



AGENDA

Extraordinary Council meeting Tuesday, 25 March 2025

I hereby give notice that an Extraordinary meeting of Council will be held on:

Date: Tuesday, 25 March 2025

Time: 4:00 pm

**Location: Ground Floor
306 Cameron Road
Tauranga**

Please note that this meeting will be livestreamed and the recording will be publicly available on Tauranga City Council's website: www.tauranga.govt.nz.

**Marty Grenfell
Chief Executive**

Terms of reference – Council

Membership

Chairperson	Mayor Mahé Drysdale
Deputy Chairperson	Deputy Mayor Jen Scoular
Members	Cr Hautapu Baker Cr Glen Crowther Cr Rick Curach Cr Steve Morris Cr Marten Rozeboom Cr Kevin Schuler Cr Rod Taylor
Quorum	<u>Half</u> of the members present, where the number of members (including vacancies) is <u>even</u> ; and a <u>majority</u> of the members present, where the number of members (including vacancies) is <u>odd</u> .
Meeting frequency	Three weekly or as required

Role

- To ensure the effective and efficient governance of the City.
- To enable leadership of the City including advocacy and facilitation on behalf of the community.
- To review and monitor the performance of the Chief Executive.

Scope

- Oversee the work of all committees and subcommittees.
- Exercise all non-delegable and non-delegated functions and powers of the Council.
- The powers Council is legally prohibited from delegating include:
 - Power to make a rate.
 - Power to make a bylaw.
 - Power to borrow money, or purchase or dispose of assets, other than in accordance with the long-term plan.
 - Power to adopt a long-term plan, annual plan, or annual report.
 - Power to appoint a chief executive.
 - Power to adopt policies required to be adopted and consulted on under the Local Government Act 2002 in association with the long-term plan or developed for the purpose of the local governance statement.
 - All final decisions required to be made by resolution of the territorial authority/Council pursuant to relevant legislation (for example: the approval of the City Plan or City Plan changes as per section 34A Resource Management Act 1991).
- Council has chosen not to delegate the following:
 - Power to compulsorily acquire land under the Public Works Act 1981.
- Make those decisions which are required by legislation to be made by resolution of the local authority.

- Authorise all expenditure not delegated to officers, Committees or other subordinate decision-making bodies of Council.
- Make appointments of members to the council-controlled organisation Boards of Directors/Trustees and representatives of Council to external organisations.
- Undertake all statutory duties in regard to Council-controlled organisations, including reviewing statements of intent and receiving reporting, with the exception of the Local Government Funding Agency where such roles are delegated to the City Delivery Committee. This also includes Priority One reporting.
- Consider all matters related to Local Water Done Well.
- Consider any matters referred from any of the Standing or Special Committees, Joint Committees, Chief Executive or General Managers.
- Review and monitor the Chief Executive's performance.
- Develop Long Term Plans and Annual Plans including hearings, deliberations and adoption.
- For clarity the Council will develop, review, undertake hearings of and deliberations on community submissions to bylaws as well as the adoption of the final bylaw.

Procedural matters

- Delegation of Council powers to Council's committees and other subordinate decision-making bodies.
- Adoption of Standing Orders.
- Receipt of Joint Committee minutes.
- Approval of Special Orders.
- Employment of Chief Executive.
- Other Delegations of Council's powers, duties and responsibilities.

Regulatory matters

Administration, monitoring and enforcement of all regulatory matters that have not otherwise been delegated or that are referred to Council for determination (by a committee, subordinate decision-making body, Chief Executive or relevant General Manager).

Order of Business

1	Opening karakia	7
2	Apologies	7
3	Acceptance of late items	7
4	Confidential business to be transferred into the open	7
5	Change to the order of business	7
6	Declaration of conflicts of interest	7
7	Business	8
	7.1 Draft Alcohol Licensing Fees Bylaw - Hearings	8
8	Discussion of late items	68
9	Closing karakia	68

- 1 OPENING KARAKIA**
- 2 APOLOGIES**
- 3 ACCEPTANCE OF LATE ITEMS**
- 4 CONFIDENTIAL BUSINESS TO BE TRANSFERRED INTO THE OPEN**
- 5 CHANGE TO THE ORDER OF BUSINESS**
- 6 DECLARATION OF CONFLICTS OF INTEREST**

7 BUSINESS

7.1 Draft Alcohol Licensing Fees Bylaw - Hearings

File Number: A17425949

Author: Jane Barnett, Policy Analyst
Nigel McGlone, Manager: Environmental Regulation

Authoriser: Sarah Omundsen, General Manager: Regulatory and Compliance

PURPOSE OF THE REPORT

1. To present the submissions to the draft alcohol licensing fees bylaw and provide the opportunity for submitters to speak to Council about their submission.

RECOMMENDATIONS

That the Council:

- (a) Receives the report "Draft Alcohol Licensing Fees Bylaw - Hearings".
- (b) Receives the submissions and feedback to the draft Alcohol Licensing Fees Bylaw (**Attachment One**).

EXECUTIVE SUMMARY

2. Council's alcohol licensing function is funded by licensing fees (covering 40% of costs) and general rates (covering 60%).
3. Council currently use the licensing fees set by legislation 11 years ago. A bylaw would allow Council to set its own alcohol licensing fees to better reflect the cost of the licensing function.
4. While the proposed bylaw will provide for Council to set its own fees, the specific fees would be set by Council resolution during the annual plan or long-term plan process. Any changes to fees would be consulted on as part of the User Fees and Charges consultation.
5. Community consultation was carried out from 31 January to 7 March 2025.
6. 207 submissions were received, 206 via the online survey (**Attachment One**) and feedback from Papamoa Residents and Ratepayers Association Inc. (PRRA) was submitted by email.
7. 8 submitters wish to speak to the Council about their submissions (**Attachment Two**).
8. Nearly 80% of submitters of the survey supported having an alcohol fees bylaw to set fees and feedback from PRRA reports that 11 of the 12 members polled by PRRA also supported the bylaw.
9. Council will consider the issues raised by submitters and decide whether to adopt an Alcohol Licensing Fees bylaw on 28 April 2025. If the bylaw is adopted by Council, fee changes can be considered in the next annual plan.

BACKGROUND

10. Council is responsible for administering the licensing functions of the Sale and Supply of Alcohol Act 2012 (the Act). This includes:

- appointing and supporting the District Licensing Committee (DLC), made up of members of the community
 - receiving and processing licence applications and managers' certificates for DLC decision making
 - preparing material for the DLC to meet their reporting requirements to the Alcohol Regulatory and Licensing Authority (ARLA).
 - monitoring and compliance assessments of all licences and certified managers – including inspections of premises and providing education to licensees.
11. Tauranga's alcohol licensing function is currently funded by licensing fees and general rates. Our licensing fees, based on the prescribed regulation fees, cover around 40% of the total alcohol licensing costs with the remaining 60% coming from general rates (approximately \$755,000).
 12. Although the prescribed regulation fees are required to be reviewed every five years¹, the last review was carried out in 2017. The review could not draw any conclusions on overall cost recovery, so no changes were made to the prescribed fees.
 13. The Act and associated secondary legislation² allow Council to make a bylaw to set its own alcohol licensing fees to recover the costs of alcohol licensing.
 14. On 15 October 2024, the former Community, Transparency and Engagement (CTE) Committee approved the development of an Alcohol Fees Bylaw to enable Council to set licensing fees. If a bylaw was in place, then alcohol licensing fees could be set through the annual and long-term process, along with all other fees and charges which are consulted on each year.
 15. On 18 November 2024 the CTE committee approved the draft Alcohol Fees Bylaw (**Attachment Three**) for community consultation.
 16. The community was specifically asked:
 - Do you support the proposed Alcohol Licensing Fees Bylaw?
 - What portion of the cost to administer, manager and monitor alcohol licensing do you think should be funded through your rates?
 17. The community consultation highlighted that no decision has been made on the timing and level of any potential changes to fees and that these decisions will be considered as part of next year's annual plan. Schedule One on the proposed Alcohol Licensing Fees Bylaw set out indicative fees based on full cost recovery to inform the community consultation.

CONSULTATION

Consultation summary

18. A public notice of the consultation was provided on Council's website on 31 January 2025 and via notices in the Weekend Sun on 31 January 2025 and the Bay of Plenty Times on 1 February 2025.
19. A media release was issued on 5 February 2025 and was picked up by Sunlive and The Shout (Hospitality industry magazine and website).
20. Information on the proposed bylaw and consultation process was included in the 3 February, 17 February and 3 March 2025 editions of the *Kōrero mai – Let's talk Tauranga* newsletter. This newsletter is circulated to around 10,000 members of the community.

¹ Sale and Supply of Alcohol Act 2012, s 404

² Sale and Supply of Alcohol Act 2012, s 495 and Sale and Supply of Alcohol (Fee-setting Bylaws) Order 2013

21. The information was also included in a special edition of *The Bar Code* newsletter that was sent out to almost 1400 licence holders on 3 February 2025. This received an open rate of 60% so was opened by 828 people.
22. An email, seeking feedback on the proposed bylaw was sent out to all current licence holders, main street organisations, Health New Zealand, Māori Health Service providers and large event organisers and promoters who regularly (annually) apply for special licences.
23. Facebook ads were placed on 21 February 2025 and the consultation was also advertised on Council's Let's Talk Tauranga webpage.

Submission summary

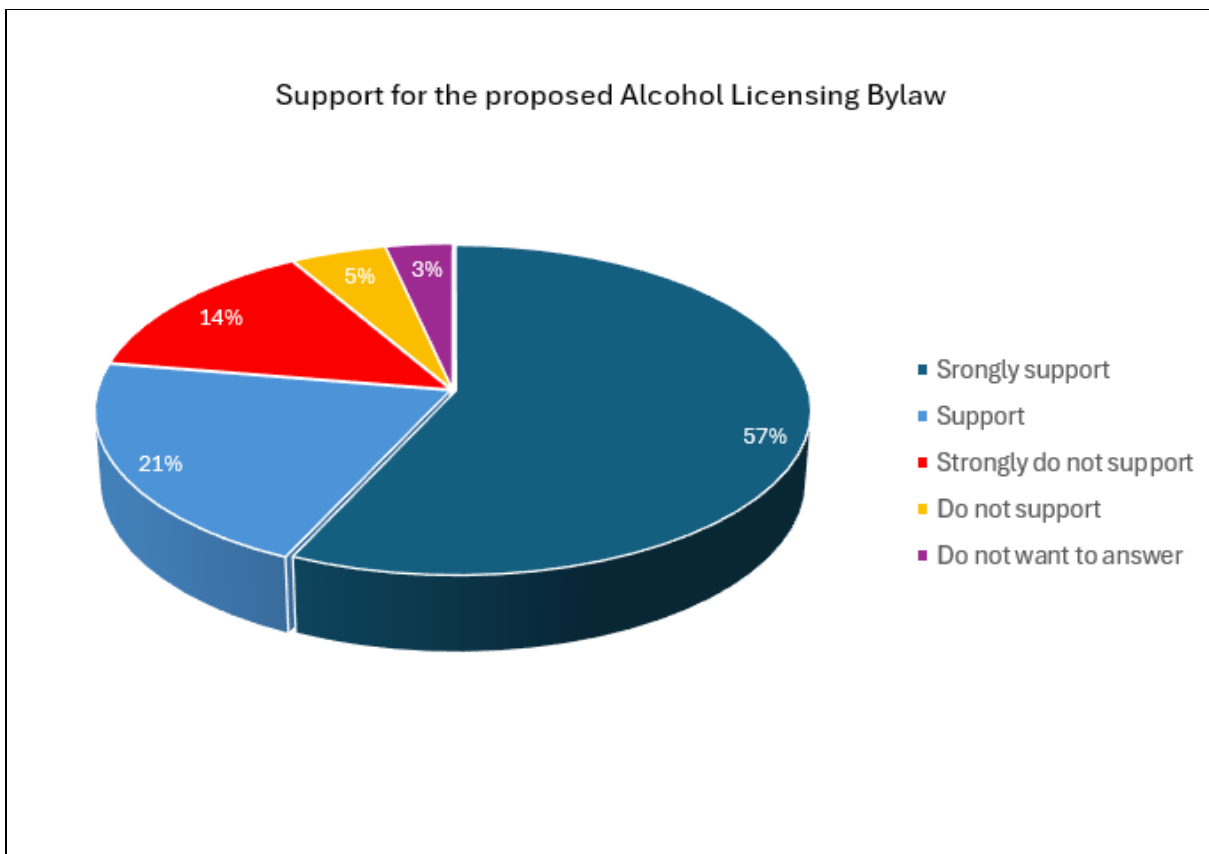
24. 207 submissions were received (**Attachment One**) with 8 submitters wishing to speak to their submission (see the table below). The schedule of speakers is shown in **Attachment Two**.

Name of Submitter	Submission No.
Harris Williams - Mount Maunganui Business Association	200
Andrew Galloway – Alcohol Healthwatch	202
Kerry McCaffery	197
Christine Gore – Vetro Mediterranean Foods	195
Sebastian Miklos	193
Jay Thomas – Saltwater	190
Leif Harpham	192
Luke van Veen – Hospitality New Zealand	203

25. The consultation material received just over 1000 clicks - these came through the Let's Talk Newsletter, TCC web sites, Facebook, and search engines.
26. The Facebook advertisements reached 61,852 people and generated 13 reactions and 17 comments (**Attachment Four**).
27. Most submitters (79%) provided their submission as a resident.

Who submitted	No.	%
Residents	162	79%
Other – including health provider, event organiser, charity, iwi representative, bar manager certificate holder, contractor – alcohol management and recruitment, Health NZ and PRRA	17	8%
Business manage/owner who pays alcohol fees	17	8%
Business manage/owner that does not pay alcohol fees	6	3%
Do not want to answer	4	2%

28. Nearly 80% of submitters support the proposed bylaw to allow Council to set its own licensing fees, with 57% strongly supporting and 21% indicating their support, while 19% did not support the proposal, with 14% stating that they strongly do not support the proposal.



29. Those that supported Council being able to set its own fees believed alcohol licensing should be user pays and not subsidised by rates:

‘Council should have all the tools they need for recovering and controlling costs.’

‘If the Council can set realistic fees to cover costs then this benefits us all as our rates won’t have to go up to pay for something not everyone benefits from, and the Council can then use rates for the infrastructure etc we all need’.

‘User pays. The licensee gets income from their liquor license and the license cost is a cost of their business.’

‘The people responsible for paying these fees are obviously the licence holders who benefit from this system. Rate payers shouldn’t be subsidising their compliance costs.’

30. Those that did not support the proposed bylaw were concerned about the impact of any fee changes resulting from the bylaw would have on businesses and clubs:

‘The fees and prices required to operate a license business are already high enough that restaurants and bars are already having to price menu items out of affordable ranges for a lot of people.’

‘The hospitality industry is on its knees. I cannot believe the Council is even considering this change at this time.’

‘Increasing fees is just going to cause small sports club to forgo having a license as it will cost too much for the amount of people who stick around for a drink. This will cause a BYO culture which will do more harm.’

31. Some submitters who opposed the bylaw had concerns around Council’s cost of administering the licensing function:

‘We would like to see that Councils have sought to improve efficiencies or cut the internal cost of alcohol licences before passing these costs of to licencees’

32. 60% of submitters thought that alcohol licensing costs should not be funded through rates while a further 16% thought the rates proportion should be between 10-30%, a further 13% of submitters thought that rate funding should contribution between 40-60% and 10 % of submitters thought the total cost should be funded by rates.

