

3.2.1 No new off-licence applications will be granted if the premises are to be located outside the Inner City and within a 200 metre radius of any education facility or marae, unless the RDLC or ARLA is satisfied, that it is appropriate to do so. This restriction does not apply to supermarkets or grocery stores.

Guidance note: Distances are measured in a direct line 'as the crow flies'.

3.3 Prohibitions and restrictions on issuing further off-licences

3.3.1 No new off-licence may be issued for 36 months from the date this Policy comes into force within the Rotorua District. This prohibition does not apply to:

- (a) any new off-licence that has notified Council through regulatory processes e.g. resource or building consent of its intention to open, prior to the adoption of the policy.
- (b) off-licence types defined under section 35 (complementary sales), 39 (auctioneer) and 40 (remote seller) of the Act.

3.3.2 From the date after 36 months from the date this Policy comes into force, the presumption is any new off-licence applications should be refused within the Rotorua District. This presumption may be rebutted by the applicant. In deciding whether the presumption is rebutted by the applicant, the RDLC and ARLA should have regard to information provided, and representations made, by the applicant as well any reports on the application made by the Police, Medical Officer of Health and/or the Inspector and any objections to the application.

3.3.3 Transfer of ownership of an existing off-licence is permitted throughout the entire period.

3.4 Maximum trading hours for premises holding off-licences and deliveries

3.4.1 No off-licence may be issued or renewed with trading hours that exceed Monday to Sunday 7:00am to 9:00pm (subject to section 48 of the Act). This does not apply to remote sales made pursuant to section 49 and 59.

3.4.2 In accordance with section 48 of the Act, alcohol sold remotely must not be delivered on Good Friday, Easter Sunday, Christmas Day, or before 1 pm on Anzac Day.

3.5 Discretionary conditions of off-licences

3.5.1 In accordance with sections 116 and 117 of the Act, the RDLC and ARLA may impose discretionary conditions (in addition to the conditions required by sections 112 and 116(2) of the Act) on any new off-licence or renewed off-licence. The following conditions should be applied by the RDLC, unless there is a good reason not to do so:

- provision of a Social Responsibility Policy that the licensee must develop, display and maintain to demonstrate the measures in place at the premises to minimise alcohol-related harm;
- signs detailing statutory restrictions on the sale of alcohol to minors and intoxicated persons adjacent to every point of sale;
- the maintenance of an alcohol-related incidents book;
- application of Crime Prevention Through Environmental Design (CPTED) principles;
- external signage will be limited to displaying the store name and logo only;
- no external display of alcohol products or pricing on the building façade as well as any flags, sandwich boards or any mobile signage and
- no alcohol sales relating to method of payment using a BNPL Contract, as that term is defined under the Credit Contracts and Consumer Finance Regulations 2004.

Optional conditions

- the installation and operation of CCTV cameras on the exterior of, and within, premises;
- provision of effective exterior lighting;
- restrictions on single sales;
- restrictions on single sales of shots or premixed shots;
- restrictions on the display of RTDs at the principal entrance to the store or within 3 meters of the front window, where practically possible;
- restrictions on the marketing and promotion of non-alcoholic products that pose a high risk of alcohol-related harm, such as drinking games.

4. On-Licences

4.1 Introduction

- 4.1.1 On-licences are licences that meet the requirements of sections 14, 15 and 16 of the Act (such as cafes, restaurants, taverns, bars and hotels).

4.2 Maximum trading hours for premises holding on-licences

- 4.2.1 Subject to sections 46 and 47 of the Act, no on-licence may be issued or renewed within the Inner City (see Appendix 1) with trading hours that exceed Monday to Sunday 8.00am to 3:00am the following day.
- 4.2.2 Subject to sections 46 and 47 of the Act, no on-licence may be issued or renewed outside the Inner City with trading hours that exceed Monday to Sunday 8.00am to 1:00am the following day.

