



Mandurah Liquor Accord

Strategic Framework 2021 – 2023

This framework summarises the key aims, objectives and strategies for the Accord during 2021 – 2023. The two objectives are designed to incorporate a range of harm minimisation and prevention strategies within the capacity of the Accord Members.

Aim 1 : Increase communication and collaboration through the Accord.

Good working relationship between licensees, Council, Police and other relevant organisations.

Strategies		Output Targets	Measurements	Outcomes	Responsibility
1.1	Increase Accord membership	Peer to Peer membership drive conducted/ ongoing. Minimum '5' new members per year. Steering group established and functioning.	Number of Accord members that approached a potential new member. Number of new members. All potential members sent membership packs and followed up by CoM until received.	Potential members are aware and well informed. Expanded and more active Accord. Proactive steering group	COM sends out membership packs, completes admin and record keeping. Accord members proactively promote Accord to peers.
1.2	Increase meeting attendance.	75% of members achieve active membership status	Number of active members.		Members ensure they attend 3 or more meetings.
1.3	Improve communication between members.	A contact details list is distributed to members quarterly. Investigate a potential new communication platform. 6 Accord meetings per year Annual Progress report	Contact details list is prepared and maintained. Number of members engaged and frequency of use of communication platform. Members are surveyed bi-monthly for feedback. Number of meetings per year Relevant statistics from WA Police, LEU, DLGSC, Department of Health and taxi rank data. Measure progress	Increased collaboration and communication between Accord members. Expanded and more active Accord. Increased connections between members Members are informed about achievements against Strategic Framework.	COM prepares the contact list. Members update contact list details during meeting attendance. Accord members contribute to the communication platform. COM is lead agency. Venues give support with meeting venues and catering. WA Police, LEU, DLGSC to provide statistics. Sub-groups provide update on the progress of projects for inclusion in report. COM to compile the report.



Mandurah Liquor Accord

Strategic Framework 2021 – 2023

Aim 2 : To reduce alcohol-related crime, violence and anti-social behaviour in Mandurah.

Safe and well-managed environments in and around licensed premises.

Strategies		Output Targets	Measurements	Outcomes	Responsibility
2.1	Promote Mandurah as a safe and vibrant destination	2 positive media promotions a year. One media promotions initiated by COM and one from Accord members.	Number of positive promotions / Facebook Posts (e.g through Project SMART). Number of members actively promoting the work of the Liquor Accord.	Mandurah is promoted as a safe and vibrant destination.	Mandurah is promoted as a safe and vibrant destination. Project SMART Working group.
2.2	Implement sub-groups to deliver on Accord initiatives.	Regular sub-group meetings outside of the Accord. Regular sub-group updates to the Accord.	Number of sub-group meetings held. Number of Accord members engaged in a sub-group. Record of actions achieved by sub-groups.	A safer environment in and around licensed premises.	All Accord members are invited to participate in sub-groups. Sub-groups to report back to the Accord on progress of projects.
2.3	Improve awareness of liquor licensing requirements.	Information and presentations provided by DLGSCI and LEU at meetings. Improved compliance (reduction in infringements and complaints).	Statistics from DLGSCI and LEU. Liquor Accord members are satisfied with information provided. Liquor Accord members are aware of liquor licensing requirements that relate to their specific venue/ business.	A safer environment in and around licensed premises.	DLGSCI and LEU provide information at meetings. Liquor accord members to ask for information they require.

Abbreviations:

COM = City of Mandurah

DLGSC = Department of Local Government Sport and Cultural Industries

LEU = Liquor Enforcement Unit of WA Police