STATUTORY CONTEXT

33. Section 402(1)(b) of the Act provides that fee regulations (including fee-setting bylaws) ‘*may do anything reasonably necessary to ensure that, so far as it is practicable, the total costs to the territorial authority are recovered out of the fees paid to it under this Act*’.
34. Section 405 of the Act requires Council ‘*to the extent that is reasonably practicable having regard to the circumstances of the particular case, consult the persons the authority has reason to believe are representative of interests likely to be substantially affected by the bylaw*’.

STRATEGIC ALIGNMENT

35. This contributes to the promotion or achievement of the following strategic community outcome(s):

	Contributes
We are an inclusive city	✓
We value, protect and enhance the environment	<input type="checkbox"/>
We are a well-planned city	<input type="checkbox"/>
We can move around our city easily	<input type="checkbox"/>
We are a city that supports business and education	<input type="checkbox"/>

36. The proposed Alcohol Licensing Fees Bylaw aligns with the council’s strategic community outcome of an inclusive city. The alcohol licensing function helps prevent harm and helps create a safe community.

FINANCIAL CONSIDERATIONS

37. There are no financial considerations in receiving and listening to the submissions.

LEGAL IMPLICATIONS / RISKS

38. The legal implications and risks are dependent on the changes if any made to the proposed draft bylaw but at this stage Council is only receiving and listening to submissions.

TE AO MĀORI APPROACH

39. The development of an Alcohol Fees Bylaw supports the principles of Manaakitanga – a strong duty of care and safety for our people. Although there are no direct impacts on Māori from developing the bylaw, a strong alcohol licensing function will be beneficial to Māori, who experience disproportionate alcohol-related harm.

CLIMATE IMPACT

40. There are no direct or specific climate change impacts resulting from receiving submissions and the development of the proposed draft bylaw.

SIGNIFICANCE

41. The Local Government Act 2002 requires an assessment of the significance of matters, issues, proposals and decisions in this report against Council’s Significance and Engagement Policy. Council acknowledges that in some instances a matter, issue, proposal or decision may have a high degree of importance to individuals, groups, or agencies affected by the report.
42. In making this assessment, consideration has been given to the likely impact, and likely consequences for:
- (a) the current and future social, economic, environmental, or cultural well-being of the district or region

- (b) any persons who are likely to be particularly affected by, or interested in, the issue.
 - (c) the capacity of the local authority to perform its role, and the financial and other costs of doing so.
43. In accordance with the considerations above, criteria and thresholds in the policy, it is considered that the issue is of medium significance. However, the decision in this report is of low significance.

NEXT STEPS

44. Council will consider the issues raised by submitters on 28 April 2025 and decide whether to adopt an Alcohol Licensing Fees Bylaw.
45. If Council decide to adopt the bylaw, then any potential changes to alcohol fees will be considered as part of next year's annual plan.

ATTACHMENTS

1. **Submissions to the draft Alcohol Licensing Fees - A17714983** [↓](#) 
2. **Schedule of Speakers - A17698080** [↓](#) 
3. **Draft Alcohol Fees Licensing Bylaw - A16957303** [↓](#) 
4. **Feedback from Facebook advertistments - A17699027** [↓](#) 

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
				What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
001	Gordon Chesterman	Strongly support	Local decision making	0%	Licensing fees are part of the cost of running a business. The fees are a deductible expense. GST is also refundable. Expense deductibility is not available by law to residential ratepayers. I object strong to any part of my \$20,000 rates per year being used to prop up commercial business.
002	Bernadette Strang	Strongly support	The fees should be on the 'supplier' NOT the rate payer..... then it may slow down the amount of alcohol shops in the city which is leading to so many health problems... I notice the 1 wine shop at Bethlehem on main road has now taken over the shop next door so it can "EXTEND" to a much bigger premises...	20%	There are too many liquor stores in Tauranga
003	Craig Henry Rowse - Tauranga Fish & Dive Club	Strongly do not support	We as a club only have a small membership and the members cant afford to pay \$15 or more for a drink when they come down we dont get any funding at all so having to pay the extra charges will cripple us and will probably cause us to fold	60%	As I believe the rates will not go down at all so there will be no savings to the ratepayer
004	Chris Pattison	Strongly support	As the sale of alcohol affects the local community, the local community who has to pay these fees, should have a say in the way the fees are dealt with.	0%	The alcohol retailers benefit from the sale of the product. Therefore they should bear the cost of establishing and running their business.
005	Kim Ort	Strongly do not support	Guidelines are there for a reason and I assume as the government thinks that's an appropriate amount of work required to review licenses	100%	First the costs of approving/ managing liquor licensing needs to be reviewed and worked out whether too much time is spent policing. What KPI's are looking to be achieved and making sure we don't do more than is required. Whatever the remaining is will no doubt need to be covered by rates should be serves the whole community. These venues provide jobs and entertainment
006	Heather Davys - Complete Electrical Services Ltd	Strongly do not support	If it affects business owners then No. They are struggling enough already. Just cut out some unnecessary council spending on other stuff museums etc	100%	See previous
007	Marilyn Allen	Support		0%	
008	Nick Winspear	Support	Rates should not be used to subsidize alcohol licensing fees.	0%	Alcohol should definitely be user pays.
009	Dean Stewart	Strongly support	To enable the council to negate costs to ratepayers.	0%	The council needs to reduce costs on ratepayers as it is becoming to expensive to live in this beautiful city.
010	Herman Zwaagman	Strongly support	user pays	0%	users should pay, not all rate payers
011	Elizabeth Meredith	Support	As council stated they want to achieve full recovery of licensing costs instead of the ratepayer funding it.	0%	I do not support sales of alcohol and I do not purchase alcohol. So why should I pay for it in my community. User pays comes to mind with our facilities.
012	Liz McManus	Support	Ratepayers should not be supporting fees	0%	Not in favour of promoting alcohol consumption
013	Michael Thorne	Strongly support	Ratepayers should not be funding this. It is a business cost.	0%	Its a business cost.
014	Diana Judge	Support	Tauranga Ratepayers shouldn't be subsidizing alcohol sales.	0%	businesses benefit from selling alcohol therefore should pay - ie user pays.
015	Heather Auld	Strongly support	I had no idea that ratepayers were ponying up 60% for the alcohol licensing fees. Time for it to be user pays and for council to set it rather than central government.	30%	Actually I think it should be way lower, but I think a halving of what ratepayers currently contribute is acceptable. Baby steps, we don't want to scare the hospo industry otherwise the government will just cave to them and throw out any thoughts of bylaws by councils and then we are back to square one. Taxpayers are already paying for the effects of alcohol through ACC levies, petrol levies, hospital admissions, prisons etc. I don't see why our rates should also be contributing!

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
		What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?			
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
016	Max Lynds	Strongly do not support	If alcohol licensing are set by govt. you need to stick to your knitting for residents collecting what TTC believe as a top up is unacceptable, your option as it should be is lobby govt on behalf of residents	0%	The fee collected for govt. should be covering costs, never part of rates,
017	Keith Fletcher	Support	Would like to know what in dollar terms are the incoming licence fee and what dollar amount ratepayers contribute, then what these licencing fees are spent on , at the moment not enough information is provided by the Council so how does one make a decision without the information	100%	Refer to my previous reply
018	Jacob Jensen	Strongly support	Alcohol costs should 100% be borne by consumers and suppliers.	0%	0% rates funded - full costs recovery as this will increase costs of alcohol which will further discourage drinking
019	Margaret Garthwaite	Strongly support	If the Council can set realistic fees to cover costs then this benefits us all as our rates won't have to go up to pay for something not everyone benefits from, and the Council can then use rates for the infrastructure etc we all need.	10%	Some should be covered out of our rates as this is a service that collectively we could all contribute to. However, the largest portion should be on a User Pays principle.
020	Alan Willoughby	Strongly support	It is no business of central govt what local govt charges for licensing fees.	0%	You want to set up a business, you pay the costs. It is not a ratepayer's responsibility to fund liquor sales.
021	Jose Gonzalez Goni	Strongly support	Council should have all the tools they need for recovering and controlling costs	30%	The figure above is a random guess. I don't think I have enough information to provide a figure. But I do believe there could be a need to subsidise it in order to encourage business to operate. Therefore, some subsidy could be acceptable
022	Colin Booth	Strongly support	Locally we need to reduce alcohol harm, both to the individual and the community	0%	User pays. Alcohol harm needs to be reduced
023	Gary Prendergast	Strongly support	not up to ratepayers to subsidise alcohol licensing laws	0%	user pays
024	Grant Wilson	Strongly support		0%	
025	Murray Graham	Strongly support	This is very much a local matter and should be set by the local Council. Every Resident and Business throughout NZ will have different views on this matter. The use of alcohol is a very personal matter and everyone is entitled to their own view and those that use Alcohol should be paying for licensing fees and not those who can't and don't use alcohol.	0%	My previous comments covered this question. Alcohol consumption is a very personal matter and many people can't and won't consume alcohol which means that the users only should be paying for it.
026	Muriel Barlow	Strongly support	It's a localised issue.	0%	User pays
027	Richard Stephens	Strongly support	User pays is crucial to keep costs where they lie, ratepayers should not be subsidising alcohol sales - and I drink alcohol !!	0%	User pays
028	Lindsay Muir	Strongly support	Applicant for license should pay the cost, not ratepayer.	0%	
029	Anita Lepper	Strongly support	Rate payers should not be paying anything. User pays	0%	User pays
030	Max Ritchie	Do not want to answer	Not the issue.	100%	Businesses are taking a hammering. They already pay more proportionally than residents.
031	Chris Doms	Strongly support	The people responsible for paying these fees are obviously the licence holders who benefit from this system. Rate payers shouldn't be subsidising their compliance costs.	100%	This seems so self-evident to me. Licence holders receive all of the financial benefit from the regime, while not contributing directly towards the harm they contribute to. They should be responsible for the costs.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
		What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?			
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
032	Tony Longhurst	Strongly support	Fees should not be funded by rate payers they should be covered by those organizations who require them	0%	As per comments above
033	Reece Burgess	Strongly do not support	no because this council has proven its wasteful & should not be in charge of fee's. what do you do for such fee's? this is the better question. your building in town proves this council cannot control spending. hopeless.	0%	Because I strongly believe that the council has an inability to seek value for money so it should not be allowed to dip into rates. user pays BUT what are they paying for because the council needs a handle put on it and what its calling "costs"
034	Teryll Lemmins	Strongly support	Alcohol licensing fees should be paid for by those making a profit of alcohol rather than being provided for through rates. There is minimal tangible benefit to ratepayers for alcohol sale and consumption and those profiting off alcohol licenses, particularly liquor stores, should pay their way. There should be the ability to tier licensing fees for liquor stores or restaurant premises.	90%	
035	Margaret Bowditch	Strongly support	Central Govt is in effect requiring rate payers to support alcohol licensing	0%	Licensing costs should be met by those selling/consuming alcohol
036	Andrew Ducat	Do not want to answer	I support the bylaw if any increases are targeted at alcohol outlets that are solely there to profit from selling as much alcohol as possible. This does not include restaurants that are primarily serving food and offer alcohol to accompany the meal. They should be given a decent fee discount as they are providing a pleasant experience for us all. Cheers	0%	The alcohol stores, nightclubs and pubs should fund the majority as this is where the alcohol problem stems from. The big alcohol corporations should also pay a huge slice as they not only make massive profits but they also falsely advertise their products by only showing happy sober people partaking. Never the true picture, seen far to often by the police.
037	Tracy Dorset	Strongly support	It shouldn't be on the rate payers of Tauranga to fund licensing	0%	Why should we fund that?!
038	Willem Schuts	Strongly support	Should be at applicants cost and not be at ratepayers cost.	0%	Should not be entirely applicants cost
039	Rhys Evans	Strongly support	The alcohol licensing costs should be paid by the organizations that benefit from the licensing. General ratepayers should not be subsidising the licensing costs.	0%	Ratepayers should not be subsidising the license costs. The benefits of licensing accrues to the holders of licenses (on or off trade). The organisations that benefit from licensing should pay the cost of the regime and not the general population.
040	Stephen Anquetil	Strongly support	I do not believe Bars, Café etc paying their fair share	10%	We already paying rates, Business should carry they full cost of doing business and not rely on rates to sub them at all. If the close or go into liquation then the business was not variable in the first place.
041	Rowan Meredith	Strongly support	I believe a user pays system is a fair way to set fees. if current fees don't meet costs to process an application its not reasonable that ratepayers fund the balance of a businesses application costs	0%	If fees don't meet costs to process an application its not reasonable that ratepayers fund the balance of a businesses application costs for a business looking to make profit from the application
042	Dave Jennings	Support	user pays	0%	user pays its simple
043	Kelly Mead	Strongly support	The fees for alcohol licensing should have a greater portion being paid by the businesses seeking an alcohol license, I do agree that a portion of the fees may have to come from ratepayers for enforcement.	40%	The greater cost should come from those whose business it is in providing alcohol.
044	Geoff Craven	Support	Rate payers should not have to subsidise alcohol licencing fees. These should be paid by the business	0%	Other businesses pay any relevant fees - was not aware that ratepayers contribute to alcohol licensing fees
045	George Swanepoel	Strongly support	I believe it is a good idea, as the alcohol licensing fees from the Government is very low, especially when compare to the social and personal damages alcohol causes.	0%	I see no reason that rate payers should fund businesses that sell alcohol. The rate payers money can be used for a better cause.
046	Cat Walden	Strongly support	The businesses should cover all of the costs associated with licensing fees with none coming out of our rates.	0%	It is shocking to me that my rates are already going towards these costs in any capacity. It should be going towards other vital services in our community. 40% is shameful.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
				What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
047	Matthew Dunn - Carters Photographics	Strongly support	Rate payers should not be paying/ supporting alcohol licensing fees. Businesses who are licensed for the sale of alcohol should pay the full amount and pass the cost on to their customers (the end users) as required within their business	0%	
048	Tom Rawson	Strongly support	Do not believe rate payers should contribute to the cost	0%	Not Council business
049	Harpreet Singh	Do not support	I support it will stay as it or charge the bottle store more not the convenience stores who sell very small liquor	40%	
050	Donna Smallbone	Support	I do not drink alcohol and while I recognise that regulations around the sale and supply of alcohol are necessary, dont believe that my rates should be used to monitor this.	0%	The , industry should pay to be monitored itself.
051	Rod Bailey	Strongly support	In the hope you increase the licencing fees which in turn may reduce the number of licenced premises and thus reduce the harm alcohol causes in the community.	0%	The consumption of alcohol is a choice. I choose not to consume any alcohol. My questions is why should I pay for others to consume alcohol and for businesses to profit from that? How is it even legal to charge rate payers for this?
052	Eddie Xu - Shake Shed & Co	Strongly support	Its the right thing to do.	60%	
053	Marlene Warfe	Strongly support	I believe it is preferable for the decisions to be made locally	50%	
054	Christopher Ingram	Strongly support	Let the profit making alcohol harming retailers pay, absolutely not us ratepayers	100%	unfair for ratepayers to pay for the retailers. Alcohol causes so much harm in the City that the rate payers have to clear up.
055	Wayne Hay	Strongly do not support	The hospitality industry is on its knees. I cannot believe the Council is even considering this change at this time. Have the Councillors not picked up a newspaper in the past couple of years to read how many challenges hospitality businesses are facing because of the economic climate? Receiving this notification soon after being informed that we would have to start paying for having a table on the footpath leaves me, and no doubt many other owners, that this Council is anti-hospitality and therefore anti-business and anti-tourism.	50%	
056	Mike Rayner - Rayner Development Limited	Strongly support	I pay all of the costs relating to my business and believe that those involved in the sale of alcohol should do the same	100%	
057	Karen Brock	Support	I think it should be user pays & not subsidized by our rates	100%	User paysWhat is benefit to wider community by subsidizing
058	Robyn Richards	Do not support	Another tax	0%	21sr Century, time to stop the backwater mentality.
059	Carol Woolley	Do not want to answer	As I'm not sure what the council would be worse if given the responsibility	10%	Rates are already high and little choice in how they are spent. Alcohol, abused, causes many problems so think those who profit off it should pay the cost. Not the person struggling who doesn't drink
060	David Wilkinson	Strongly support	It's entirely a local issue	0%	Why should residents who don't go to drinking establishments pay licensing fees? Surely the cots should just be loaded on to the actual drink sold.
061	Bruce Ward	Support	Rate payers should pay nil from rates. We already pay when buying the product.	0%	All costs are paid in the purchase of alcohol.
062	Chetankumar Ashokkumar Sonevane - Pronto	Strongly do not support	All business is in absolute worst condition, council already charging for outdoor seating and keep adding up more expenses such as parking, etc. not fair in this market when businesses are struggling to meet breakeven points.	30%	nothing

