This Alcohol Management Plan has been developed as part of the Northern Territory Government’s strong commitment to reduce alcohol-related harm in Alice Springs. The plan responds to community concerns about antisocial behaviour and violence, and builds on previous efforts that have been made to minimise the harm caused by alcohol.

The Chief Minister and the Alice Springs Alcohol Task Force, drawn from community leaders, have endorsed this plan as a framework with local, practical and achievable solutions.

The Plan has 3 key strategies, which will be tied to clear targets:

- **Reducing supply** – to reduce alcohol consumption and related harm by restricting the availability and accessibility of takeaway alcohol;
- **Reducing harm** – by influencing what people drink and where they can drink it, and by improving services that can prevent further harm; and
- **Reducing demand** – through better information and reduced community tolerance of harmful drinking patterns.

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Goal 1: Reduce Supply

- Strategic use of information to better identify major alcohol trouble spots and target enforcement activities.
- Implement, monitor and review if required the new alcohol restrictions.
- Develop a code for the responsible promotion and advertising of alcohol in Alice Springs.
- Introduce tailored alcohol restrictions before and after special events in Alice Springs (e.g., AFL Cup and Country Football League Grand Final).
- Quicker activation of emergency alcohol restrictions during violent incidents or natural disasters, such as flooding.
- Simpler processes for complaints against a licensed premise.
- Community input into further controls on promotion, sale, supply or consumption of alcohol.
- Explore the option of a permit system for buying alcohol.

- With the Australian Hotels Association and licensees, develop a local liquor accord for the responsible sale of alcohol.
- Work with licensees and local communities to reduce antisocial behaviour around licensed premises, particularly stores and hotels.
- In conjunction with Centrelink and other relevant agencies, strengthen options available to support families to protect their income from drinkers’ requests and demands.
- Work with key communities in the Alice Springs region to develop local alcohol management plans.
- Support local communities to build zero tolerance of alcohol-related violence.
- Devise an effective range of services and opportunities for rehabilitation for people who commit alcohol-related offences.

Goal 2: Reduce Harm

- Ability to declare private premises, public areas or general areas restricted from alcohol.
- Increase the effectiveness of the Community Patrol.
- Expand Sobering Up Shelter services to include assisting people into rehabilitation.
- Better quality alcohol treatment and withdrawal services.

- Expand training for health professionals in effectively challenging the behaviour of risky drinkers.
- Small grants for local actions that address the impact of alcohol misuse and abuse.
- An alcohol support program for families that involves parent and school-based education.
- Work with local sporting and recreation clubs and other licensed premises to promote a responsible drinking culture.