I. About this toolkit

This section is designed to provide Event Managers with an overview of the purpose of the Managing Alcohol at Events: A Toolkit for Students, Staff and External Users. The target audience is listed, as is important background information about health promotion, The University of Western Australia’s Fit for Study program and the Tertiary Alcohol Project.

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1.0 | What is the purpose of the Managing Alcohol at Events: A Toolkit for Students, Staff and External Users?

The University of Western Australia acknowledges the importance of safe and successful events being held at:

- premises on the Crawley campus;
- premises on other University of Western Australia sites (including the residential colleges); and
- external venues that do not belong to The University of Western Australia (when organised by staff and students).

The purpose of the Managing Alcohol at Events: A Toolkit for Students, Staff and External Users is to assist Event Managers in developing a safe drinking environment (at an event) and to do everything possible to meet their duty of care to guests.

This toolkit provides anyone who plans to deliver an event at one of the aforementioned venues with important background information about event management, risk identification and management, the importance of managing the sale, service and consumption of alcohol, University policies and statewide legislation that must be adhered to, and the process for planning and managing an event.

This toolkit is centred on the notion of harm minimisation. The University of Western Australia acknowledges that while some people will choose to drink alcohol, efforts should be focused on reducing the harm from alcohol consumption. Harm minimisation does not seek to eliminate all alcohol use, although the University does encourage the delivery of alcohol-free events.

Section 5.0 in Part B of this toolkit provides Event Managers with a range of harm minimisation strategies pertaining to the sale, service and consumption of alcohol at events.

The focus of this toolkit is on the process for managing events that will involve the sale, service and consumption of alcohol at any unlicensed University premise or an external venue. While the process for arranging an event at licensed venues such as The University of Western Australia’s Sports Complex, University Club, Guild Tavern, Hackett Hall Refectory, University theatres and the Boatshed is highlighted, the focus will remain on unlicensed venues and off-campus events (including student camps and retreats).

Despite this, the general information included in this toolkit about event management and reducing alcohol-related harm is relevant to all Event Managers, regardless of the event venue.

An Event Manager who plans to conduct an event involving the sale, service and consumption of alcohol may need to provide evidence of having undertaken training in the Responsible Service of Alcohol if more than 250 guests will be attending. Further details about this legal requirement are provided in Part B.

Even if the event will see fewer than 250 guests in attendance, the University may require an Event Manager to attend training in event management and the Responsible Service of Alcohol. This requirement will be impacted by the nature of the event and the number of guests likely to attend.

Commencing in 2010, the Health Promotion Unit will offer an Event Management training program to Event Managers, which includes modules about liquor licensing and reducing the risk of alcohol-related harm at an event. Further details about this course are provided in Part C.

This toolkit is comprehensive and is designed to:

- increase the understanding of Event Managers in relation to their roles and responsibilities in planning and managing events on and off the Crawley campus;
- highlight the reasons for managing alcohol at events;
- improve the knowledge of Event Managers on strategies to reduce alcohol-related harm;
- provide Event Managers with a clearly defined process for planning and managing events;
- support Event Managers to design events that are welcoming to guests from different backgrounds;
- provide Event Managers with the necessary event management forms and templates; and
- increase awareness of where Event Managers can obtain further information and support during the event management process.

The toolkit has been developed under phase three of The University of Western Australia’s Tertiary Alcohol Project. It is also consistent with the aims of the University’s Fit for Study program.

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1 It is crucial that external users who obtain permission to conduct an event on University premises are familiar with the University’s event management policies, process and documentation. External users must liaise with relevant departments and groups from the University during the event planning and management process. The initial point of contact for advice is Public Affairs. Further information is provided throughout this toolkit and important contact details, including those of Public Affairs, are listed in Part G.
2.0 | Who is this toolkit for?

The Managing Alcohol at Events: A Toolkit for Students, Staff and External Users has been developed for any person planning to deliver an event on a premise belonging to The University of Western Australia, including staff, students and external users. University staff and students who are planning to organise an event at an external venue should also review the content of this toolkit.

As mentioned above, the focus of this toolkit is the management of events to be held at unlicensed venues. However, Event Managers conducting an event on a licensed premise must also familiarise themselves with relevant guidelines, policies and procedures.

The content of this toolkit is aimed at all The University of Western Australia students and staff, including those from:

- affiliated Guild clubs;
- affiliated Guild faculty societies;
- residential college student clubs;
- University sporting clubs; and
- University social clubs.

Members of the community who plan to hold an event at an unlicensed or licensed University premise should also review this toolkit and follow the specified event planning and management process.

Licensed University premises include the:

- University Club;
- Guild Tavern;
- Hackett Hall Refectory;
- University theatres (Winthrop Hall, Undercroft, Octagon, Dolphin, New Fortune Theatre, Sunken Garden and Somerville Auditorium);
- Boatshed; and
- The University of Western Australia’s Sports Park.