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
		What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?			
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
063	Matthew Sutherland	Support	Alcohol licensing costs should not be part of general rates.	0%	The majority of alcohol is consumed by a relatively small portion of the population, and it is a non-essential thing.
064	Duncan Newington	Strongly support	The license to sell liquor is a business expense. If Businesses wish to sell alcohol they should meet the License cost solely themselves. Ratepayers should not be subsidizing private enterprises.	0%	The license to sell liquor is a business expense. If Businesses wish to sell alcohol they should meet the License cost solely themselves. Ratepayers should not be subsidizing private enterprises.
065	Tess Nesdale	Strongly support	Rate payers do not need this cost. Money that was via rates could be spent elsewhere OR reduce rates.	10%	The community does benefit from alcohol outlets
066	Helen Purves	Support		30%	Rates should not be covering such a huge portion of licensing costs, businesses should shoulder more of this
067	Russell Wenzlick	Support	Business owners should pay for this cost. Alcohol is a dangerous substance and licensing its sale should not be subsidised by rates.	0%	Full cost recovery should be used so rates do not pay for licensing, I consider it is a business cost.
068	Frederic Kleve	Strongly support	Costs for alcohol licensing should be borne entirely by the applicants - no rate monies should be used.	0%	The businesses should pay for this - user pays.
069	Gary William Foreman	Strongly support	Fairness to rate payers	0%	
070	Yvonne Warhurst	Strongly do not support	Because lived in Invercargill many years and invercargill licensing trust governed control so fully oppose the idea here in Tauranga.	0%	We pay enough in rates and get bugger all
071	Darryl Chong	Strongly support	I don't agree with the default fees	100%	I don't see why rate payers should pay for a business to sell them alcohol
072	Friederike V. Bultzingslowen	Strongly support	I am not agreeing with the 60% the taxpayer has to pay for alcohol	30%	
073	Dan Lemmins	Strongly support	Rates should never subsidize liquor licensing. Southland have received so much benefit in the community by going the opposite way and charging via the Invercargill Licensing Trust. Imagine how many more community projects we could provide by taxing all the tourists that come here and buy alcohol while also relieving pressure on rate payers?	0%	Relieve pressure on ratepayers and let the businesses/customers pay it
074	Gav Fairbairn	Strongly support	I believe this is a user pays requirement. If you choose to drink in these areas then you should pay and not be subsidised by ratepayers.	0%	Should be a user pays situation and not funded by ratepayers
075	Julianne McMillan - Grace Court Body Corporate	Do not support	I started to write this and then thought again. I do not think that rates should subsidise private enterprise, but one off licenses for fundraising, etc. should be kept at a reasonable price.	0%	If its for private enterprise then I should not be paying for that.
076	James Gibb	Support	Makes more sense for local council to set rates in line with local requirements based on central govt guidance	30%	
077	Allen McCormick	Strongly support	User pays. The licensee gets income from their liquor license and the license cost is a cost of their business.	100%	A liquor license is required to run their liquor business so they should pay for it 100%.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
				What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
078	Suzanne Steel	Strongly support	Research shows alcohol is NZ's most harmful drug physically, mentally and socially. It would therefore make sense that the people who make money of selling alcohol supplies the cost of alcohol licensing. As alcohol is estimated to cost NZ \$9.1 billion a year in harm (Ministry of Health 2024), the cost analysis for Tauranga is bound to show the sellers cost of paying 100% of the cost of alcohol licensing is still very much in their favour, even when taking in to account any perceived monetary advantages to our city by the selling of alcohol. As the reason for the licensing act is to reduce harm made by alcohol, it makes no sense for the council to carry the cost, as the World Health Organisation has shown there is no safe level of alcohol intake, so the people making money of it ought to pay.	0%	See previous box.
079	Michael Cole	Strongly support	I feel that the licensing fees should be bourn by the people or organisations applying for the licence and not the ratepayers. The people and organisation's applying for the license are the people who will profit from it not the ratepayer. The applicant should pay the full cost of the license and the council admission fees.	0%	Organisations that will profit from having the license should pay the costs NOT the ratepayers.
080	Greg Bayliss	Strongly support	I think that all of the costs associated with the license should be charged to the applicant.	100%	There are no benefits to the people of Tauranga in issuing a license
081	Goldy Kumar - Henry & Ted Café	Strongly do not support	Often our local restaurants, pubs and cafes are the hub of the community for customers to get together celebrate, enjoy company and have a good time. The past few years have been extremely tough in hospitality and would be another step for all the business owners and staff to face as spending has dropped significantly. If we are trying to be one of the best/ most competitive cities in the country then having more venues that provide a great service for the community is a must.	50%	I think this is a benefit for the community as small business owners and staff also are part of the community.
082	Andrew Bugeja	Strongly support	Private enterprises making a profit should absorb the cost of doing business, not defer these cost to the public, unless they are equally sharing a portion of their profits.	0%	
083	Brendon McHugh - Tauranga City AFC	Strongly do not support	This will add increased to small non-profit organisations like ours who have to apply for special licences regularly due to the Club Licence restrictions. This would make holding events, like a special occasion for a club member, financially unviable. If the Club Licence restrictions are relaxed as well, which they should be, then we would reconsider supporting this. TCC needs to asses the impact on non profits and the impact it's having with all the increased costs, or risk a lot of clubs closing their doors which will be a massive loss to local communities. "Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair. It is more powerful than governments in breaking down racial barriers. It laughs in the face of all types of discrimination." - Nelson Mandela	60%	Current state. Until TCC has better safeguards in for non-profits to continue operating licensed facilities, we don't support any change.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
		What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?			
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
084	Alex Pires	Support	Firstly I do NOT support any kind of drug consumption. I do not drink and make use of any other recreational drug. I do not agree with any of my tax and fees moneys to be used towards licensing and anything related to alcohol consumption and other addictive and health damaging substances. Our tax money should be used to improve transport, leisure options, health system, education system, for example.	0%	As I previously mentioned, I do not agree with using the money I pay in taxes towards anything that damages our health, anything that is addictive in such a way.
085	Sara Malavasi	Support	As a ratepayer, I don't want my fees contributing to alcohol license applications or anything that harms human health, such as gaming and gambling licenses.	0%	The reasoning behind not wanting community rates to fund alcohol licensing (or gambling-related licensing) is coming from a perspective of public health, fairness, and personal values. Here are a few angles: User-Pays Principle – Businesses that profit from alcohol or gambling should cover the full cost of their licenses, rather than shifting that burden onto all ratepayers. Licensing fees exist to regulate these industries, so they should be structured to be self-sustaining. Public Health Concerns – Alcohol and gambling have social harms, including addiction, family breakdowns, and increased demand for public services (healthcare, policing, social support). Rate payers should not support activities linked to these negative impacts. Fairness & Priorities – Rates fund essential services like infrastructure, waste management, and emergency response. Public money should go toward these necessities rather than facilitating industries that could contribute to social harm. That said, others might argue that proper licensing helps regulate these industries and reduce harm, making it a legitimate public expense. It depends on where you draw the line on public vs. private responsibility.
086	Chris Bradford	Strongly do not support	Increasing fees is just going to cause small sports club to forgo having a license as it will cost too much for the amount of people who stick around for a drink. This will cause a BYO culture which will do more harm. I believe the club license should be split so sports clubs are treated differently than a cosy club type premises as it's the small clubs that are only open 1-2days a week that will be affected most	50%	Any more it won't be viable to for sports clubs to operate, cost will be too high and there will be less events
087	Dianne Kay Gibson	Strongly support	Any business should pay ts own costs not the ratepayer	0%	It's a business which should not expect subsidies from the ratepayer
088	Andrea Atkinson	Strongly support	I don't drink and hate that I have to contribute to this when it should be covered by the people who do drink	0%	Again, I don't drink. Why should I contribute to people who do?
089	Dan Hill	Strongly support	This should not be a rates supported charge. Off-licence suppliers should have their charge increased to offset the current 60% subsidy and bars should have their charge increased at CPI only to support business and the hospitality sector	0%	as per previous answer
090	Grace Glover	Strongly support	Give local the chance to set fees and move some of the cost away from rate payers. Work out other fair ways to fund this - people who frequent pubs/bars should be the ones paying (or helping subsidise the fees) - i dont know how much these fees are annually per license, and putting it all on the owner of the pubs is alot - but perhaps if bar owners were to advertise and 'fundraise' annually for the licence and get buy in from their locals, could be better than all other rate payers that dont ever go out and still have to pay? I do go to my local pub so do think its somewhat fair for me to help keep my pub open...	10%	Because not enough people who OWN the homes that are paying the rates go out and use the alcohol places. Majority of WHV or people on holiday or people renting, they dont contribute to the rates. If u made it so venues had to cover their fees, they could add it to their costs so the people actually using the service are paying
091	Jennifer Rozendaal	Strongly support	Rate payers shouldn't be subsidising alcohol licensing, it should be paid for by those who would like the licenses, and then (if needed) passed onto the consumers at those locations who enjoy the activities. If the fees are too high for those wanting licenses, then the business is not economically viable. If the council has the ability to manage the fees, they can allocate costs to those that should be paying the fees.	0%	Rate payers shouldn't be subsidising alcohol licensing, it should be paid for by those who would like the licenses, and then (if needed) passed onto the consumers at those locations who enjoy the activities. If the fees are too high for those wanting licenses, then the business is not economically viable. If the council has the ability to manage the fees, they can allocate costs to those that should be paying the fees.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
		What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?			
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
092	Lucy Martinez	Strongly support	<p>I support the bylaw because the national fees are outdated - they lack regular inflation adjustments and don't account for higher-risk premises (e.g. nightclubs and bottle stores), which need more regulatory oversight.</p> <p>I also support the bylaw shifting costs to the alcohol industry rather than making ratepayers subsidise private businesses (who are selling known carcinogens). The bylaw could also introduce risk-based fees, where high-risk licensees could pay proportionally more.</p> <p>Alcohol businesses may say the bylaw and higher fees will strain their business, but the fees are a small fraction of alcohol-related revenue for most licensees. Also, the bylaw could include flexibility such as tiered fees for low-risk venues.</p> <p>I consider that adopting a fee-setting bylaw will be fairer by reducing ratepayer subsidies. I support adopting a flexible, risk-proportionate fee system.</p>	10%	5-15% balances fairness and financial sustainability - this has been shown for other councils (Wellington 15%, Hamilton proposed 5%). This would continue to support community participation in licensing hearings and will protect small/low risk operators. It would also contribute appropriately to enforcement costs.
093	Callum Van de Weyer	Support	I don't believe it is appropriate that 60% of alcohol licencing fees are paid through rates, especially with drinking generally, and drinking/eating out has been declining. However, I am aware that putting more cost onto the businesses will drive up the cost of going out which will discourage the acting, potentially having negative effect on the industry and resulting economy.	20%	
094	Jo West	Strongly do not support	This will kill Clubs! The increase is massive and it feels like you are punishing license holders for the councils spending issues. Perhaps a slight increase could be tolerated but this hike is just insane!	50%	What do the fees actually cover beside admin and checks? Perhaps there needs to be deep dive into how things are run there and why is it costing so much.
095	Darryl Forbes	Strongly support	I support this bylaw to enable the local constituents to determine the portion of funding that comes from rates.	0%	It should be based on user-pays. I do not drink alcohol so I should not be paying for this from my rates.
096	Ken Boyle	Strongly support	User pays	20%	The system of Alcohol Licensing is imposed on the industry by government and implemented by Councils. The presence of an alcohol industry locally is supported by Council and ratepayers so some of the imposed costs should be paid by them. In theory all of the costs should be covered by Central Government who may pass all of it on to the industry but lobby groups persuade the government otherwise.
097	Paul Robinson	Strongly do not support	<p>The fees and prices required to operate a license buisness are already high enough that restranuts and bars are already having to price menu items out of affordable ranges for alot of people.</p> <p>If given the power to change this, based on past behavior towards licensed venues in tauranga o believe outer council would pass on most if the fees, causing or forcing even more venues to close their doors as the cost of buisness would be to high.</p>	80%	The responsibility to pay for the administration, regulation and policing of policy should be on those creating the policies and laws. Businesses can be expected to pay a serive dee, much like a subscription or membership. But should not be expected to pay the administrative fees or wages to manage or police themselves. This should fall in the ones doing the policing
098	Charliene van der Werf - TCC	Strongly support	I don't like that rate payers money facilitates alcohol use and abuse	20%	I don't see any good use of alcohol in our city
099	Tony Doms	Strongly support	I am in favour of a user pay system, so it is down to the licence applicant pay 100% of the licensing fees, this should not be subsidised by property owners.	0%	I am a user pay proponent
100	Alex Zilionis	Strongly support	Those who drink should have to pay for alcohol y increased charges	100%	User pays
101	Lin Childs	Strongly support	In my opinion Tauranga Council should be able to set all Licensing fees to suit their budgeting, and all the fees should be the responsibility of the client not a Rate Payer Expense.	0%	In my opinion Tauranga Council should be able to set all Licensing fees to suit their budgeting, and all the fees should be the responsibility of the client not a Rate Payer Expense.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
		What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?			
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
102	Clare Abbiss	Support	To enable tcc to set fees	0%	
103	Gabrielle Burnett	Do not support	The Tauranga Council completely ignored the complaints of residents to another bottle shop on Frazer Street by 11th Ave when there were 2 supermarkets one Club and restaurants and two existing bottle stores on Cameron road the same area all causing harm to our community hence the large concentration of homeless people having easy access to their choice of cheap alcohol which the retailers have no problem selling to them when it only makes this worse for them. You the Tauranga City Council cannot be trusted in doing the right thing for our Community when Money is involved. You may set fees to claim it is to unburden the ratepayers but You have a conflict of interest as you decide on the granting of Licenses as well whether the ratepayers want it or not.	0%	You can not be trusted with how many retail stores can hold licenses in the suburbs.
104	Kate Ison	Strongly support		0%	User pays
105	Dean Reef	Strongly support	I don't drink	0%	
106	Valda Money	Strongly support	The costs should be borne by the applicant, especially where alcohol is concerned.	0%	User pays
107	Ron Melville	Strongly support	Tauranga should be independent and set their own fees	0%	There should be NO Ratepayer subsidy. How many other things are ratepayer subsidised? Fuel isn't. Food isn't. Gardening plants are not. A bet at the TAB is not. Power is not so why for goodness sake should alcohol be?
108	Tess Pilkington	Support		10%	I don't mind a percentage coming from the rates, if it is needed, but would prefer it to be met by the vendor.
109	Kate Akers	Strongly support	This would enable Council to redirect costs away from ratepayers, many of whom do not drink alcohol, and many of whom are struggling financially to cope with current costs of living. It would provide better value for money for ratepayers.	0%	User pays principle. Many ratepayers do not drink alcohol and there are many other more important things our rates could be spent on.
110	Janet Houston	Strongly support	Fees should be set so that ratepayers don't have to pay any of the costs associated with alcohol licensing.	0%	it is not something that ratepayers should have to pay for.
111	John Booth	Strongly support	the ratepayers should not support a business with its expensive to operate.	10%	Should be more than enough.
112	Wayne Griffin	Strongly support	There are enough liquor stores in Tauranga for the total cost of licensing to be covered.	0%	
113	Zandria Taare	Strongly support	In my view, it's "user pays" - those selling alcohol should cover the costs	40%	I'd like to say 100% of the costs should be borne by those selling alcohol, but realise this could be exorbitant
114	Tere Strickland - Quest Mount Maunganui	Strongly support	Follow Auckland City Council process	0%	
115	Raewyn Turner	Support	I don't think the general ratepayer should have to subsidise the cost of licensing. I think the fee charged should be controlled however and not be more than a certain percentage higher than the national fee e.g. twice the national fee.	0%	I think the businesses who benefit from this licensing should pay the full cost.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
		What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?			
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
116	Wendy Alfeld - Multi Events Limited	Support	To cover legitimate costs. Costs should be scaled - as events of 3000 on a green space v's events of 20,000 on a green space take alot more effort. The actions of the MOH & Police also create more work for the licensing inspector alot of the time. I have found the Licensing Inspectors from Tauranga have common sense and a logical view when coming to events.	20%	I'm not from Tauranga - but events do bring economic positivity to Tauranga
117	Devon Gillam	Strongly do not support	Government has set fees, it would be like councils being able to charge more for vehicle registration vs. a national fee.	0%	
118	James Hobson	Strongly support	Licensing fees should be entirely user pays and not subsidised by rate payers.	0%	Commercial entities should bear all the costs of running their operation and pass that onto patrons.
119	Frederic Kleve	Strongly support	It should be user pays, not from rates!	0%	It should be 'user pays' for this.
120	Tracee Parr	Strongly support		0%	Why should ratepayers contribute to this fee, it should be up to the person applying for the license to pay the whole fee, they are the ones benefiting from having an alcohol license. I don't ask someone to contribute paying for my drivers license. Its outlandish that the general rate paying public should contribute to a drinking establishment wanting to sell alcohol.
121	Paul Veitch	Strongly support	Alcohol in all forms is a discretionary purchase. The current 750K subsidy could be put to better use. I suggest the increases be introduced over a 3 year period stating June 1st 2025 .	0%	Licensing fees should be on a user pays basis
122	Reine Ford	Strongly support		50%	
123	Jenica Heydon	Strongly support	0% should come from rate payers.	0%	the person wanting to drink the alcohol should pay.
124	Steve Nicholson	Strongly support	I am aware commercial rates are much higher in this city than residential rates and this commercial rates may be enough to cover the fees paid by rate payers. However because the license to sell alcohol is for a commercial profit I feel the fees should be set so residential rates are not used unless it can be shown the event or circumstances overwhelmingly support the community at large rather than just general profits.	0%	Unless there is a benefit to the community the commercial entity applying for the license should be paying 100% of the fees. Alcohol is a poison and one of the most harmful drugs available to the community, those that profit from this drugs sales should be paying completely for the privilege to sell it.
125	Robert Watson	Support	Local control is good.	100%	Someone has to pay, this way might make local people more aware of the cost.
126	Buddy Mikaere - Ngai Tamarawaho Environment and Development Unit Ltd	Strongly support	I don't see why ratepayers should meet the cost of licensing. It should be a consumer and vending business cost.	0%	See previous response. Dpnt see why ratepayers should fund this.
127	Robyn Parker - Robyns Cottage	Strongly support	The rate payers are facing big increases over the next few years and for those of us that dont consume alcohol we should not have to suberdizes business making a profit from it . User pays so business should be at least paying 90% of the cost to sell it.	10%	
128	Sharon Kletchko	Strongly support	Community and public health issue	30%	
129	Glen Sheaff - Hula NZ Ltd/Boonies	Strongly support	As it is a compliance cost it should be passed on to the Licensee not rate payers	100%	We should not have to cover this

