

Notice of Meeting:

I hereby give notice that an ordinary Meeting of the Hearings and Engagement Committee will be held on:

Date: Thursday 10 April 2025
Time: 9:30 am
Meeting Room: Council Chamber and Audio Visual Link
Venue: Municipal Building, Garden Place, Hamilton

Lance Vervoort
Chief Executive

Regulatory and Hearings Committee

Komiti Whiriwhiri Kaupapa

OPEN AGENDA

Membership

Chairperson Cr Louise Hutt
Heamana

Deputy Chairperson Cr Ewan Wilson
Heamana Tuarua

Members	Deputy Mayor Angela O’Leary	Cr Maria Huata
	Cr Maxine van Oosten	Cr Geoff Taylor
	Cr Moko Tauariki	Cr Andrew Bydder
	Cr Anna Casey-Cox	Cr Tim Macindoe

Meeting frequency As required

Quorum Three members

Amy Viggers
Mana Whakahaere
Governance Lead

31 March 2025

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Purpose

1. To conduct fair and effective hearings and make determinations on a range of the Council's quasi-judicial functions under legislation and other matters as referred to the Committee.
2. To convene and coordinate advisory groups or panels on matters referred by other Committees.

<i>The Regulatory and Hearings Committee is delegated the following Terms of Reference and powers:</i>

Terms of Reference:

3. Hear and determine any statutory or regulatory hearings under relevant legislation unless otherwise delegated by Council, including (but without limitation):
 - objections under the Dog Control Act 1996; **see special note*
 - matters regarding drainage and works on private land under the Local Government Act 1974 and Local Government Act 2002;
 - proposals for temporary closure of any road. **see special note*
4. Consider and determine traffic and speed limit related matters, including those detailed in the Traffic Bylaw and Speed Management Plan, including hearing any submissions relating to those proposed changes. **see special note*
5. Hear and determine matters arising under current bylaws and policies, including applications for dispensation from compliance with the requirements of bylaws or policies, unless such matters are otherwise delegated by Council.
6. Hear and determine other matters that require hearings or submissions, as referred by Council or other Committees.

The Committee is delegated the following powers to act:

- Approval of matters determined by the Committee within its Terms of Reference.
- Approval of the establishment of hearings panels and their terms of reference.

The Committee is delegated the following recommendatory powers:

- The Committee may make recommendations to the Council.
- The Committee may make recommendations to Committees.

Special Notes:

- The Committee may request expert advice through the Chief Executive when necessary.
- The Committee may appoint additional members for hearings where the relevant terms of reference specify the requirement for expert or external representation.
- The following Hearings Panels have been established:
 - Dog Control Hearings Panel
 - Traffic, Speed Limit and Road Closure Hearings Panel

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1 Apologies – *Tono aroha*

2 Confirmation of Agenda – *Whakatau raarangi take*

The Committee to confirm the agenda.

3 Declaration of Interest – *Tauaakii whaipanga*

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as an elected representative and any private or other external interest they might have.

Council Report

Item 4

Committee: Regulatory and Hearings Committee

Date: 10 April 2025

Author: Stephanie Goss

Authoriser: Michelle Hawthorne

Position: Governance Advisor

Position: Governance and Assurance Manager

Report Name: Confirmation of the Regulatory and Hearings Committee Open Minutes 4 December 2024

Report Status	<i>Open</i>
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Staff Recommendation - *Tuutohu-aa-kaimahi*

That the Regulatory and Hearings Committee confirm the Open Minutes of the Regulatory and Hearings Committee Meeting held on 4 December 2024 as a true and correct record.

Attachments - *Ngaa taapirihanga*

Attachment 1 - Regulatory and Hearings Committee Open Unconfirmed Minutes 4 December 2024



Regulatory and Hearings Committee
Komiti Whiriwhiri Kaupapa
OPEN MINUTES

Minutes of a meeting of the Regulatory and Hearings Committee held in Council Chamber and Audio-Visual Link, Municipal Building, Garden Place, Hamilton on Wednesday 4 December 2024 at 9:30 am.

