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2008 LISMORE CUP ALCOHOL SERVICE STRATEGIES INFORMATION PACKAGE & ORDER FORM

24th June 2008.

Firstly we would like to acknowledge that in the last couple of years the Lismore Cup crowd has overall been well behaved with only a minimal number of anti-social incidents and intoxication related issues.

However we recognise that in the current legislative and social climate we have increased responsibility to try and further minimise alcohol related incidents.

Therefore we are pleased to announce the following:-

- 1) No sale of Tooheys Extra Dry (5% alcohol volume). On previous years volumes we would normally sell 250 cartons or 7,500 cans of this premium strength beer. The LTC to sell Tooheys New (4.6%), XXXX Gold & Hahn Premium Light until 4.00pm. Only mid-strength & light beer from 4.00pm till close.
- 2) Only sell mid-strength RTD spirit cans. This will remove more than 7,000 full strength drinks (5% alcohol) from the event and be replaced by the same number of mid-strength (3.5%) drinks.
- 3) Sell normal strength wines and champagnes until 4.00pm only. We will also have the mid-strength options available and very visible at all service points where full strength is available.
- 4) Set prices of all full strength alcohol products at a rate that will encourage the purchase and consumption of the mid-strength & light options.
- 5) All general public service areas will have large highly visible water coolers on the bar with signage advertising free drinking water. Free bottled water is already available in all corporate marquees.
- 6) Review the numbers and placement of security staff and RSA Marshalls to maximise their effectiveness in monitoring patrons intoxication levels.
- 7) Continuation of all RSA strategies employed by the LTC last year (as attached) including the expansion of the free shuttle bus service to allow for a bigger crowd.
- 8) The 4.00pm time restrictions for full strength beer and wine to not apply in the Members Area unless crowd behaviour warrants.

Michael Timbrell
Secretary/Manager & Licensee
Lismore Turf Club

If you would like more information on the Lismore Turf Club's Responsible Service of Alcohol policies, please visit our website or contact the club directly.

The Lismore Turf Club is committed to the Responsible Service of Alcohol.

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