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
				What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
130	Ron Judd	Strongly support	Government legislated fees are obviously to low	0%	User pays
131	Leigh Solomon	Strongly do not support		50%	
132	Raewyn Jones	Support	Think legislation should be local	20%	Premises employ people and provide vibrancy to out area. Be a sad day if there weren't any places to go to or they were too exp dive to eat out at.
133	Jean Markarian	Strongly do not support	Hospitality is already struggling no need to push them down a bit more. Also could you explain what exactly is that 60% cost you are supporting, other than extra paperwork what can that be exactly?	100%	What are these costs??
134	Steve Everill - Marty's Bar	Do not support	I would be open to supporting council to pass a bylaw to set fees if there was any mention of a review of costs or looking at making sure costs could be decreased if possible. However, this does not seem to be mentioned and it just appears the only answer is to pass the full cost onto the hospitality industry. The hospitality sector has suffered huge impacts recently, covid was bad but the impacts of roadworks and construction have been even worse than covid. Also, changing the licencing hours in Tauranga from 3am to 2am will have had some effect one some hospitality businesses. It does seem like an appropriate review to ensure this overspend can be minimised should be done BEFORE passing on costs to hospitality.	0%	As stated above. I see the sense in these costs being covered by the sector and not by rates but only after these costs are reduced/minimized rather than just passing on the costs whatever they are. Comparing Tauranga to other councils, Tauranga's costs do seem to be a little out of control. It is not acceptable to just pass these out of control costs onto hospitality.
135	Stuart Pendlebury	Support	I don't believe rates payers should be funding these fees	0%	
136	Larissa Ansoorge	Support	I want the cost removed from the rates that I pay, I don't even drink any alcohol and lots of other people don't who also pay rates, it is unfair for us to have to pay for such things that don't affect us, rates are already far too expensive with so much in it that is not relevant to each individual	0%	rates should only be for basic infrastructure and things that affect every person, not all these other things that waste money and don't affect everyone as it is such a waste of money and unfair to those who are no benefitting at all
137	David Jennings	Strongly support	user pays	0%	user pays rate payers should not have to fund this
138	David Julou	Do not want to answer	Before completing this answer I'd like to know more about the licensing system. As I understand it, a person who applies for a license has to pay for it so why does any percentage have to come from the ratepayer?	0%	I do not believe we the ratepayer should be making any contribution to this cost. There is enough tax charged on alcohol for the government to fund this fully. There will be people who don't even drink alcohol and I bet they are unaware of this charge to their rates.
139	Terence Jones	Strongly support	It seems to be too easy to get an alcohol sales licence in Tauranga and alcohol causes a lot of harm.	10%	the costs should fall on the persson or company that benefits from using the licence
140	Sophie Merwe	Support	I think that more than 40% of the cost should sit with those applying for the license but not soo much that it puts people off hiring events in the city.	70%	Don't want to put organisers off running events here and bars from opening but think it should be fairer than 40%
141	Kim Taylor	Strongly support	People who provide the services and use them should pay	0%	People who use and provide the service should pay. This is a path people choose

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
		What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?			
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
142	Keegan Millar - Orbit Entertainment Limited	Do not support	<p>The context of the proposed Alcohol Fees Bylaw suggests that doing a blanket increase of licensing fees is the only option. When it comes to special licenses for events, there are a few considerations:</p> <p>Impact on Community and Charity Events – Many local events operate on tight budgets, and tripling fees could make them financially unviable. This risks reducing cultural, charitable, and grassroots events in Tauranga.</p> <p>Unintended Consequences – Higher fees will discourage compliance, leading to more unlicensed events or a shift toward private gatherings where alcohol consumption is harder to regulate.</p> <p>Disproportionate Burden – Commercial venues can absorb cost increases, but smaller, volunteer-run, or non-profit events will struggle, reducing the diversity of public events in the city.</p> <p>Escalating Financial Burden – Event organisers in New Zealand are already facing increasing costs due to various regulatory changes. The Government is considering allowing police to recoup costs for services at events. The ever increasing event costs are massively reducing the ability for new event organisers in the market.</p> <p>Rather than a one-size-fits-all approach, the Council should consider a further separated fee structure where commercial events contribute more, while community and non-profit events receive exemptions or reduced fees.</p> <p>Finally, the Council should critically assess whether \$1.25 million per year is a reasonable cost for administering alcohol licensing. This figure appears excessive. Rather than simply shifting the financial burden from a broad group of ratepayers to a smaller group of businesses and event organisers—who contribute significantly to the city’s social infrastructure, cultural events, and tourism—the Council should first explore internal efficiencies to reduce costs within its own operations.</p>	50%	The Council should assess alcohol licensing costs based on who benefits most from licensed premises. While businesses should contribute, these venues also provide social and economic value to the wider community. Shifting too much cost onto businesses will ultimately pass back to ratepayers through higher prices. A balanced approach, like a 50/50 split, ensures fairness while supporting Tauranga’s hospitality and event sectors.
143	Sharon Pepper	Support	So you can change what your charge	10%	I believe businesses holding liquor licenses should bear the greatest portion of this cost.
144	Tom Rawson	Strongly support	I feel that the community should be able to set its own fees and regulations	0%	Rates should not be used to subsidize business fees
145	Heather Ballantyne	Strongly support	This means Tauranga ratepayers are now contributing about 60% (\$755,000) towards the cost of alcohol licensing. I support the new bylaw. I do not drink alcohol, neither do my family and extended family. Between us all maybe 1 bottle of beer a week by one son. The people who are drinking the alcohol should pay the fees, not me in my rates. I am a pensioner. Alcohol is the biggest social harm drug and responsible for more domestic violence, child abuse/neglect, road deaths than any other substance yet it is legal.	0%	i dont drink
146	Nick Page	Strongly support		0%	user pays- the business benefits from the sale of alcohol so should carry the cost.
147	Holly Simperingham	Strongly support	I support the proposed Alcohol Bylaw to enable Tauranga City Council to set their own fees, as we are a large city we need to make decisions for ourselves that are unique to the communities we have.	0%	Alcohol causes huge harm in our communities, and makes large profits for vendors. Ratepayers should not bear any cost of processing these licensing fees and these should be solely paid by the beneficiaries.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
				What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
148	Claire Wilde	Strongly support	It will enable more responsibility to be placed on the businesses and organizations requiring licenses	20%	I think there needs to be some public funding to cover the cost of appointing and supporting the District Licensing Committee (DLC), as this is made up of members of the community. If it was only funded through the organizations applying for the license the neutrality of the DLC is compromised and it could be open to misuse
149	A Gilbert	Strongly support	It is Councils role to set Alcohol Bylaws and license outlets, these costs should be paid by the applicants. However, because many hospitality businesses are still recovering post Covid, I strongly urge Council to adopt a graduated approach, implementing over a three year time frame. Eg. Year 1 applicants pay 60% of costs, year 2 applicants pay 80% of costs, and year 3 and out years applicants pay 100% of costs.	0%	Rate payers and visitors will pay as they consume through the price at the establishment. Those who drink more will pay more. Those who seldom visit licensed premises will pay less. Fairer for all.
150	Sheena Spittles	Strongly support	Alcohol consumption is a 'voluntary' activity - neither healthy nor necessary, and the cause of harm in many families. It should therefore not be funded in any way for our rates.	0%	As above - it should be "user pays" - either through businesses selling it, or by the customer.
151	Diane Stewart	Support	Because alcohol licensing fees should not be subsidised by ratepayers. The business can pass on the additional cost to patrons, and that ratepayer cost can be reallocated to other projects.	0%	There is no direct benefit to the ratepayer, and the savings can be reallocated elsewhere.
152	Grant Hodder - NHS Ltd	Support		0%	Its a business expense, not a rate payer expense.
153	Fi Sullivan	Strongly support	I don't think ratepayers should bear the cost.	0%	The big alcohol producers can take it out of their profits
154	Tamara Burgess - Western Bay of Plenty primary Health Organisation	Support		0%	The rate payer shouldn't be assisting towards funding for alcohol related fees. Alcohol causes major problems within the community both short term e.g drunkenness, violence, motor vehicle accidents and long term e.g increased risk of cancer, fetal alcohol syndrome, etc etc . Alcohol causes more harm than many other substances that are banned. If an event, pub, restaurant or etc wants to provide alcohol then they should pay for it.
155	Frank Stuart	Strongly support	Each business should pay. Ratepayers should not be subsidising. We are aware of the issues in hospitality so perhaps apply a percentage increase over say 5 years.....NZ wide chains should pay all from now.	0%	It is a business cost.
156	Selina Murray - Mount Maunganui Lifeguard Service	Strongly do not support	The fee structure should remain as is for community organisations like surf lifesaving clubs that are serving the greater community and beyond. Surf Lifesaving clubs should be exempt from any increases as all proceeds the clubs make from the sale of liquor at the clubs, goes back into the operational costs of our surf lifesaving operations, such as maintaining our building, vehicles, equipment and staffing; which prevents serious injury and possible drownings/loss of life from occurring along our coastline.	40%	For community emergency organisations that serve the community (such as surf lifesaving clubs) it should remain at 40% - but introduce a rating or scale that clubs are assigned and that determines the percentage paid over and above the 40%. For example a rugby club could pay 60%. The clubs 'rating' is assigned in your online system to the club so correct fee is applied to each club upon application.
157	Trina Pahuru	Strongly support	I believe if an individual chooses to run ANY business then any associated fees/costs should fall on themselves rather than every other rate payer in town! Rate payers are paying enough as it is for services they do not use.	10%	It is the choice of an individual to open/run an establishment therefore why do their choices fall on rate payers? We pay enough to dine at the establishment let alone covering a good proportion of licensing fees
158	Sarah Thomson	Support		20%	
159	Lisa Roach	Strongly do not support	I want Tauranga to be the same as the rest of NZ. There's a reason this government legislation is in place and I believe that at government level better and more informed decision has been made to put this legislation in place. And I'm not convinced our council will make better and more informed decision in this matter	60%	Because if we are currently following Government Legislation then I assume the current split is what they have set