PRESENT

Deputy Chairperson Cr Ewan Wilson
Heamana

Members Deputy Mayor Angela O’Leary
 Cr Maxine van Oosten
 Cr Louise Hutt
 Cr Anna Casey-Cox
 Cr Maria Huata
 Cr Andrew Bydder (via Audio visual link)
 Cr Tim Macindoe

- 1. **Apologies – *Tono aroha***
 Resolved: (Cr Wilson /Cr Hutt)
 That the Regulatory and Hearings Committee accepts the apologies for absence from Mayor Southgate, Cr Donovan, Cr Tauariki and Cr Taylor, and for partial attendance from Cr Huata are accepted.
- 2. **Confirmation of Agenda – *Whakatau raarangi take***
 Resolved: (Cr Wilson /Cr van Oosten)
 That the Regulatory and Hearings Committee confirms the agenda.
- 3. **Declarations of Interest – *Tauaakii whaipanga***
 No members of the Committee declared a Conflict of Interest.
- 4. **Confirmation of the Regulatory and Hearings Committee Open Minutes 21 March 2024**
 Resolved: (Cr Wilson /Cr Casey-Cox)
 That the Regulatory and Hearings Committee confirm the Open Minutes of the Regulatory and Hearings Committee Meeting held on 21 March 2024 as a true and correct record.
- 5. **Animal and Dog Control review programme - Hearings Report**
 The Strategy & Policy Advisor introduced the report and welcome the verbal submitters to the chamber. The following members of public spoke to their submissions.

[Max Verran](#) spoke to their submission in support of the proposed Animal Nuisance Bylaws, noted their history of dog ownership and suggested there was a need for better education and training of the public.

[Lindsay Wilson \(1\) and \(2\)](#) spoke to their submissions, noted their opposition of some sections of proposed Dog Control Policy and Dog Control Bylaw changes, and requested more dogs parks.

[Gerard Rennie](#) spoke to their submission in opposition of the proposed Dog Control Policy and Dog Control Bylaw changes specifically the addition of more dog parks in the city.

[Roger Drower \(Disability Assist Dogs Advocate NZ – Volunteer\)](#) spoke to their submission and highlighted experiences of some service animals in the city.

[Kelsey Harper \(Harper Hounds\)](#) spoke to their submission in opposition to the proposed Dog Control Policy and Dog Control Bylaw, and their professional opinion that an increase of dogs parks would increase risks to dogs and the public.

[Tony Barrett](#) spoke to their submission in opposition to the proposed Dog Control Policy and Dog Control Bylaw, they suggested conditions that should be included to reduce risks to people and other animals.

[Dr Alison Vaughan and Dr Christine Summer on behalf of Dr Anja Dale \(RNZSPCA\) \(1\) and \(2\)](#) spoke to the submission in support of the Animal Nuisance Bylaw and Dog Control Policy and Dog Control Bylaw changes and noted support for De-sexing of dogs and cats.

Members requested the following points be included in the deliberations report:

- i. Education;
- ii. Training;
- iii. Fee Charges;
- iv. Council Policy on Service Animals within Council buildings;
- v. Signage displayed at dog Parks;
- vi. Fencing at dog parks; and
- vii. Cat Management

Resolved: (Deputy Mayor O’Leary/Cr Hutt)

That the Hearings and Engagement Committee:

- a) receives the report;
- b) hears and considers public submissions arising from the public consultation undertaken from 18 September - 18 October 2024; and
- c) notes that a Deliberations and Adoption Report that includes feedback from the consultation and hearings will be brought to the 18 February 2025 Community and Natural Environment Committee.

The meeting was adjourned 10.15am to 10.25am during the discussion of the above item.

Cr Huata retired from the meeting (10.15am) during the above adjournment. She was not present when the matter was voted on.

The meeting was declared closed at 10.57 am.

Council Report

Committee: Regulatory and Hearings Committee

Date: 10 April 2025

Author: Narelle Waite

Authoriser: Helen Paki

Position: Strategy and Policy Advisor

Position: General Manager Customer and Community

Report Name: Alcohol Fees Bylaw hearings report

Report Status	Open
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Purpose - *Take*

1. To inform the Regulatory and Hearings Committee on submissions received during public consultation for the Alcohol Fees Bylaw 2025 and hear directly from these submitters.

Staff Recommendation - *Tuutohu-aa-kaimahi*

2. That the Regulatory and Hearings Committee:
 - a) receives the report;
 - b) hears and considers public submissions arising from the public consultation undertaken from 21 January – 25 February 2025; and
 - c) notes that a Deliberations and Adoption Report that includes feedback from the consultation and hearings will be brought to the 26 June 2025 Council.