3.0 | Health promotion at The University of Western Australia

Health promotion is based on the premise that the highest attainable standard of physical, mental, emotional and social health and wellbeing is a fundamental right for every person[1]. Health promotion involves processes that enable people to increase control over their health and its determinants, and thereby improve their health status[2].

At The University of Western Australia, health promotion is primarily conducted by the Health Promotion Unit, which is based in the Medical Centre. The Health Promotion Unit delivers the Fit for Study program, which aims to reinforce the link between good health and academic performance and to encourage a greater understanding of health promotion among the University community.

3.1 | Fit for Study program

When The University of Western Australia first commenced its design of a Fit for Study program it did so with several fundamental principles in mind. Firstly, it was recognised that positive student engagement in academic study requires a level of physical and emotional health and that healthy individual functioning is affected by the extent to which the University offers an organised and supportive teaching and social environment. It was also recognised that the time spent at university represents one of life’s most critical transition periods.

University life can be a time of great opportunity and personal growth. It can also bring hardship to a young person faced with the sudden responsibilities of independence, choice, an unfamiliar social context, challenging work and the burden of high expectation.

The health and success of an individual student might be vitally enhanced or significantly depleted according to a particular mix of individual and environmental factors. The goal of the Fit for Study program is therefore to address the critical factors that are most likely to emerge and place the health and positive functioning of individual students at risk.

These factors relate to the misuse of alcohol and other drugs, and a lack of knowledge and skills to maintain positive sexual and mental health. Fit for Study includes programs and projects that are conducted across these three focus areas: alcohol and other drugs; mental health; and sexuality, sexual health and relationships.

To ensure vitality and relevance, The University of Western Australia’s Health Promotion Unit involves students in researching the issues prevalent in the 18 to 25-year-old age group and in developing strategies that will result in maximum participation by students.

Details of these strategies can be found at www.fitforstudy.uwa.edu.au
3.2 | Tertiary Alcohol Project (TAP)

The Tertiary Alcohol Project is a collaborative alcohol education program. It was first developed by The University of Western Australia’s Health Promotion Unit in 2004, with financial support provided by Healthway.

To enable development and delivery of the TAP, a variety of stakeholders from both within The University of Western Australia and from external organisations have been consulted (refer to Table 1 for a list of these stakeholders).

Table 1: Tertiary Alcohol Project Partnerships

<table>
<thead>
<tr>
<th>INTERNAL STAKEHOLDERS</th>
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<tbody>
<tr>
<td>University Medical Centre</td>
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<tr>
<td>Security and Parking Office</td>
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<tr>
<td>Student Guild (including the Volunteer Centre) and Tavern</td>
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<tr>
<td>Sport and Recreation Centre</td>
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<tr>
<td>Safety and Health</td>
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<tr>
<td>Residential Colleges</td>
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<td>Student Services</td>
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<td>School of Population Health</td>
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<td>School of Psychology</td>
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<td>UWA Local Drug Action Group</td>
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<tr>
<th>EXTERNAL STAKEHOLDERS</th>
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<tr>
<td>Drug and Alcohol Office</td>
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<tr>
<td>Local Drug Action Groups Inc.</td>
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<tr>
<td>Community Drug Service</td>
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<td>Injury Control Council of WA</td>
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<td>Office of Road Safety</td>
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<td>Roadwise</td>
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<td>Royal Australian Lifesaving Association</td>
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<td>Curtin School of Public Health student volunteers</td>
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<td>WA Centre for Health Promotion Research</td>
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<td>City of Subiaco</td>
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<td>WA Police Service</td>
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The TAP is designed to increase awareness of:

- safe drinking levels and behaviours;
- the health risks associated with excessive alcohol consumption; and
- services that are available to address alcohol-related issues for students at the University.

Implementing strategies to address these issues is important as high risk levels of drinking among tertiary students has been linked to increased road mortality and morbidity, suicide and depression, high absenteeism, decreased academic performance, loss of memory, violence, property damage, issues surrounding sexual violence and adverse sexual health outcomes.

The TAP combines population, group and individual strategies and interventions. Where possible, all interventions are designed and delivered by tertiary students to their peers. To date, two phases of the TAP have been conducted. Examples of the strategies implemented include:

**Population strategies:** alcohol policy development, newsletters, cartoon strips, a website and print media campaigns.

**Group strategies:** health workshops and monthly health promotion events.

**Individual strategies:** Face-to-face and online Drink-checks, and counselling.

Through these strategies, the TAP continues to work toward an environment that moderates the alcohol consumption of its community through strategies that are evidence-based and innovative.

During 2010/11, the third phase of the TAP will enhance the educational strategy component and strengthen the commitment to positive structural and environmental changes. The Managing Alcohol at Events: A Toolkit for Students, Staff and External Users represents one new TAP strategy that addresses the structural and environmental risk factors in relation to alcohol.

Further information about the TAP can be accessed from www.tap.uwa.edu.au

4.0 | References