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
		What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?			
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
160	Rebecca Williams	Strongly support	Those who run those businesses and their customers should be funding this. It does not add to the health or safety of our community so the community at large shouldn't pay.	0%	The only thing in the best interest of the rate payers is that licences are policed. Why be the ones that heavily fund it? That's not fair. Put our money to use for the health and safety of the city. Those who want a night out can fund it themselves.
161	James Evetts	Support	hopefully it contributes to lower rates.	0%	
162	Lana Eady-Paterson	Support		20%	
163	Emma Jensen	Strongly support	Keeping it short - I don't think rate payers should be paying for these fees. I shouldn't be paying for the fees, just to then pay for the drink at the bar. Ratepayers pay a lot already to support a lot of the things we need in the community, these fees need to be paid by someone else.	0%	The businesses should cover these costs, they're the ones wanting to sell alcohol and the consumer (Ratepayers) already pay it back to them at the bar. Ratepayers have enough to pay for, not everything should be covered by them, funding needs to come from somewhere else.
164	Bernard Lamusse	Strongly do not support	I believe that publicans should pay the full licence fee. The ratepayers do not receive any benefits from this and are subsidising a certain class of business which is not equitable.	0%	
165	Gurnek Brar - The Galaxy Group	Strongly do not support	It is not fair on business owners to be having to pay another expense, hospo business are already struggling and with the new lap time change they have faced significant hardship in the city centre. This is going to be an extra burden on business owners	60%	This is fair
166	Neil Alton - Bay of Plenty Rugby Union	Strongly do not support	I do not support increased compliance costs on businesses for the purposes of managing liquor licensing. there is no information provided on the costs involved in managing the liquor licensing process and alternative options have not been investigated that might decrease these costs on rate payers and business owners.	30%	the cost to administer, manage and police alcohol licensing is too high and should be reviewed.
167	Luke Gibb-Kimber	Support	It should have been done along time ago. Rate payers should not have to fork out 60% of the fees. The businesses should.	0%	Rate payers shouldn't be covering 60% of businesses alcohol licensing fees. This should be on the businesses to cover them. You don't see rates covering other sectors licensing fees, i.e. construction sector with keeping their licenses up to date, etc.
168	Dean Stewart	Strongly support	To enable the burden on ratepayers paying for the majority of the fees.	0%	The licensing fees should be solely paid by the businesses that are applying for the license, just like anyone else applying for any form of license. It should not be subsidised by ratepayers.
169	Sandra Wharton	Support	I think the businesses supplying the alcohol should wholly and solely be paying the fees	0%	I think the businesses supplying the alcohol should wholly and solely be paying the fees
170	Helen Beazley	Strongly support	I want the Council to be able to make licence holders not rate payers liable for this fee	0%	Alcohol is a group 1 carcinogen so rate payers money should not be used in any way associated with the liquor industry
171	Michael Ogier	Support	Keep it local	0%	Businesses licensed benefit from it, we do not
172	Shirley Hampshire	Strongly support	Tauranga should be able to make its own licensing laws	100%	This should be totally user pays
173	Jessica Lake	Strongly do not support	This Council make a joke out of us time and time again as far as any fees are concerned. I have zero confidence that any 'fees' set by the Council would be fair.	40%	
174	Kathryn Evaroa	Strongly support	This is a business expense for those generating income from alcohol.	0%	The ratepayer does not benefit thus is solely a business expense .
175	Trevor Brewerton	Strongly support	Local users of the service should pay the full cost as the City Council has established. Council costs must arise from the work done and required by a well managed and efficient organization subject to external efficiency audit.	0%	Those selling alcohol in the City could easily fund the cost of licensing by paying a small levy on every drink sold to the public.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
		What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?			
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
176	Andrew Gormlie - Classic Flyers	Support	Council locally should be constantly managing this one and assessing the impact of current prices etc. Onus should perhaps adjust to two thirds venue and one third Council as proportionate costs. Bearing in mind NZ Hospitality venues are still working in a very hostile business environment and still employing plenty of people in our community.	30%	Its the right proportion if Council (ratepayer) assistance to enable combined control.
177	Heather Elmsly	Strongly support		0%	I think it should be funded through licencing fees.
178	Josh White	Support	755k is alot for rate layers to be funding as an extra \$20 a week would go a long way in my house hold. I feel if the applicant has sought a license and are required to find it, I feel they would then be made to feel they should comply with liquor laws as they would suffer financial cost should they lose their license	20%	Hard question to understand, as I believe alot of investigative work is conducted by a Sgt in the Tauranga police who is funded by tax dollars.
179	Stephen Anquetil	Support		0%	
180	Troy Mitchell	Strongly do not support	It's already a struggle for those in the industry, it's a big part of tourism here and the business need to be left alone, they provide needed jobs and are a big part of our community.	100%	
181	Mary Capamagian	Support		0%	
182	Lewis McDuff	Strongly support	It seems absolutely ridiculous that these highly profitable businesses don't pay their way	0%	We are in a pay your own way society now
183	Shaun Cole	Strongly support	So the applicant can pay more of the cost.	0%	The applicant should pay all. They are the ones benefitting from the sale and supply of alcohol and making a profit and contributing to alcohol related harm in Tauranga.
184	Michelle Towersey - Tauranga Golf Club Incorporated	Support	Business is making a profit on sale of alcohol and should cover the cost	0%	User pays. Sale of alcohol is a profit making venture. Council should only fund essential community projects
185	Tyler Buckley	Strongly support	I don't like the idea of general rates having to pay for alcohol licensing costs. I would support the new fees being set over and above the licensing costs so that the fees can support at least some of the costs that Council incurs as a result of the social harm caused by alcohol. I am concerned that businesses who won't want to incur increased fees will by lobbying Council against this proposal. So I am lending my voice in support. Moving ahead, I am also concerned that businesses will lobby Council once the change is in place so that once Council has the ability to set its own fees, Council won't set them at 100% of the licensing costs. Please don't cave in to that kind of pressure! Alcohol causes a lot of social harm, and general ratepayers shouldn't be paying to compensate the businesses who benefit from selling alcohol. Those businesses can pay their own costs. And preferably they would pay over and above their own costs and actually contribute to the clean-up costs that Council incurs.	0%	Those who profit from selling alcohol should be funding 100% of these costs (I actually think they should be paying more than 100% in order to contribute to clean up related costs)
186	Guy Robertson	Strongly support		0%	For people who are alcohol free, or especially those who are struggling to break free of addiction to alcohol, being forced to pay to subsidize alcohol activities is unconscionable.
187	Christine McNeill	Support	I think the businesses selling alcohol should pay 100% of the fee set by council. They make huge profits. I strongly object to ratepayers paying through rates, and then paying again to purchase alcohol.	0%	Because people selling alcohol make such huge profits. Rates should not be subsidizing them.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates. What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
188	Fiona Joyce - Baywide Community Law	Strongly support	Alcohol is shown to cause significant harm in NZ - the NZIER have quantified that harm at a cost of \$9.1 billion per annum. This is a cost worn by all taxpayers and the community. The alcohol industry should bear more responsibility for mitigating this cost. Local Government is in a strong position to lead the way in minimising alcohol harm and giving effect to the Object of the SSA Act. Through Councils strengthening their LAP provisions now that appeals can only be made by judicial review and ensuring community participation throughout DLC procedures by making them more accessible and less formal, Councils are positioned to step up in improving decision making and reducing harm. Making licence application fees 100% of the cost is another step Councils can take towards having the alcohol industry take some ownership and responsibility for the cost of the harm they cause and could possibly assist in reducing the proliferation of outlets, particularly in vulnerable communities. Some Community Law Centres (although not Baywide Community Law) are currently participating in an Alcohol Harm Reduction Project, assisted with funding from Te Whatu Ora, which supports communities to participate in processes (e.g. council or licensing authority processes) that aim to reduce alcohol harm in their neighbourhoods.	100%	
189	Scott Payne	Do not want to answer	We need to know the costs involved. You say it's a 40/60 split. So what does the licence fee actually have to pay for. Usually a licence fee is for administration costs and notice fees to surrounding residents and businesses that may be affected by the draught alcohol licence. So we can only may informed decision when we know what the council is saying it's spending the licence fee money on.	80%	The benefits to the greater community and job creation. They pay and generate great revenue income in different taxes. The licence holders are an integral part of society and help create the environment we all enjoy.
190	Jay Thomas - Saltwater	Strongly do not support	Instead of raising the already high cost of fees, I would recommend streamlining the process. If an existing licensee is renewing their license, treat it as a renewal rather than treating it as a completely new license. Having to go through the entire process for an already licensed venue creates unnecessary additional cost, overhead, and time, for both the venue and council.	60%	Instead of continuing to raise the cost of council services, change the process to make it more streamlined and cost effective.
191	Alan Trotter	Do not want to answer	I don'y begin, as a retired lawyer, to know what the present alcohol licensing stuctures and financiing is all about - som eoutline pleade to be provided forst.	0%	Alcohol licensing admisistration should be a Nation's resposnibility
192	Leif Harpham	Do not support	I see that there is a lack of education with alcohol as recovery my self this toxic drug would be the worst of them all ,an the age limit should be minimum 25 years of age and there should be a specific license to purchase this drug , I suffered for 25 years ,hospitalized 13 times fatal 2023.	0%	It's pointless

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates. What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
193	Sebastian Miklos	Strongly support	The rate payers should not fit the bill for alcohol licences applicants and holder. They take the profit from the sale of alcohol so why a normal rate payer who probably do not even consume alcohol should pay for these businesses. Especially the fees for off licences and special licences would need to pay more: The off licences sell the alcohol for consumption somewhere else. The tax payers already pay for the rubbish and other damages caused by the people consuming alcohol in public places, Special licences: The Ministry of Justice website shows the fees for special licences. A special licence for under 100 people attending is under 70. This does not cover the cost of the Council admin staff, not counting the cost for the Police, Medical Officer of Health and the licensing committee members making the decision. A special licence for a large event 400 patrons or more is under \$450. The same price is been paid by a large wedding of 401 people and for a concert or music event of 10,000 people attending. If one of these licences is opposed a hearing needs to be set down and the costs of the hearing to be paid by the Council. The applicant only pays for their legal representation. On licences: A stadium or a large venue pay similar fee or even lowed than a tavern which may have a licence until 4.00am in the morning. A large venue requires more services from Council especially after large events such as cricket tests or rugby games or large concerts or musical events, plus damages to the Council property by people consuming alcohol before, during and after these events	0%	The rates are for infrastructure and other council expenses and not to subsidise and industry which in most cases generate harm to individuals, families and community.
194	Nick Potts - Solera	Strongly do not support	<p>I think you are going about this all wrong. I understand that there is a lot of paperwork involved in running the alcohol licensing part of our industry, and I can assure you there is a lot of paperwork on our sides as well.</p> <p>I think rather than just saying lets put up the prices that conversations need to be had with other city councils who surely are going through the same process and then coming together and presenting proposed changes to the legislation to get it more in line with what other countries are doing which will result in less paperwork.</p> <p>You can also communicate with the Restaurant Association New Zealand to get views from the industry.</p> <p>Some solutions which a change in the legistation that will help would include: An increase in licences from 2 to 4 years, however a small inspection into complaints regarding the business can be held every 2 years. Those with no history automatically get the following 2 years. A removal of the need for a duty manager. Make every staff who supplies alcohol do a course and obtain their own qualification, they are then accountable for any wrong doings rather than a single duty manager that constantly requires filling out paperwork due to the rotating work force we have in a holiday destination such as this one. I am sure as in industry we can come up with plenty of other options to lower you work load rather than just saying lets up the charges.</p>	60%	As discussed earlier I think the solution is to lower the costs by implementing an easier system that requires a lot less paperwork. coming from Australia I find it amazing how much work/paperwork goes into it here.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates. What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
195	Christine Gore - Vetro Mediteranean Foods	Strongly do not support	The licensing fees are already a heavy burden on small businesses such as ours and I don't think any increase in fees would be sustainable. Our margin on wine is very small as we need to make sure they are at a price point that are not prohibitive to the customer. In order to cover our present licensing costs we need to sell a lot of wine before we can effectively start to make any profit. I'm sure the default fees were set for a reason as it is probably recognised that it is an unsustainable cost for the smaller business. I wonder if other solutions could be (or have been) considered. Firstly whether the administrative cost of the liquor licenses could be trimmed in any way. I'd also be interested to know if the license is a fixed rate for all businesses. We are considered a grocery store (rating 15) and are in the same category as a large supermarket. We sell a tiny fraction of the alcohol that they do but pay the same license fees. This is another example of where these types of fees penalise the small business owner. Perhaps this could be done on a pro rate scale (regardless of whether this bylaw goes ahead). Putting this kind of survey out to the community will undoubtedly result in a strong response from ratepayers that businesses should pay the full cost and no cost should go onto their rates bill. The average ratepayer cannot be expected to be well versed in the ramifications and consequences of these kind of business decisions and would probably not consider the fact that this could put many smaller operators out of business or force them to push for more alcohol sales in a bid to cover these licensing costs.	60%	This is the minimum that we are able to sustain without increasing our prices and/or volumes of sales. I'd prefer that it was more but I do understand that there should be some element of user pays. It is already a significant cost on the business owner and unless costs can come down, 40% from the businesses is as high as it should go. Ratepayers need to consider that there is a cost to having a safe and vibrant city where you can enjoy a glass of wine in a bar or take a bottle home without it coming with a huge price tag.
196	Kate Barry-Piceno - KBP Lawyer	Do not support	There is lack of information in the draft Bylaw as to what costs have been attributed to this or if the increases in cost is related to a fluctuation that is temporary. Fees is changes should be consistent to that for RMA where there is a base lower fee, but then based on hourly rate with accountability as to whether reasonable. There is no breakdown given in the draft bylaw to explain the fees or show what TCC annual reports costing to Govt have been since 2013. What do the costs include? Is the monitoring and compliance visits related to for example health and safety, food regulations split out, if a licensed premises serves food ?The 2013 fee framework regulations need to be reviewed nationally as to their efficacy and whether it is achieving its objectives, including accurate and consistent reporting across all NZ councils, and whether tiered system fair and appropriate for cost recovery. Hearings should be paid for by the license applicant so the regulations need to be amended. The 2017 Ministry of Justice Report was incomplete due to lack of data at that time, which should now be available. A new Report /review should be sought by TCC/Local Govt before any bylaw set by TCC as one council. It is also unclear if other Councils in NZ since the 2013 Order was enacted have increased the licensing fees through a bylaw. If there are differences in costs recovery from other Councils of a similar size, this needs to be understood as to why.	50%	The costs of rates should relate to increased monitoring and compliance/regulation of those businesses that are high risk as that makes the whole of our community safer and healthier to avoid alcohol abuse. Costs of hearings need to be added to regulations so they can be recovered from the license applicant.
197	Kerry McCaffery	Strongly support	Because Alcohol is out of control in our city and as it's a "legal" drug anyone can purchase it. Teens get their older friends to buy it for them....and sometimes this.leads to a"blackout" situation among our young underage girls and a pregnancy may result which then leads to all sorts of complications and heartbreak. The morning after pill is alive and well but some of our young girls don't know about it. Alcohol destroys families and anything which will curb its intake I support.	70%	Obviously you need more money but it needs to be carefully spent and also accounted for

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates.	
		What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?			
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
198	Michelle Quin - The Spirits Workshop	Strongly do not support	<p>We strongly disagree with the proposal to create a By-Law to set licence fees independently from Government Legislation.</p> <p>We are a small business which runs events that require both special on and off licences. Our margins are already slim.</p> <p>An increase of more than three times would impact us significantly.</p> <p>One of our key events is Gindulgence which was held at Wharepai Domain in November for the last two years.</p> <p>Based on return, we are already unsure if we will bring the event back this November. Further cost increases sway that decision more.</p> <p>Our attending exhibitors are also small NZ businesses trying to succeed.</p> <p>We can't pass the increases on.</p> <p>From an exhibitor perspective, they pay for their own special off-licence fees. Already we have seen a drop off in numbers of exhibitors attending as they are unable to break even. A 3x to that fee will be significant to them also.</p> <p>We cannot increase ticket prices in the current environment.</p> <p>Our feedback would be to streamline the process and cut out inefficiencies to reduce costs rather than jumping to a more than 3x cost increase. Target the focus and resources on activities and causes of serious alcohol harm. Some of the focus and time spent for a relatively harmless, one-off special licence event with a proven track record like ours seems excessive.</p> <p>Maybe there could be a new class for the very big events like Bay Dreams and One Love, which I imagine require a lot more resource than smaller events like ours.</p> <p>Gindulgence attracts 18 - 22 exhibitors and 800 – 1,200 ticket holders.</p>	40%	<p>We would support a 20 – 50% ratepayer contribution to alcohol licensing.</p> <p>I speak here as a rate payer myself as well as on behalf of our business – one of the owners is a Tauranga rate-payer.</p> <p>In an ideal world, licence fees would cover the cost of administration, but that is unlikely to happen. People enjoy all the benefits of special events, bars, restaurants, distilleries and other hospitality which involves alcohol. It's reasonable to expect a portion of our rates to cover the management and policing of it to keep our communities well served, vibrant and fun, but safe to live in.</p>
199	Karen Sorce	Strongly support	License fees should not be subsidised by the Council regarding alcohol. This is not an essential service provided by Council. The Council should also have a bylaw for this.	0%	There should be no rate payer involvement in paying for alcohol licensing. A bylaw should be in place so that Council can recover 100% of the cost
200	Andrew Galloway – Alcohol Healthwatch	Strongly support	See attached	100%	



Submission on the Tauranga City Council Alcohol Fees Bylaw 2024

7 March 2025

Tēnā koutou

Thank you for the opportunity to provide feedback on the Council's draft Alcohol Fees Bylaw. We would like the opportunity to speak (virtually) to our submission.