Executive Summary - *Whakaraapopototanga matua*

3. Members determined that the Bylaw was the most appropriate mechanism for setting alcohol licensing fees and approved the Draft bylaw and draft statement of proposal for the purpose of consultation at the [3 December Council meeting](#).
4. Consultation was undertaken on the Draft Bylaw (as required by legislation) from 21 January – 25 February 2025, with 141 submitters providing feedback.
5. The feedback received indicates strong community support for the principle of a user-pays system for alcohol licensing, with 119 submitters (84%) supporting the proposal to create a bylaw.
6. All responses to the consultation survey can be viewed on the [Have Your Say webpage](#).
7. 12 submitters have indicated they would like to provide a verbal submission to the Regulatory and Hearings Committee.
8. Following this hearing a Deliberations and Adoption report will be presented the 26 June Council meeting to seek a final decision.
9. Staff consider the decisions in this report have low significance and that the recommendations comply with Council's legal requirements.

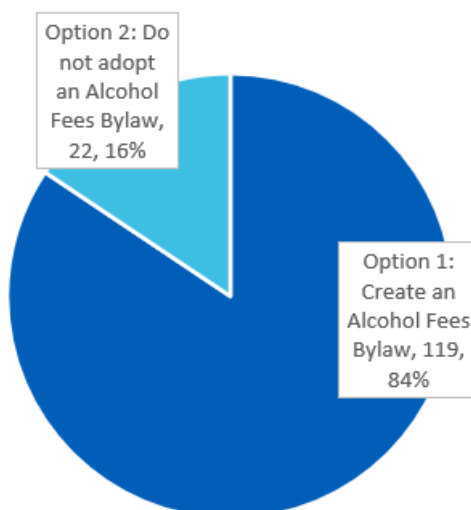
Background - *Koorero whaimaarama*

10. Council currently charges the fees prescribed in the Sale and Supply of Alcohol (Fees) Regulations 2013; however, these have not increased in 11 years.
11. Staff undertook an analysis of all alcohol licensing activities. The assessment considered Council's current costs and planned future costs (in the 2024-34 Long-Term Plan) and confirmed that the fees no longer cover costs of alcohol licensing activities.
12. A Draft Bylaw was developed to set fees to recover costs associated with licensing activities (e.g., district licensing committee, inspectors, enforcement activities, monitoring, and administration costs).
13. At the [3 December 2024 Council meeting](#) Council approved public consultation on the proposal to develop a bylaw to seek a 95% recovery of costs.

Discussion - *Matapaki*

14. Public consultation was undertaken from 21 January – 25 February 2025.
15. The proposal would set fees for applications and annual fees (of off-licences, on-licences, and club licences), as well as special licenses, temporary authorities and temporary licenses.
16. The proposal aimed to achieve a 95% cost recovery rate. The required increases to achieve this rate consistently are 34% in July 2025, another 20% in July 2026 and ongoing 3% increases annually.
17. The consultation asked whether submitters agreed to adopt a Bylaw and increase licensing fees by the identified amounts, or did not think Council should adopt a Bylaw, and therefore make no increases to current fees.

Preference across all submitters



18. [141 submissions](#) were received. Support for the Draft Bylaw was generally favourable overall with 84% (119) of the total submissions agreeing to increase fees to increase cost-recovery of alcohol licensing activities.
19. 134 submitters identified as individuals; these submitters largely agreed with the proposal (118 out of 134).
20. Seven organisations submitted responses: four hospitality advocacy groups, two private businesses, and one alcohol harm advocacy group. Among them, only one supported the proposal, while the remaining six were less favourable.

21. Key themes of those in support of the Draft Bylaw were a preference for a user-pays alcohol licensing system and concern about alcohol-related harm.
22. Key themes for those opposing the Draft Bylaw were concern about the financial pressure on businesses and suggestions that Council find cost savings.
23. Submitters were also asked about whether they held, or previously held, an alcohol licence, to help identify submitters who have experience with the alcohol licensing process.
24. 21 submitters identified as currently or previously holding a licence, 109 had not, and 11 did not answer the licence-holder question.
25. Support for the Bylaw was more favourable amongst non-licence holders (104 out of 109).
26. 21 submitters (individuals and organisations) currently hold (16) or previously held (5) an alcohol licence. These submitters were less favourable to the proposal (15 out of 21).
27. Preference for no bylaw was especially prevalent amongst current licence holders (14 out of 16). Those who had previous experience with alcohol licensing but no longer held a licence were more aligned with overall feedback and in support of the Draft Bylaw (4 out of 5).
28. Further analysis of the feedback and the key themes broken down by submitter type is available in **Attachment 1**.