4.3 Discretionary conditions of on-licences

- 4.3.1 In accordance with sections 110(1) and 117 of the Act, the RDLC or ARLA may impose discretionary conditions (in addition to conditions required by section 110(2) of the Act) on any new on-licence or renewed on-licence, including about the following matters:

- Implementation of Crime Prevention through Environmental Design Principles
- Host responsibilities policy

Implementation of Crime Prevention through Environmental Design Principles

- 4.3.2 Crime Prevention through Environmental Design provides three approaches to managing the physical environment in ways that will reduce the opportunity for crime:

Natural - the integration of security and behavioural concepts into how human and physical resources are designed and used (e.g. border definition, windows);

Organised - the introduction of labour-intensive security (e.g. security guards, Police,

security patrols);

Mechanical - the introduction of capital or hardware-intensive security (e.g. locks, closed circuit television, lighting)

4.3.3 As a result of these approaches, there are four key overlapping CPTED principles

- Surveillance - people are present and can see what is going on;
- Access management - methods are used to attract people and vehicles to some places and restrict them from others;
- Territorial reinforcement - clear boundaries encourage community ownership of the space; and
- Quality environment - good quality, well maintained places attract and support surveillance.

4.3.4 Consistent with the object of the Act, RDLC considers that it may be appropriate for licensees to be required to implement the CPTED principles.

Host responsibilities

4.3.5 On-licences may be issued or renewed subject to a requirement that the premises has a host responsibility policy and that such policy be an integral part of the day to day operations of the premises. All host responsibility policies should include but not be limited to:

- staff training in place;
- preventing intoxication;
- not serve alcohol to minors;
- provide and actively promote low and non-alcoholic alternatives;
- provide and actively promote substantial food;
- serve alcohol responsibly or not at all;
- clear signage displayed within the premise setting out available transportation options;
- actively manage the premises at all times and
- be easy to read and visible to customers.

4.4 One-way door restrictions

4.4.1 A one-way door restriction may be applied any on-licence premises within the Inner City where those premises have a closing time later than midnight, effective 1 hour prior to the end of the licensed hours for the premises.

5. Club Licences

5.1 Introduction

5.1.1 Club licences are those licences that meet the requirements under section 21 of the Act.

5.2 Maximum trading hours for premises holding club licences

5.2.1 Subject to section 46 of the Act, no club licence may be issued or renewed with trading hours that exceed:

- Sunday to Friday 8.00am to 12 midnight
- Saturday and Public Holidays 8.00am to 1.00am the following day.

5.3 Discretionary conditions of club licences

5.3.1 In accordance with sections 110(1) and 117 of the Act, the RDLC and ARLA may impose discretionary conditions (in addition to those required by section 110(2)) on any new club licence or renewed club licence, including about the following matters:

- Implementation of Crime Prevention through Environmental Design Principles
- Host responsibilities policy

Implementation of Crime Prevention through Environmental Design Principles

5.3.2 Consistent with the object of the Act, RDLC considers that it may be appropriate for licensees to be required to implement the CPTED principles. See above 'Discretionary conditions of on-licences' for further information.

Host responsibilities

5.3.3 Club licences may be issued or renewed subject to a requirement that the premises has a host responsibility policy and that such policy be an integral part of the day to day operations of the premises. All host responsibility policies should include but not be limited to:

- staff training in place;
- preventing intoxication;
- not serve alcohol to minors;
- provide and actively promote low and non-alcoholic alternatives;
- provide and actively promote substantial food;
- serve alcohol responsibly or not at all;
- clear signage displayed within the premise setting out available transportation options;
- actively manage the premises at all times and

- be easy to read and visible to customers.

5.4 One-way door restrictions

- 5.4.1 A one-way door restriction may be applied any club licence premises within the Inner City where those premises have a closing time later than midnight, effective 1 hour prior to the end of the licensed hours for the premises.

6. Special Licences

6.1 Introduction

- 6.1.1 Special licences are those licences that meet the requirements under section 22 of the Act.

6.2 Discretionary conditions of special licences

- 6.2.1 In accordance with sections 146 and 147(1), and in addition to the conditions required by section 147(3), the RDLC and ARLA may impose discretionary conditions on any special licence, including about the following matters:

- Implementation of Crime Prevention through Environmental Design Principles
- Food requirements

Implementation of Crime Prevention through Environmental Design Principles

- 6.2.2 Consistent with the object of the Act, RLC considers that it may be appropriate for licensees to be required to implement the CPTED principles. See above 'Discretionary conditions of on-licences' for further information.