If you have any questions on the comments we have included in our submission, please contact:

Andrew Galloway
Executive Director
Alcohol Healthwatch
P.O. Box 99407, Newmarket, Auckland 1149
M: 021 244 7610
E: director@ahw.org.nz

About Alcohol Healthwatch

Alcohol Healthwatch is an independent national charity working to reduce alcohol-related harm and inequities. We provide a range of regional and national health promotion services such as providing evidence-based information and advice on policy and planning matters; supporting community action projects, and coordinating networks to address alcohol-related harm such as the Cross-council Local Alcohol Policy Network.

Specific Comments

1. Alcohol Healthwatch supports Tauranga City Council's making of a specific bylaw on alcohol licensing fees. By making a bylaw under the Sale and Supply of Alcohol (Fee-setting Bylaws) Order 2013¹ the Council may set fees that reflect the Council's actual costs as a licensing authority, and in respect of its inspection and enforcement functions. A bylaw is a prudent option given that the fees set under the Sale and Supply of Alcohol (Fees) Regulations 2013 have not kept pace with the costs incurred by the Council,² and it is anticipated that these fees will not adequately reflect costs till at least 2027.

2. We are aware of the costs incurred by the Council with liquor licensing, including costs associated with administration, inspection and enforcement, and believe that revising fees in a timely manner would meet the policy objectives of the licensing fees regime, namely:
 - (a) To recover the total reasonable costs incurred by the Council in administering the alcohol licensing system
 - (b) To ensure that those who create the greatest need for regulatory effort bear the commensurate costs
 - (c) To allow local circumstances to be reflected in the fees paid by operators and income received by the Council
 - (d) To minimise alcohol-related harm, to the extent that this can be achieved through a cost recovery regime.
3. We support a consistent and proactive approach to licensing fees, and note that, like Tauranga, an increasing number of other councils have also utilised their bylaw-making powers to allocate realistic costs for these activities.
4. The Sale and Supply of Alcohol Act 2012³ envisaged a full cost recovery approach for alcohol licensing, and Tauranga City Council, like a number of other councils, have opted for 100% cost recovery.⁴ We strongly encourage the Council to implement the prescribe costs set out in the draft bylaw as these fees will cover the current costs. We would further recommend that consideration be given to increasing fees incrementally until the bylaw is reviewed in five years' time.
5. The alcohol licensing regime and fee-setting is part of a package of measures which, when used comprehensively, can create safer environments and significantly minimise rates of hazardous drinking and subsequently alcohol-related harm. This not only includes an Alcohol Fees bylaw, but also the Council's Alcohol Control Bylaw and Local Alcohol Policy.

NOTES

- ¹ Sale and Supply of Alcohol (Fee-setting Bylaws) Order 2013, authorised by section 405 of the Sale and Supply of Alcohol Act 2012. See further clauses 7 and 11 Sale and Supply of Alcohol (Fees) Regulations 2013.
- ² Under section 404 of the Sale and Supply of Alcohol Act 2012, the Ministry of Justice is required to undertake a five-year review of alcohol licensing fees and of cost recovery by councils. However, the review of the Sale and Supply of Alcohol (Fees) Regulations 2013 is overdue.
- ³ New Zealand Law Commission. Alcohol in Our Lives: Curbing the Harm, New Zealand Law Commission, 2010. NZLC R114. Available from:
<https://www.lawcom.govt.nz/assets/Publications/Reports/NZLC-R114.pdf>
- ⁴ For example:
 - Hastings District Council Alcohol Licensing Fees Bylaw 2024. The bylaw has a progressive 100% recovery model with no ratepayer contribution. See:
<https://www.hastingsdc.govt.nz/assets/Document-Library/Alcohol-Licensing-Fee-Bylaw/Alcohol-Licensing-Fee-Bylaw.pdf>.
 - Porirua City Council Alcohol Fees Bylaw 2024, Council adopted the Alcohol Fees Bylaw in with the intention of full cost recovery of alcohol licensing costs. See:
https://storage.googleapis.com/pcc-wagtail-media/documents/Alcohol_Fees_Bylaw_2024.pdf
 - Hutt City Council Draft Alcohol Fees Bylaw 2024. The Council has achieved 93% cost recovery and is proposing 100% cost recovery as an option for the 2024 bylaw. See:
<https://haveyoursay.huttcity.govt.nz/alcohol-fees-bylaw-2024>, 10 December 2024
https://huttcity.infocouncil.biz/Open/2024/12/HCC_10122024_AGN_3339_AT.PDF.
 - Hamilton City Council draft Alcohol Fees Bylaw. Commencing with 95% of costs with an increase annually of 3%. See: <https://haveyoursay.hamilton.govt.nz/alcohol-fees-bylaw-2025>.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates. What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
201	Ashleigh Gee - Gee Hospitality Limited	Do not support	Refer to written submission please	40%	Hospitality plays a pivotal role in tourism and providing places for rate payers to enjoy. In the city centre, hospitality is one of the main draw cards for bringing people to our city and creating vibrancy. Whilst I agree more costs could be covered by the license holders, the good operators are doing their part to add to our overall vibrancy. Perhaps higher rates should apply to those who fail remedy operational issues. Huge costs for new businesses which may deter new operators coming to our city.

To Whom It May Concern,

My name is Ashleigh Gee, and I am submitting this response regarding the Draft Alcohol Licensing Fees Bylaw.

Before any fee increases are implemented, I strongly encourage Tauranga City Council to undertake a comprehensive audit of its alcohol licensing processes. By identifying opportunities for greater efficiency, improved communication, and better support for licensees, the Council can ensure that the system works effectively for all stakeholders—licensees, ratepayers, and the licensing team alike. A well-structured, transparent process will not only reduce unnecessary costs but also create a more collaborative and solution-focused approach to alcohol management.

As the owner of a licensed tavern, I currently pay an annual fee of \$1,035 (\$86.25 per month). Under the proposed changes, this would increase to \$3,566.15 annually (\$297.17 per month). While I understand the need for cost recovery, raising fees should be the final step after first ensuring that the licensing system is operating as efficiently as possible. These increases will see our licensees paying the highest rates in the whole of New Zealand.

By conducting an audit, the Council has an opportunity to streamline processes, reduce administrative burdens, and improve engagement with licensees. Many challenges arise from misunderstandings and inefficiencies, leading to unnecessary hearings and disputes. A system that prioritises education, clear guidelines, and proactive communication will benefit not only businesses but also the Council itself by reducing workload and improving compliance.

From my experience as a licensee, I have seen firsthand the potential for a more supportive and structured approach. Since obtaining my liquor license, I have had just one meeting with a Licensing Inspector. While I take pride in being a responsible operator who complies with all regulations, I can only imagine how difficult this process must be for first-time licensees. By fostering a more collaborative relationship with licensees, the Council can enhance compliance while reducing enforcement costs.

To support this goal, I have included specific examples of industry challenges and an audit framework highlighting key areas where improvements can be made. When the Commissioners were in place, they requested that I develop an Alcohol Accord for city centre businesses to help educate and guide license holders. Once an audit is completed, I would welcome the opportunity to review the findings and explore how elements of an Alcohol Accord could be implemented to create long-term cost savings for both licensees and ratepayers.

I appreciate your time in considering this submission and look forward to working together to build a more efficient and supportive licensing framework for Tauranga.

Sincerely,
Ashleigh Gee

Example

Miss Gee's Licence expired 7th November 2023

New licence received 28th March 2024

5 months of operating without legal paperwork displayed at the entrance of my business

Intimidation by Police who did not believe that I was awaiting paperwork from the council

Had to show emails from myself to TCC to show the Police that I was telling the truth

SOLUTION: Licence Renewal processes to start taking place 3-6 months prior to the licence expiring. Ensuring enough time for all areas to be completed including scheduling of DLC meetings with outcomes provided prior to expiry date.

Example

13.10.2023 - Ross Eastlake

Notification sent to TCC re Management Change - Temporary Manager / New Duty Manager Licence

Response received 30.01.2024 (2 months after application)

SOLUTION: Email notification received from TCC to both the Employee (Duty Manager) and the licensee holder (as we have to nominate a work place upon application). Provide a Application tracker that can be viewed online by licensees or employees so they can determine how their application is processing. Providing clear information and reducing the need for customers to chase up council. Provides a clear picture of application status for council staff and develops an up to date to do list.

Example

19.09.2023 - Ashleigh Gee

Missed my Duty Manager licence renewal - email reminder sent from TCC to my personal email, however no notification sent to Miss Gee's - Licensee

Had to reapply for my Duty Manager licence and begin 1 year renewal process again

Paid for new Duty Manager licence on 15th September - no response

Duty Manager Licence received 20th November 2023 (3 months after application was done and payment made)

SOLUTION: Notifications of Duty Manager licence renewals NEED to be sent to both the Duty Manager (employee) and the licensee of which they are registered under. At the end of the day, it is up to the Duty Manager or licensee to know their dates for renewals etc, but it could be an easy communication from TCC that shows them being proactive and that they are doing their best to help us run our businesses effectively. Saves on administration time and interview processes.

Example

07.02.2025 - Aimee James

Notification sent to TCC re Management Change - Temporary Manager / New Duty Manager Licence

No response received

Now 1 month since the application was done and the payment made

SOLUTION: Provide an application tracker - just like you do for Consents - up to date information showing progress of applications - reduce the admin time replying to emails letting businesses know their application is 'in progress'.

Example

26.11.2024 - Summer Pinn

Notification sent to TCC re Management Change - Temporary Manager / New Duty Manager Licence

No response received

Duty Manager interview has since been done - however, no notification of Duty Manager licence has been issued, **now 4 months since the application was done and payment made**

SOLUTION: Investigate why is taking so long to process Duty Manager licenses. Develop a better system to streamline these. Hospitality is a fast paced industry, our governing authority needs to be running at the same pace to ensure confidence.

Example

27.08.2024 - Rhys Nixon

Notification sent to TCC re Management Change - Temporary Manager / New Duty Manager Licence

No response received

Another email sent to Admin@dlc on 4.11.2024

Duty Manager application for staff member that we were hoping to sponsor was not processed in time so we could not apply to sponsor him

Requested a refund due to lack of process being completed but was declined

Lost a staff member that I had trained up for 6 months to be a Duty Manager because of admin time to process applications

SOLUTION: Investigate why is taking so long to process Duty Manager licenses. Develop a better system to streamline these. Hospitality is a fast paced industry, our governing authority needs to be running at the same pace to ensure confidence.

These are just some quick solutions - understand that I do not know the systems being used by TCC currently to process all of the information, but we are still using paper forms, so something has to be reviewed.

Audit Report: Tauranga City Council Alcohol Licensing Processes

Prepared for: Tauranga City Council

Prepared by: Ashleigh Gee

Date: 7th March 2025

1. Executive Summary

This audit report aims to provide a detailed review of Tauranga City Council's current alcohol licensing processes. The objective is to identify inefficiencies, areas of excessive cost, and opportunities for process improvements to ensure a more streamlined, transparent, and cost-effective system.

Key findings suggest that a breakdown in communication and ineffective systems have contributed to an increase in hearings, higher costs, and misinformed licensees. This report outlines recommendations to enhance efficiency, improve engagement with licensees, and ultimately reduce costs for both licensees and general ratepayers.

2. Audit Objectives & Scope

The audit focuses on the following areas:

- Review of current alcohol licensing procedures and associated costs.
 - Identification of inefficiencies and gaps in communication.
 - Evaluation of training and support provided to licensees.
 - Assessment of technological tools and systems used in application processing.
 - Analysis of hearings and dispute resolution processes.
 - Recommendations for cost-saving measures and improved engagement strategies.
-

3. Methodology

The audit was conducted through the following approaches:

- Interviews with key stakeholders, including licensing officers, council members, and licensees.
- Review of application processing times, approval rates, and reasons for disputes.
- Examination of financial records detailing licensing revenue versus expenditure.
- Benchmarking against best practices from other councils in New Zealand.

- Feedback collection from businesses impacted by the licensing process.
-

4. Findings & Analysis

4.1 Inefficiencies in Licensing Process

- Lack of a streamlined, digital system leading to unnecessary manual work.
- Redundant paperwork and unclear requirements delaying approvals.
- High percentage of applications requiring additional clarification or correction.

4.2 Poor Communication & Stakeholder Engagement

- Licensees report a lack of proactive guidance, leading to incorrect applications.
- Licensing team is reactive rather than proactive in assisting applicants.
- Information is scattered across different channels, causing confusion.

4.3 High Costs Associated with Hearings & Appeals

- Increase in disputes due to misinterpretation of requirements.
- Unnecessary escalation of minor issues to formal hearings.
- Excessive use of external legal resources for hearings.

4.4 System & Technology Limitations

- Lack of a centralized licensing portal with clear tracking of application status.
 - Inefficient internal communication leading to delays in decision-making.
 - Inability to automate standard approvals for low-risk applications.
-

5. Recommendations

5.1 Implement a Centralized Digital Licensing System

- Develop an online portal for application submission, tracking, and communication.
- Automate standard application approvals for low-risk cases.
- Use AI-driven document verification to reduce errors.

5.2 Proactive Licensee Education & Engagement

- Offer online and in-person training sessions for new licensees.

- Create a comprehensive, easy-to-understand application guide.
- Establish a dedicated support team to assist applicants in real-time.

5.3 Streamline Internal Processes

- Reduce paperwork by digitizing all forms and documents.
- Introduce a checklist system to ensure completeness of applications before submission.
- Implement a case management system for tracking ongoing applications and issues.

5.4 Reduce Unnecessary Hearings & Disputes

- Develop a mediation process to resolve minor issues before escalation.
- Clearly communicate licensing conditions to prevent misunderstandings.
- Implement a pre-assessment service for complex applications.

5.5 Optimize Financial Efficiency

- Conduct a cost-benefit analysis of outsourcing vs. in-house handling of hearings.
 - Reduce dependency on legal counsel by training in-house licensing officers.
 - Introduce a tiered fee structure based on application complexity to ensure fairness.
-

6. Expected Outcomes

By implementing the above recommendations, the Tauranga City Council can expect:

- A reduction in licensing processing times.
 - Lower operational costs through improved efficiency.
 - Improved satisfaction among licensees leading to fewer disputes.
 - A more transparent and streamlined application process.
 - Reduced burden on general ratepayers by aligning costs with service delivery.
-

7. Conclusion & Next Steps

This audit highlights significant opportunities for improving Tauranga City Council's alcohol licensing processes. Immediate steps should include:

1. **Developing a roadmap** for implementing the recommended system improvements.
2. **Conducting training workshops** for both council staff and licensees.
3. **Piloting a new licensing portal** to test process improvements before full deployment.
4. **Monitoring key metrics** to track progress and refine strategies over time.