Options

29. There are no options for the Committee to consider, verbal submissions are an essential part of consultation required by legislation.
30. Options will be presented to Members at the next stage in the process.

Financial Considerations - *Whaiwhakaaro Puutea*

31. The costs incurred to date including consultation costs are within the estimated budget for this project. These costings include staff hours to progress the work (100 hours), engagement and consultation costs (\$5,000), which include design, public notice, media placements, and printing.

Legal and Policy Considerations - *Whaiwhakaaro-aa-ture*

32. Staff confirm that the matters in this report comply with the Council's legal and policy requirements.

Climate Change Impact Statement

33. Staff have assessed this option against the Climate Change Policy for both emissions and climate change adaptation. Staff have determined no adaptation assessment or emissions assessment is required.

Wellbeing Considerations - *Whaiwhakaaro-aa-oranga tonutanga*

34. The purpose of Local Government changed on the 14 May 2019 to include promotion of the social, economic, environmental and cultural wellbeing of communities in the present and for the future ('the 4 wellbeings').
35. The subject matter of this report has been evaluated in terms of the 4 wellbeings during the process of developing this report as outlined below.
36. The recommendations set out in this report are consistent with that purpose.

Social

37. The Alcohol Fees Bylaw development work is an opportunity for Council to assess the social wellbeing outcomes of Council's alcohol licensing activities. Alcohol regulation encourages responsible drinking, and the fees paid to Council in part support the regulatory functions of alcohol licensing.

Economic

38. The development of the Alcohol Fees Bylaw enables Council to assess the appropriate proportion for licensees and ratepayers each to contribute to alcohol licensing operations.
39. The proposed fee increases will have an impact on local business. Early engagement with hospitality and club organisations highlighted the concerns of these groups on any increase to their licensing fees. However, this needs to be weighed up with the increasing costs of licensing activities and the fact that fees have not been increased for 11 years.
40. The preferred level of cost recovery for Hamilton City Council is a key consideration for Members for the development of the Bylaw.

Environmental

41. There are no known environmental wellbeings associated with the matters discussed in this report.

Cultural

42. Differing values and beliefs will determine varied perspectives on alcohol matters in Hamilton City. The work programme will seek to consider these perspectives equitably.

Risks - *Tuuraru*

43. If an Alcohol Fees Bylaw is not developed Council will risk a reducing level of cost recovery year-on-year, and an increasing misalignment with the intention of the Act.

Significance & Engagement Policy - *Kaupapa here whakahira/anganui*

44. Given the statutory requirement to consult, staff have not considered the key considerations under the Significance and Engagement Policy to assess the significance of the matter(s) in this report.
45. There is a statutory requirement to consult as per legislation outlined below.
46. Council partners interested agencies and industry stakeholders were engaged to support the development of the Draft Alcohol Fees Bylaw. Wider community consultation enabled broader community feedback to test the Draft Bylaw's proposed interventions.
47. Consultation on the Draft Bylaw was undertaken in accordance with the Sale and Supply of Alcohol Act 2012 (s405) and the Local Government Act 2002 (s156).
48. A summary of the engagement approach is provided in the Submissions Insights Report (**Attachment 1**).

Attachments - *Ngaa taapirihanga*

Attachment 1 - Alcohol Fees Bylaw 2025 - Community engagement tactics and submission insights report



ALCOHOL FEES BYLAW 2025: INSIGHTS REPORT

Report prepared by:
Piper Shields, Research and Insights Advisor
Nicola Prasad, Communication and Engagement Advisor
Communication and Engagement
Partnerships, Communication and Maaori
March 2025

