28 January 2016

Mr Dini Soulio
Commissioner for Consumer Affairs, Liquor and Gambling
Consumer and Business Services
GPO Box 1719
ADELAIDE SA 5001

By email: CBSReforms@sa.gov.au

Dear Commissioner,

LPA submission to SA Liquor licensing discussion paper

Live Performance Australia (LPA) welcomes the opportunity to provide comment on the *SA Liquor Licensing Discussion Paper* ("Discussion Paper"). We have provided our recommendations for reforming South Australia's liquor licensing framework in our submission attached.

ABOUT LPA

LPA is the peak body for Australia's live performance industry. Established in 1917 and registered as an employers' organisation under the *Fair Work (Registered Organisations) Act 2009*, LPA has over 400 Members nationally. We represent commercial producers, music promoters, major performing arts companies, small to medium companies, independent producers, major performing arts centres, metropolitan and regional venues, commercial theatres, stadiums and arenas, arts festivals, music festivals, and service providers such as ticketing companies and technical suppliers. Our membership spans from small-medium and not-for-profit organisations to large commercial entities. LPA has a clear mandate to advocate for and support policy decisions that benefit the sustainability and growth of the live performance industry in Australia and South Australia.

Should you have any queries regarding our submission, or would like to discuss these issues further, please do not hesitate to contact LPA at any time.

Yours sincerely,

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SA Liquor Licensing Discussion Paper

LPA SUBMISSION

INTRODUCTION

Live Performance Australia (LPA) welcomes the opportunity to provide comment on the *SA Liquor Licensing Discussion Paper* ("Discussion Paper"). LPA's submission is informed by feedback received from our South Australian Members, including prominent licensed venues and festivals.

South Australia has a diverse and vibrant live performance industry spanning a wide range of arts and entertainment, from major contemporary music concerts to reputable arts festivals and much more. The live performance industry in South Australia has experienced significant growth. Live performance revenue in South Australia increased in 2014 when compared to 2013, from $94 million, to $101 million – an increase of 7.5%. Likewise, attendance for 2014 increased by 7.8% from 1.5 million tickets issued in 2013 to 1.6 million in 2014.[1]

South Australia's share of national live performance industry attendance (8.7%) and share of industry revenue (6.7%) is slightly lower than its share of population (7.2%).[2] This indicates that despite gains, there is still great potential for further growth of South Australia's live performance industry by attracting more local, interstate and international audiences that can significantly contribute to stimulating the local economy.

RECOMMENDATIONS

Hospitality services, including the safe service of liquor, are an integral component of providing audiences with a comfortable and enjoyable entertainment experience. LPA supports the creation of a "simple and modern liquor licensing system" that is intended to "reduce red tape, encourage a safer drinking culture and contribute to vibrancy" as stated in the Discussion Paper (p.2).

1. In particular, LPA supports measures that reduce unnecessary red tape that negatively impacts on the business practices of venues and event organisers. For example, an LPA venue member located in Adelaide noted that there is a long waiting period between the point of application and approval for responsible persons, which can take up to 6 weeks. This lengthy wait period can cause onerous staffing issues and impact the coverage of responsible persons at venues during live performance events.

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[1] Live Performance Australia. (2015). *Ticket Attendance and Revenue Survey 2014*. Ernst & Young. p.13
[2] Live Performance Australia. (2015). *Ticket Attendance and Revenue Survey 2014*. Ernst & Young. p.17

LPA recommends that unnecessarily onerous procedures in the approval process for a responsible person be removed. This might include the removal of the requirement for the Commissioner to approve the responsible person, or any other effective measure that can make the approval process more efficient and less time-consuming.

2. A simple and modern liquor licensing system requires licence classes to be streamlined where possible and licence conditions to be consistent with the real level of risk associated with the licence. For example, one of the criteria for being considered a high risk event and hence incurring an additional burdensome $750 fee is if the "maximum capacity multiplied by the number of days for the event is greater than 5,000 people". However, this does not take into account factors such as the nature or demographics of the event itself, and hence does not accurately reflect the real level of risk. For example, an event targeted at a primarily family-friendly or elderly audience is less likely to result in alcohol-related risk or harm occurring even if the maximum capacity is high.

   LPA recommends that fairer measures be introduced that ensure only events that have a real high level of risk incur the high risk event fee. This may be achieved by redefining the definition of high risk events to include consideration of the nature of the event (including audience demographics), or to provide the licensing authority discretion on a case-by-case basis to exempt events from incurring the high risk event fee if the nature of the event is considered low-risk, even if it meets the current high-risk criteria (e.g. capacity is greater than 5,000 people).

CONCLUSION

LPA looks forward to the creation of a liquor licensing system that supports the dynamic growth of South Australia's live performance industry.

We would be pleased to liaise further with SA Consumer and Business Services as needed to support the reduction of red tape and encourage the continued growth of a vibrant entertainment environment.