With these steps in place, the Council will move towards a more cost-effective and user-friendly licensing framework that benefits both businesses and the community.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates. What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
202	Harris Williams - Mount Maunganui Business Association	Strongly do not support	Our primary concern centers on inadequate stakeholder consultation, which we believe is a violation of the requirements outlined in the Sale and Supply of Alcohol Act 2012, specifically the Sale and Supply of Alcohol (Fees Regulations) Order 2013.	0%	We are open to discussion on how to most effectively cover cost, but disagree how this process has been administered to date and the lack of information given

Submission to Tauranga City Council:

Response to Proposed Alcohol Licensing Fees
Bylaw



The Mount Business Association (MBA) submits the following objection to the Tauranga City Council's (TCC) Draft Alcohol Licensing Fees Bylaw. Our primary concern centers on inadequate stakeholder consultation, which we believe is a violation of the requirements outlined in the Sale and Supply of Alcohol Act 2012, specifically the Sale and Supply of Alcohol (Fees Regulations) Order 2013.

Non-Compliance with Section 405: Stakeholder Consultation Requirements

Section 405, Consultation, of the Sale and Supply of Alcohol Act 2012 states that, regarding Fees Regulations:

"Before making a bylaw prescribing fees for any matter for which fees payable to territorial authorities can be prescribed by regulations under this Act, a territorial authority must, to the extent that is reasonably practicable having regard to the circumstances of the particular case, consult the persons the authority has reason to believe are representative of interests likely to be substantially affected by the bylaw."

It is the position of the MBA that TCC has not fulfilled the consultation obligations stipulated in Section 405. We contend that the extent of consultation undertaken by TCC staff prior to the formulation of the draft bylaw was insufficient to be considered "reasonably practicable" as required by the Act.



Specifically, we believe that the consultation process did not adequately engage with key members in our organization or business owners on our main street who are substantially affected by the bylaw.

Furthermore, it is our position that the *nature* of the consultation was not up to an adequate standard, neglecting to provide or disclose key information that would help affected parties give direct and effective feedback.

To achieve a thorough and careful consideration in the drafting of the bylaw's policies, TCC should have provided and disclosed all relevant information pertaining to:

- Comprehensive disclosures of actual costs incurred by TCC, and why current fees only cover 40% of the total cost.
- Evidence TCC has taken sufficient action to cut costs internally to ensure fee recovery is accurate and fair.

Request for Action

Given the significant concerns regarding non-compliance with Section 405, we formally request that the current draft bylaw be withdrawn. We further request that TCC initiate a new, comprehensive consultation process that fully adheres to the requirements of the Sale and Supply of Alcohol Act 2012. This process must demonstrably engage with, solicit feedback from, and transparently breakdown existing costs with representatives of the businesses and organisations likely to be substantially affected by any proposed changes to alcohol licensing fees.

Sincerely,

Harris Williams, Business Improvement Manager

Mount Mainstreet



		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates. What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
203	Luke van Veen - Hospitality New Zealand	Strongly do not support	Please see submission attached	60%	Stay as is, commercial businesses pay a large portion to rates as well, and increases in this area have already happened, so no need to increase in other areas also



Hospitality New Zealand

TO TAURANGA CITY COUNCIL

SUBMISSION ON
ALCOHOL FEES BYLAW 2025

7TH MARCH 2025

CONTACT DETAILS: Hospitality New Zealand
Contact: Luke van Veen, Regional Manager
Phone: 0800 500 503
Email: luke@hospitality.org.nz
www.hospitality.org.nz

About Hospitality New Zealand:

1. Hospitality New Zealand (“Hospitality NZ”) is a member-led, not-for-profit organisation representing around 2,500 businesses, including cafés, restaurants, bars, nightclubs, commercial accommodation, country hotels and off-licences.
2. Hospitality NZ has been advocating on behalf of the hospitality and tourism sector for over 120 years. We work tirelessly on behalf of our members to promote the industry, partner with government to prevent restrictive legislation, protect commercial interests and to spearhead innovation for a sustainable future.
3. As the trusted body, we seek to unlock the industry’s full potential as a significant engine for growth in the New Zealand economy and to ensure that the industry’s needs are represented by engaging with the Government and wider industry.
4. Hospitality NZ has recently launched the Accommodation Association NZ. The purpose of the Accommodation Association is to ensure that the accommodation sector is well understood by central, local government and the regulators.
5. This submission relates to the Tauranga city council Alcohol Fees Bylaw 2025.
6. Enquiries relating to this submission should be referred to Luke van Veen, Regional Manager, 021 193 9630, luke@hospitality.org.nz.

General Comments:

7. Hospitality New Zealand welcomes the opportunity to comment on the Alcohol Fees Bylaw 2025.
8. **Hospitality NZ strongly opposes the proposed fees increases under the Alcohol Fees Bylaw.**
9. We recognise that Council is facing cost pressures – this is true for every organisation across the motu. We note that fees have not increased since 2013 – Council could reasonably consider an increase in line with inflation, around 33%. But we struggle to understand how Council justifies a proposed 244% increase under the guise of cost recovery. In a hospitality context, the proposed increases equates to raising the price of a pint of beer from \$15 to \$36.60 – not something we could justify to customers.
10. We seek further rationale as to why Council considers it appropriate that license holders cover 100% of alcohol licensing costs. While it could be justified that license holders cover a larger proportion of the fees than they do at present, proposing to ‘remove all of the costs for ratepayers’ ignores that our businesses are ratepayers too. They contribute to the rate take of Tauranga City Council – we therefore deem it appropriate that at least some of the licensing fees can be covered by general rates.
11. The hospitality industry is now more than ever overburdened with unnecessary costs, on top of an unstable economic environment over the past 5 years has seen many struggle to operate

and to now increase these costs at such an exponential rate would again add unnecessary strain on the industry.

12. We note that Council can cover costs incurred through other means – finding efficiencies in their own services. Our members do not have confidence that Council has made every effort to consider these efficiencies before proposing an increase. A more beneficial approach would be to ensure that the costs to council are reviewed for processing these licenses, and that the District Licensing Committee only calls a hearing when required and the license can't be resolved on papers. With a more educational approach to the industry, costs could be cut in this area.
13. We are in support of the submission by Mount Business Association (MBA) that inadequate stakeholder consultation happened, which we believe is a violation of the requirements outlined in the Sale and Supply of Alcohol Act 2012, specifically the Sale and Supply of Alcohol (Fees Regulations) Order 2013.

Recommendations:

14. Hospitality New Zealand does not support an Alcohol Fees Bylaw and recommends to continue to charge the alcohol licence fees set by fees regulations.

Conclusion:

15. We thank the Tauranga City Council for the opportunity to provide input into the consultation.
16. We would be happy to discuss any parts of this submission in more detail, and to provide any assistance that may be required.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates. What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
204	Josh Fitzgerald - The Barrio Brothers and Sugo	Do not support	Having a national standard would enable council efficiencies to be measured against standard resource benchmarks.	50%	See letter attached

To Whom It May Concern,

I am writing to express my opposition to the proposed Alcohol Bylaw, which aims to enable local authorities in Tauranga to set alcohol licensing fees independently, rather than using the default fees established by Government legislation.

While the intention to give local councils more control over the revenue from liquor licensing is understandable, I am concerned about the potential implications of this change.

- Local control over licensing fees could lead to arbitrary and possibly excessive increases that may place an increased financial burden on small businesses that already operating on tight margins, leading to a negative economic impact on the community particularly the CBD.
- A lack of standardization in licensing fees could create inconsistencies across different regions, in processing costs and times and making it difficult to measure efficiencies with other regions completing the same task. What are the current KPIs/resources allocated to an application and is there efficiencies to be made here rather than just a possibly unnecessary cost down the line?
- I don't think all licences should be treated equally. Licenced hospitality businesses offer more to the region, than a place to get drink they add to the social and cultural fabric of a place. If anyone should burden more cost, it should be the off licences that make 100% of their money from the sale of liquor.

I urge decision-makers to consider the broader impact of altering the current fee structure and to explore alternative ways to achieve financial objectives without placing additional financial strain on restaurants.

Maintaining a balance between business sustainability and community interests is crucial, and upholding a consistent licensing fee structure as set by national legislation will make this easier.

What costs to we experience that other regions don't in this area?

Thank you for considering my perspective on this matter.

King Regards,

Joshua Fitzgerald

021579002

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates. What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
205	Marisa Bidois - Restaurant Association of New Zealand	Do not want to answer	Our submission attached shares our position in more detail.	30%	



45 Normanby Road
Mount Eden, Auckland 1024
info@restaurantnz.co.nz
www.restaurantnz.co.nz

Thursday, 6 March 2025

Tauranga City Council
Private Bag 12022
Tauranga 3143

By email: policy@tauranga.govt.nz

Tēnā koe,

Restaurant Association of New Zealand submission on the Tauranga City Council's Draft Alcohol Licensing Fees Bylaw

The Restaurant Association of New Zealand (the Restaurant Association) welcomes the opportunity to submit on the Tauranga City Council's Draft Alcohol Licensing Fees Bylaw.

Since 1972, the Restaurant Association has worked to offer advice, help and assistance in every facet of the vibrant and diverse hospitality industry, covering the length and breadth of the country. We're passionate about our vibrant industry, which is full of interesting, talented and entrepreneurial people.

Tauranga City Council proposal

While the Restaurant Association understands the Council's decision to implement an alcohol licensing fees bylaw, we do not support the Council's proposed draft bylaw, which sets out indicative fees based on full cost recovery. We understand that no decisions have been made on the timing and level of any potential changes to the fees and would like to highlight our priorities for local alcohol fee bylaws as:

- Retaining a minimum 30% of alcohol licensing costs to be paid for through general rates, in recognition of the benefit of a thriving hospitality industry to local communities,
- Where fee increases are proposed, ensuring they are phased in over a reasonable timeframe,
- Ensuring Councils are transparent about the cost of alcohol licensing, including which types of licences incur greater costs to the council, and
- Advocating to Central Government for a review of risk ratings set out in legislation.

Public benefit of hospitality

The Restaurant Association submits that all Councils should retain a ratepayer contribution of 30% to alcohol licensing fees, to recognise the contribution of well-managed hospitality venues to the life and economy of communities, and the societal value of having facilities available where people can go to enjoy themselves while drinking safely and responsibly.

Arguments against retaining a ratepayer contribution often cite the user-pays intention of the Act as justification for complete (or almost complete) cost recovery through licensing fees. We submit that ratepayers are part of the user-pays licensing system, and rather than relying on venues to increase prices to cover fee increases, the Council should support access to affordable hospitality for all through its setting of fees.



Phased fee increases

While we recognise that licensing fees were set by legislation 11 years ago, and that Councils across the country need to recover costs, it is our position that businesses should not be hit with such drastic fee increases simply because their local council had not adopted an alcohol fees bylaw sooner. For that reason we recommend that all councils take a more gradual approach to fee increases, by more evenly distributing the cumulative increase over a longer period. Further, we recommend that a cap on annual fee increases be adopted by the Council, limiting annual alcohol licensing fee increases to a maximum of no greater than 15%

Council transparency

We are concerned that many Councils across the country use cost recovery as a blanket justification for increasing fees across the board, often without any transparency around actual costs incurred by the Council. It is our position that Councils should provide evidence of the actual cost of processing licences as part of their consultation, so licencees can have confidence that the amount being recovered is accurate and fair. This breakdown should also include the difference in cost of processing on-licences compared to off-licences, with a view to recovering costs on a more proportionate basis in the future.

Finally, we would like to see that Councils have sought to improve efficiencies or cut the internal cost of alcohol licences before passing these costs on to licencees. Businesses are not an endless source of funds that can withstand constant levying by local authorities, and we submit that there must be an attempt on behalf of regulatory bodies across the country to build confidence in their activities.

Review of current risk ranking

The Restaurant Association recognises the need to ensure the sale and supply of alcohol is undertaken safely and responsibly. However, we are concerned that the rigid risk rating formula contained in legislation is out of date and no longer matches the realities of modern hospitality environments. It is important that legislation and bylaws recognise there is not only a difference between on- and off-licence venues, but that there is also a difference between types of on-licence venue: for example, both a night club and a restaurant are on-licence venues, but prima facie these businesses have two very different risk profiles.

Our more than 2,500-strong membership is made up of hospitality businesses where food is the hero of their operations, with alcoholic beverages offered as a supplement to their culinary experience. We therefore believe that a more fulsome review of the risk rating of premises within the regulations to better reflect the actual risk of harm. We recognise that the setting of risk ratings is not within the control of this Council, and therefore recommend that the Council passes a resolution in support of a Ministry of Justice review of the risk ratings in legislation, to better reflect the risks of different types of licensed premises.

Conclusion

Thank you for the opportunity to provide feedback on your draft alcohol fees bylaw. We would be happy to discuss any part of this submission in more detail, and to provide any assistance that you may require.

Ngā mihi nui,

Marisa Bidois
Chief Executive

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates. What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
206	Renee Bolkowy - Health New Zealand National Public Health Service Te Manawa Taki	Strongly support	See submission.	100%	



7 March 2025

Tauranga City Council
Private Bag 12022
TAURANGA 3143
policy@tauranga.govt.nz

Tēnā koutou, Tauranga City Council

Submission: Draft Alcohol Licensing Fees Bylaw

Thank you for the opportunity for Health New Zealand National Public Health Service (NPHS) Te Manawa Taki to provide a submission on the Draft Alcohol Licensing Fees Bylaw.

National Public Health Service Te Manawa Taki services Taranaki, Waikato, Bay of Plenty, Rotorua, Taupō and Tairāwhiti communities. Our National Public Health Service purpose is:

Manaakitia ngā whānau mō pae ora |
Enable whānau and communities to lead lives of wellness.

NPHS recognises its responsibilities to improve, promote and protect the health and wellbeing of people and communities of Aotearoa New Zealand under the Pae Ora (Healthy Futures) Act 2022 and the Health Act 1956. To achieve healthy communities and health equity across population groups, we work together across Health NZ and with other sectors to address the determinants of health.¹

This submission aligns to Health NZ's position to realise healthier and more resilient communities. Incorporating public health commitments will support efforts to reduce inequities and promote the good health and wellbeing of communities along with the environment and places where we grow, live, learn, work and play.

Medical Officers of Health² have a responsibility to reduce conditions within their local community which are likely to cause disease. Many of the crucial underlying factors that contribute to improving, promoting, and protecting the health of people and communities are directly influenced by the decisions and activities of Councils. In part, this is undertaken by assisting Councils with their responsibilities pursuant to the Sale and Supply of Alcohol Act to ensure the safe and responsible sale, supply, and consumption of alcohol.

We welcome the opportunity to share public health perspectives in planning and decision-making with Tauranga City Council.

We do not wish to speak to our submission.

¹ Determinants of health. (2017, February 3). World Health Organisation.

² [Section 7A, Health Act 1956](#)

[TeWhatuOra.govt.nz](https://www.tauranga.govt.nz)
PO Box 2120, Tauranga, 3144
Waea: 0800 221 555

Te Kāwanatanga o Aotearoa
New Zealand Government

General Comments

NPHS Te Manawa Taki strongly supports the implementation of a bylaw that allows Tauranga City Council to set its own alcohol licensing fees. This approach aligns with the principles of Local Government being able to charge fees for providing services up to the level of full cost recovery.

Full cost recovery

The current fees set under the Sale and Supply of Alcohol (Fees) Regulations 2013, have not kept up with the actual costs incurred by the Council. Full cost recovery ensures that the financial burden of alcohol licensing is borne by the alcohol industry rather than the general ratepayers. The proposed bylaw would enable a 'user pays' approach. The fees charged to entities that require a licence to profit from alcohol sales could be set up to a level that fully recovers the associated costs.

Additionally, we acknowledge and support the proposed fee for late applications for special licences and renewals.