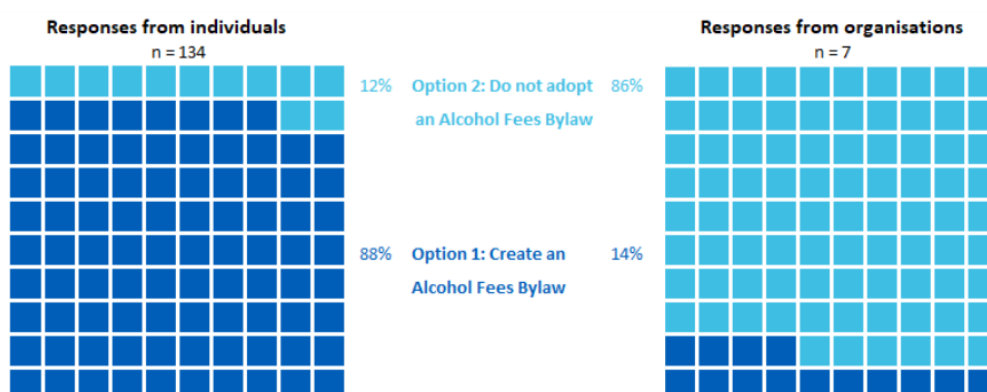
Report reviewed by:
Dan Silverton, Communication and Engagement Manager
March 2025

EXECUTIVE SUMMARY

Council is proposing a new Alcohol Fees Bylaw (Bylaw) to set fees and charges for alcohol licences in Hamilton.

Council consulted with the community on whether they would support the proposed Bylaw. The community could have their say either digitally or in hardcopy form, anytime from 21 January to 25 February 2025. Council received a total of 142 submissions; after one duplicate submission was condensed, in total Council heard from 134 community members and seven organisations.

The vast majority of individual respondents (118 of 134) were in support of the Bylaw, while almost every organisation (six of seven) was opposed.



SUBMISSIONS INSIGHTS

Council is proposing a new Bylaw to set fees and charges for alcohol licences in Hamilton. This Bylaw would allow Council to set the amount it charges to alcohol licence holders (e.g. bars, alcohol stores and supermarkets), to help cover costs relating to alcohol licensing.

Council currently use the fees set by legislation 11 years ago; these fees are no longer recovering a reasonable amount of the costs of licensing activities. This means every time Council processes an alcohol licence it costs more than the fee paid by the licensee. Council is proposing to increase alcohol licensing charges by 34% in July 2025 to recover 95% of current costs. The remaining 5% would continue to be covered by rates.

Council consulted with the community on their levels of support for the proposed Bylaw. Response forms were available both online and as hardcopies in the Municipal Building and local libraries. In total, we received 142 submissions. One of these was a duplicate (i.e. multiple submissions from one person) and was condensed into a single submission. After this process, we received a total of 141 unique submissions; we heard from 134 individuals and seven organisations.

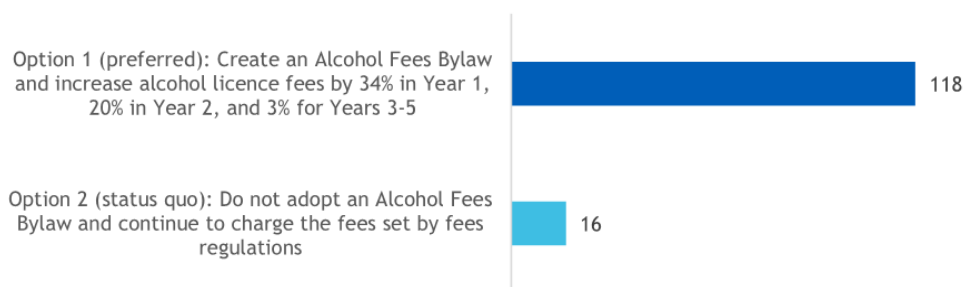
FEEDBACK THROUGH SUBMISSION FORMS

Individuals

Of the 134 individual respondents, 118 (88%) supported Option 1 (preferred), to create an Alcohol Fees Bylaw and increase alcohol licence fees by 34% in Year 1, 20% in Year 2, and 3% for Years 3-5.