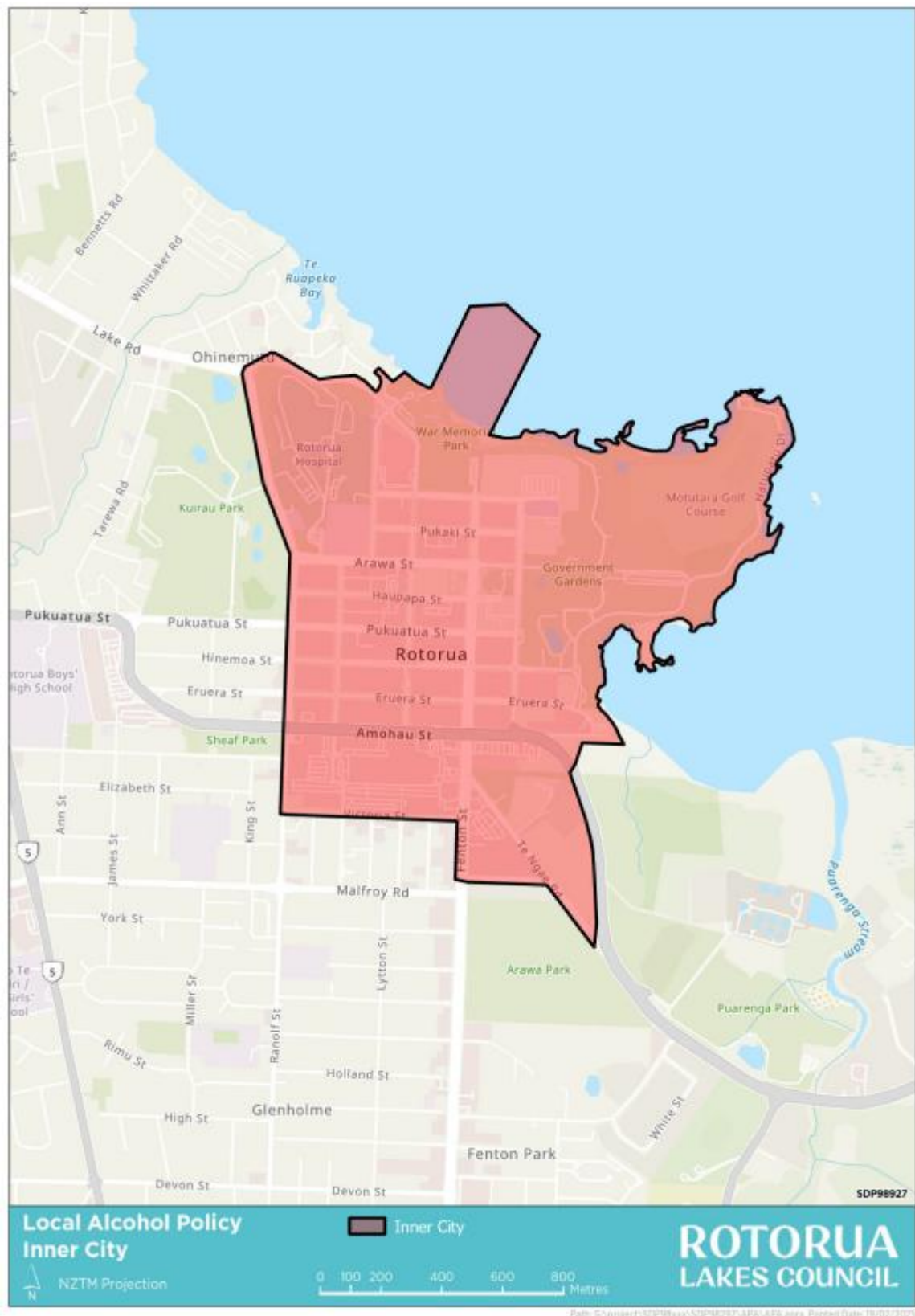
Requirement for food to be available during the event

- 6.2.3 The types of food which must be available, as appropriate to the duration and type of event as follows:
- (a) events up to two hours duration (a minimum of snack food);
 - (b) events up to five hours duration (a minimum of light food); and
 - (c) events in excess of five hours duration (substantial food).
- 6.2.4 Snack, light and substantial food are food the RDLC and ARLA to define.

6.3 One-way door restrictions

- 6.3.1 A one-way door restriction may be applied any special licence premises within the Inner City where the premises have a closing time later than midnight, effective 1 hour prior to the end of the licensed hours for the premises.

Appendix 1 – Map of the Inner City



Appendix 2 – Document History

Version	Adopted	Approved by
Version 1	18 February 2019	Council meeting
Version 2	25 June 2025	Council meeting