Public health and alcohol-related harm

It is well-known that alcohol causes damage to our health, but alcohol-related harm also has significant social and economic costs. A report by the New Zealand Institute of Economic Research (NZIER) for the Ministry of Health estimates that the total societal cost of alcohol-related harm in New Zealand is approximately \$9.1 billion annually.³ By ensuring that licensing fees cover the full cost of regulation and enforcement, the Council can better manage and mitigate these harms. This includes funding for compliance checks, public health campaigns, support services, and District Licensing Committee hearings.

Locally, alcohol contributes to increased presentations at emergency departments, family violence, and road traffic injuries. Māori and communities living in high deprivation areas experience a disproportionate burden of alcohol-related harm.⁴ Addressing this issue requires strong regulatory measures, including appropriate licensing fees that support monitoring and enforcement.

The recent report on *Tikanga Māori and alcohol licensing proceedings* highlights the importance of integrating Māori perspectives and values into alcohol licensing processes.⁵ By adopting a full cost recovery approach, the Council can allocate resources to ensure that Māori communities are meaningfully involved in decision-making processes, and that cultural values and practices are respected and upheld. Thus, preserving Te Tiriti o Waitangi responsibilities and contributing to reducing inequities in alcohol-related harm for Māori.

³ NZIER. 2024. Costs of alcohol harms in New Zealand: Updating the evidence with recent research. A report for the Ministry of Health [cited 2025 Feb 17]. Available from www.health.govt.nz/system/files/2024-06/costs-of-alcohol-harms-in-newzealand-2may24-v2.pdf

⁴ Hobbs M, Marek L, Wiki J, Campbell M, Deng BY, Sharpe H, McCarthy J, Kingham S. (2020). Close proximity to alcohol outlets is associated with increased crime and hazardous drinking: Pooled nationally representative data from New Zealand. Health & Place. doi: 10.1016/j.healthplace.2020.102397.

⁵ Maynard K. (2024). *Tikanga Māori and alcohol licensing proceedings*. Wellington, New Zealand. [cited 2025 Feb 17] Available from https://www.ahw.org.nz/Portals/5/Resources/Documents-other/2024/3_1%20AL1238%20Tikanga%20Maori%20and%20alcohol%20licensing%20proceedings%20report%28154127___pdf

Proposed increases in licensing fees may contribute to reducing alcohol-related harm within the community. The increase in fees may put pressure on outlets, particularly for high and very high risk rated premises which may lead to an increase in the price of alcohol. Ultimately, we may see fewer licensed premises and alcohol consumption decrease as the price of alcohol increases.⁶

Monitoring and evaluation

NPHS Te Manawa Taki supports that the fees will be reviewed yearly as part of the annual plan consultation. This process should align with the consumers price index. In addition to reviewing the fees annually, we recommend that the Council commit to regularly reviewing the impact of the bylaw on alcohol-related harm. We also recommend TCC commits to continuing engagement with iwi providers, police, and public health agencies in evaluation processes.

International evidence

Other countries have successfully implemented similar approaches. For example, the UK allows local councils to set their own alcohol licensing fees within a framework established by the Licensing Act 2003. In Australia, states like New South Wales use a risk-based licensing fee system under the Liquor Act 2007. In Canada, provinces such as British Columbia have a cost recovery model under the Liquor Control and Licensing Act. These are examples of full cost recovery models that ensure the costs of regulation and enforcement are covered by the alcohol industry rather than the general public.

Conclusion

NPHS Te Manawa Taki urge TCC to adopt the proposed bylaw and implement a full cost recovery approach for alcohol licensing fees. This will not only align with legislative intent but also support public health objectives by reducing alcohol-related harm in our community.

Nāku iti nei, nā,



Dr Lynne Lane

**Public Health Medicine Specialist | Medical Officer of Health
National Public Health Service Te Manawa Taki**

⁶ Wagenaar AC, Salois MJ, Komro KA. (2009) Effects of beverage alcohol price and tax levels on drinking: a meta-analysis of 1003 estimates from 112 studies. *Addiction*. Feb;104(2):179-90. doi: 10.1111/j.1360-0443.2008.02438.x.

		Q1: Do you support the proposed Alcohol Bylaw to enable us to set alcohol licensing fees in Tauranga, as opposed to using the default fees set in Government legislation?		Q2: Although we are not looking at setting levels of the fees in the proposed bylaw, we want to know your thoughts on how alcohol licensing costs should be funded. This will help inform the next stage of the project. At present 40% of the cost is covered by the license fee and the remaining 60% comes from your rates. What proportion of the cost to administer, manage and police alcohol licensing in Tauranga do you think should be funded through your rates?	
Sub No	Name / Organisation	Q1	Comments	Q2	Comments
207	Papamoa Residents & Ratepayers Association Inc.		See answers on attached manual submission		



Feedback from Papamoa Residents & Ratepayers Online Poll of members re

Proposed Alcohol Fees Bylaw for Tauranga

12 members participated.

1. Alcohol Licensing Laws

Should Tauranga should be able to set its own alcohol licensing fees through a bylaw

- Yes 11
- No 1

2. Who Should pay

- Who should pay for alcohol licensing in our city ?
- All costs are paid by the licensing applicants 11

Ratepayers subsidise the applicants costs 1

3. Do we need more liquor outlets in Papamoa?

Do we need more liquor outlets in Papamoa?

- Yes 0
- No 12

Interesting Comments

The real issue is that TCC is creating a nuisance to business, the process to apply and approval is very much Bura-rat top heavy.

The problem with TCC setting costs to do anything then put no limit or control or balance in what TCC Bura-rats then dream up to do...

Attachment Two:**Schedule of speakers: Proposed draft Alcohol Licensing Fees bylaw**

Speaking time	Name of submitter	Submission number
4.00pm	Harris Williams - Mount Maunganui Business Association	200
4.00pm	Andrew Galloway – Alcohol Healthwatch	202
4.00pm	Kerry McCaffery	197
4.00pm	Christine Gore – Vetro Mediterranean Foods	195
4.00pm	Sebastian Miklos	193
4.30pm	Jay Thomas – Saltwater	190
4.30pm	Leif Harpham	192
4.30pm	Luke van Veen – Hospitality New Zealand	203

DRAFT ALCOHOL FEES BYLAW 2024

First adopted	<i>Adoption date</i>	Minute reference	
Revisions/amendments		Minute references	
Review date	<i>No legislative requirement – recommend five years</i>		
Engagement required	<i>Note type of engagement (SCP, LGA s82?)</i>		
Relevant legislation	<i>This bylaw is made under the Sale and Supply of Alcohol Act 2012 and the Sale and Supply of Alcohol (Fees) Regulations 2013 and under the authority of the Sale and Supply of Alcohol (Fee-Setting Bylaws) Order 2013</i>		

1. TITLE

1.1 This bylaw is the Tauranga City Council's Alcohol Fees Bylaw 2024.

2. COMMENCEMENT

2.1 This bylaw comes into force on [insert date].

3. APPLICATION

3.1 This bylaw applies to the Tauranga City district.

4. PURPOSE

4.1 To prescribe fees:

- fees for matters payable to territorial authorities are prescribed in the Sale and Supply of Alcohol (Fees) Regulations 2013, and
- additional fees payable relating to functions exercised by territorial authorities under the Sale and Supply of Alcohol Act 2012.

5. DEFINITIONS

5.1 For the purposes of this bylaw the following definitions shall apply:

Term	Definition
Act	Sale and Supply of Alcohol Act 2012
Bylaw	Tauranga City Council Alcohol Fees Bylaw 2024
Council	refers to the elected member body representing Tauranga City Council
Fees Regulations	Sale and Supply of Alcohol (Fees) Regulations 2013
Licence	meaning given by the Sale and Supply of Alcohol Act 2012: (a) a licence issued under this Act that is in force; and (b) in relation to any licensed premises, the licence issued for them (or, in the case of premises that two or more licences have been issued for, any of those licences)

5.2 Any explanatory notes and attachments are for information purposes and do not form part of this bylaw, and made be made, amended, and revoked without formality.

6. FEES PAYABLE

- 6.1 Fees will be set by Council resolution and set out in Schedule One of this bylaw.
- 6.2 Proposed fee changes will be publicly consulted on as part of annual plan or long-term plan processes before they are resolved.
- 6.3 Fees payable for on-licence, off-licence or club licence premises in this bylaw must follow the fee category framework set out in clause 7(2) of the Fee Regulations.
- 6.4 Fees may be set for additional functions exercised by Council under the Act including:
- 6.4.1 Late fee penalties for licence applications and licence renewals
 - 6.4.2 Fees for an extract from any record or register kept under section 66 of the Act.

EXPLANTORY NOTE

Application and annual fees for premises must be set within the fee categories set in clauses 4 to 6 in the Fees Regulations.

Fees for manager's certificates are in the Fee Regulations and as provided in clause 11(2)(a) must be the same as the fees charged by every other territorial authority.

Schedule One – **Indicative fees based on 100% cost recovery** – prescribed by Council Resolution as at [Insert date of any relevant Council resolution]

NOTE: For information purposes the current fees as prescribed by the sale and supply of alcohol (fees) regulations 2013 are shown alongside the proposed indicative fees. All fees are inclusive of GST.

Application fees for premises – fee category based on risk rating in the Sale and Supply of Alcohol (Fees) Regulations 2013									
Very Low		Low		Medium		High		Very High	
<i>Current</i>	<i>Proposed</i>	<i>Current</i>	<i>Proposed</i>	<i>Current</i>	<i>Proposed</i>	<i>Current</i>	<i>Proposed</i>	<i>Current</i>	<i>Proposed</i>
\$368.00	\$1268.45	\$609.50	\$2099.90	\$816.50	\$2812.90	\$1023.50	\$3525.90	\$1207.50	\$4160.70

Annual fees for premises – fee category based on risk rating in the Sale and Supply of Alcohol (Fees) Regulations 2013									
Very Low		Low		Medium		High		Very High	
<i>Current</i>	<i>Proposed</i>	<i>Current</i>	<i>Proposed</i>	<i>Current</i>	<i>Proposed</i>	<i>Current</i>	<i>Proposed</i>	<i>Current</i>	<i>Proposed</i>
\$161.00	\$554.30	\$391.00	\$1346.65	\$632.50	\$2179.2	\$1035.00	\$3566.15	\$1437.50	\$4953.05

Special licence fees – class defined by the Sale and Supply of Alcohol (Fees) Regulations 2013					
Class 1		Class 2		Class 3	
<i>Current</i>	<i>Proposed</i>	<i>Current</i>	<i>Proposed</i>	<i>Current</i>	<i>Proposed</i>
\$575.00	\$1981.45	\$207.00	\$713.00	\$63.25	\$217.35

Other licence fees		
	<i>Current</i>	<i>Proposed</i>
Managers certificate	\$316.25	\$316.25
Temporary authority	\$296.70	\$1022.35
Temporary licence	\$296.70	\$1022.35
Extract of register	\$50	\$70
Variation of licence fee		The relevant risk category application fee
Late application for special licence applications and renewals		\$90

DRAFT

Draft Alcohol Fees Bylaw
Objective Number: A16664360
Page 4 30/10/2024

Tauranga City Council's post



Tauranga City Council
21 February at 09:44 · 🌐

Tauranga City Council is considering a new bylaw to set local alcohol licensing fees. Right now, only 40% of licensing costs are covered by business owners through fees, with the remaining 60% being funded by ratepayers.

Consultation is open till 5pm, Friday, 7 March 2025.
Information and documentation on the draft bylaw are available on our website letstalk.tauranga.govt.nz/alcoholfeesetting



Paul Goodall
Jane Goodall Wright
2w Like Reply

Phil Brennan
Not a lot left in the CBD, don't finish them off!
2w Like Reply 3 🍌

Gordon Evaroa
Any shift to put more percentage on the businesses will only further increase the costs of dining and drinking oit
1w Like Reply

Scott Nuffin
Gordon Evaroa so what? Why should I and other ratepayers subsidise drunken nights out?
3d Like Reply

Gordon Evaroa
Scott Nuffin you aren't
3d Like Reply

Scott Nuffin
Gordon Evaroa can you read? If 60% of licence fees are paid by ratepayers we ARE subsidising businesses
3d Like Reply

Gordon Evaroa
Scott Nuffin you said and quote 'Gordon Evaroa so what? Why should I and other ratepayers subsidise drunken nights out?'
They aren't subsidising drunken nights out. You are the one who can't read
3d Like Reply

Scott Nuffin
Gordon Evaroa omfg. If the business can't afford to pay for the licensing and ratepayers subsidies cover some of it, then we are paying for the business expenses which include alcohol. That clear enough for your little brain??
3d Like Reply

Annie Aspinall
Good job! Those businesses should pay for it themselves. Their choice to run a business, their responsibility to pay.
Why should we pay for part of their License to run a Bar or Alcohol outlet? The majority of Tauranga residents do not go to Bars. So we're collectively paying for the minority. Better things for the community are needed from the Rates paid to **Tauranga City Council**.
2w Like Reply 7 🍌

Tamarau Lawson
Big business in Tauranga dictates TCC Policies.
The current mayor doesn't even live in the region! His excuse is... " there isn't any properties in Tauranga that he considers suitable for his family. If that isn't "entitlement" what is? What does he want?
Big business put him in his position and why aren't we demanding he does 1 of 2 things... come live here or resign and fcuk off!!!!
1w Like Reply 4 🍌

Kyle Millichamp
Poisoning people from profit isn't that a crime
1w Like Reply

Peter Clark
To be honest we need these places. It's far too easy to deny them. They are places to eat drink and have fun. Do we want to take away everything so there is no where to go. Be careful in how far we go in becoming a facist country. People especially young people need an orderly place to go, look at the Island in Papamoa great place and to me great behaviour. Arm chair downers, sit and watch your boring tv moaning about Donald, let people enjoy life and stop being so boring and wasteful
4d Like Reply Edited 4 🍌

Reply to Peter Clark

Lauren Kansley
Would love a breakdown of what actually costs \$\$\$ for this.
3d Like Reply

Murray Guy
I would be interested in some clarity as to what you define as a 'licensing cost'. For example I am aware that a dog licence fee may well be used to cover the cost of activities totally unrelated to the payee of the fee, or in fact a dog.
What is the chance of a spreadsheet which identifies what council actually spends licence fees on? It is only with the provision of that information that anybody can meaningfully respond.

Aaron Carter
It should be on the business owners not the rate payers
1w Like Reply 4 🍌

Paul Evely
What why are ratepayers paying almost half of this come on council they should have to pay all of it themselves stop wasting taxpayers money should be a halt on all non priority payments to anyone don't run Tauranga into the ground while some make huge moneys let the drinkers pay for it
2w Like Reply 6 🍌

Rowan Scott Doyle
What about taking a more libertarian approach and saving both rate payers and businesses money by removing the need for alcohol licensing?
If ratepayers have more money in their pocket and businesses have less overheads to pass on to the consumer, rate payers are likely to spend more at local businesses and everyone wins
6d Like Reply 2 🍌

Kevin Ford
Yet another means for this council to shut down any bar or club in the CBD?
2w Like Reply 3 🍌

Paul Evely
Why are ratepayers paying for over half of a business costs i don't want alcohol stores should pay all and a security deposit to the council
6d Like Reply

Nicola Rea
Ratepayers shouldn't be contributing to alcohol licensing
1w Like Reply 5 🍌

Hans Baldwin
Far rather see my rates actually supporting local bars and restaurants with licencing fees, as opposed to wasting it on all the other stupid vanity projects TCC is wasting hundreds of millions of dollars on
1w Like Reply

Paul Evely
Hans Baldwin i think so to wasting money like it's free monopoly dollars
6d Like Reply

Reply to Hans Baldwin

Gary Simmon
Wot abt the 60 % of profits going bk to the ratepayers ?
1w Like Reply 4 🍌

8 DISCUSSION OF LATE ITEMS

9 CLOSING KARAKIA