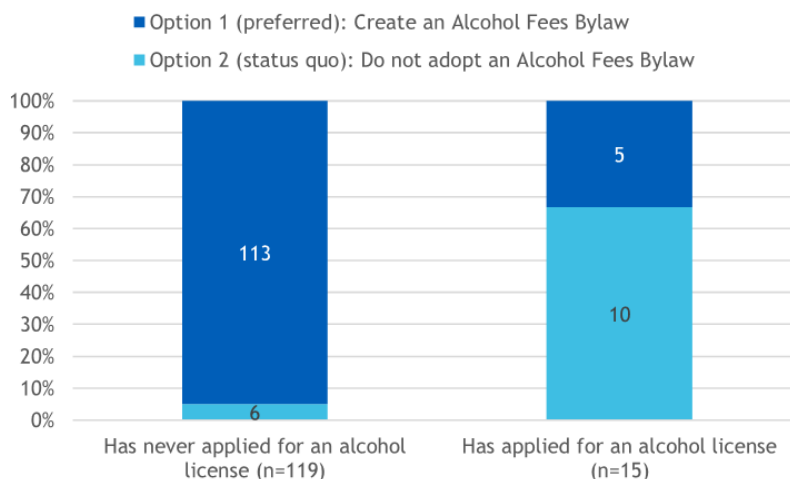
16 (12%) preferred Option 2 (status quo), to not adopt an Alcohol Fees Bylaw and continue to charge the alcohol licence fees set by fees regulations.

Which of the following options would you prefer? Individual responses



Respondents who have personally applied for an alcohol licence were less supportive of the proposed Bylaw than those who had never applied for an alcohol licence. A third of the 15 respondents with experience in alcohol licensing supported the proposed Bylaw (n = 5, 33%), compared to 95% (113 of 119) of respondents with no alcohol licensing experience.

Preferred option by experience with alcohol licensing Individual responses



Of the 134 individual respondents, 87 expanded on their answer.

The most common themes from those supporting Option 1 - to create an Alcohol Fees Bylaw and increase alcohol licence fees – were (comments mentioned once unless stated otherwise):

- Alcohol licensing costs should be user-pays (68 comments)
 - 40 wanted to see alcohol licensing costs be covered 100% by applicants, as opposed to the 95% intended in the proposed Bylaw

- Concern for the social harms of alcohol/wanting more control over alcohol provision/against rates funding a social harm (19 comments)
 - Five supported fewer liquor stores in general
- Suggestions for how alcohol is managed more broadly (two comments)
 - One respondent proposed an increasing tax placed on alcohol, similar to cigarettes
 - Another supported more frequent and harsher inspections of liquor retailers
- Local issues should be managed by local government, not central government

The most common themes from those that supported Option 2 - to not adopt an Alcohol Fees Bylaw and continue to charge the alcohol licence fees set by fees regulations – were (comments mentioned once unless stated otherwise):

- Times are already tough for businesses, don't want a fee increase (eight comments)
 - One commenter argued that liquor retailers uniquely face cost pressures from additional security expenses.
- Council should look for cost savings in licensing process/find efficiencies/reduce licensing fees (eight comments)
- The increase in fees would negatively impact hospitality/vibrancy in Hamilton (three comments)
- Comment/concern regarding the engagement process (three comments)
 - Two commentors claimed Council should have engaged more with key stakeholders such as business owners on this proposal
 - One believed Council should not indicate our preferred option in our consultation document
- Penalties/fines for non-compliant businesses should increase, instead of fees for all businesses (two comments)
- This Bylaw would result in more unregulated alcohol
- Need more clarity/transparency on how fees are used

Both supporters and those in opposition to the proposed Bylaw had suggestions for how alcohol licensing fees are set. These suggestions were (suggestions received one comment unless stated otherwise):

- Reduce or exclude licensing fees charged to non-profit/community group events (four comments)
- Fees reviewed every three years
- Fees charged should exceed the cost of alcohol licensing, to fund recovery/prevention of alcohol-related harm
- Hamilton should follow the model of the [Invercargill Licensing Trust](#). The licensing trust exclusively manages the development of venues licensed to sell alcohol, and profits are used to support local charities and social good
- Tiered fee structure

See the end of this report for a break down of individual respondent demographics.

Organisations

Seven organisations shared their views on the proposed Alcohol Fees Bylaw. Five organisations currently hold an alcohol licence, and two have never held an alcohol licence. Five of these organisations were advocacy groups, and two were private businesses.

We received two submissions from Hospitality New Zealand – one from the Hospitality New Zealand Waikato Branch President, and one from the Central North Island Regional Manager. These have been counted as two distinct submissions.

All organisations who submitted on this consultation except for one opposed the proposed Bylaw and preferred the status quo.

The themes from these comments were similar to those from individuals opposing the proposed Bylaw. Comments received one comment unless stated otherwise:

- Times are already tough for businesses, don't want a fee increase (four comments)
- Council should look for cost savings in licensing process/find efficiencies/reduce licensing fees (four comments)
- The increase in fees would negatively impact hospitality/vibrancy in Hamilton (three comments)
- Encourage central government to review alcohol licensing policies (e.g. risk rating, on vs off licence) (two comments)
- Penalties/fines for non-compliant businesses should increase, instead of fees for all businesses
- This Bylaw would result in more unregulated alcohol
- Should implement fee changes gradually over time
- A higher proportion of fees than the status quo should be covered by ratepayers
- Need more clarity/transparency on how fees are used

Verbal submitters

12 respondents have indicated interest in making a verbal submission.

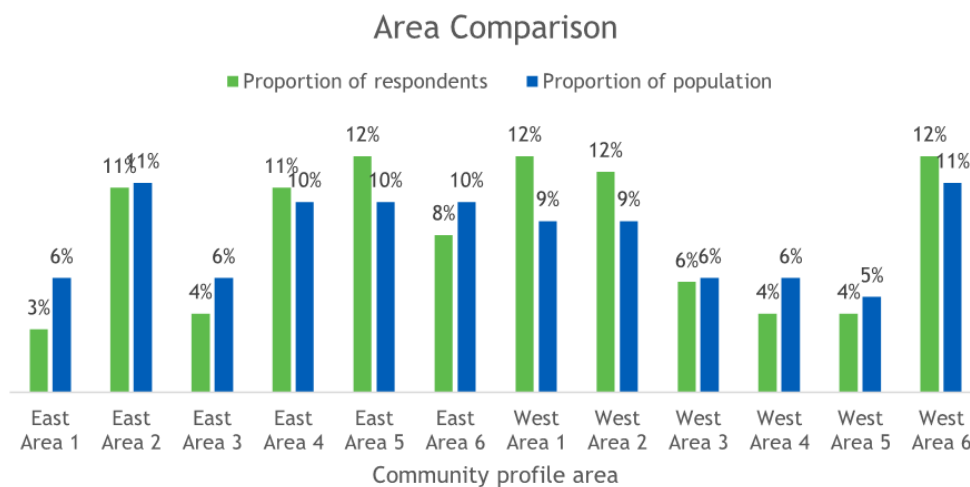
While 84% of all respondents supported Option 1: Create an Alcohol Fees Bylaw, only half of verbal submitters (50%) were in support of this option.

Therefore, the 12 verbal submitters are less likely to support Option 1, and are more likely to support Option 2, than the 129 submitters who chose not to speak to their submission.

Demographics of individual respondents

This data helps Council understand which groups of the community are engaging with us. Answering demographic questions is optional for all respondents – the demographic information of those who decided to share it are summarised below.

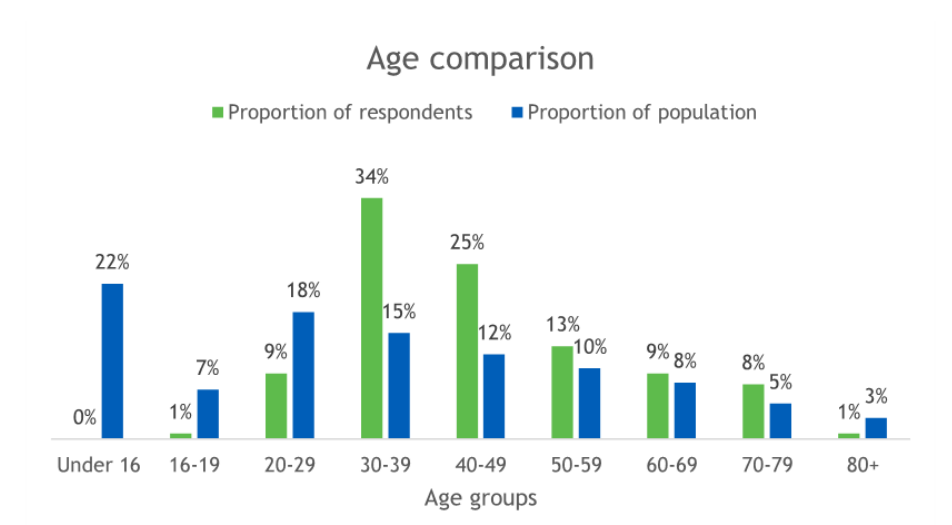
Hamilton city profile statistics are from the 2023 Census published by Stats NZ.

Location

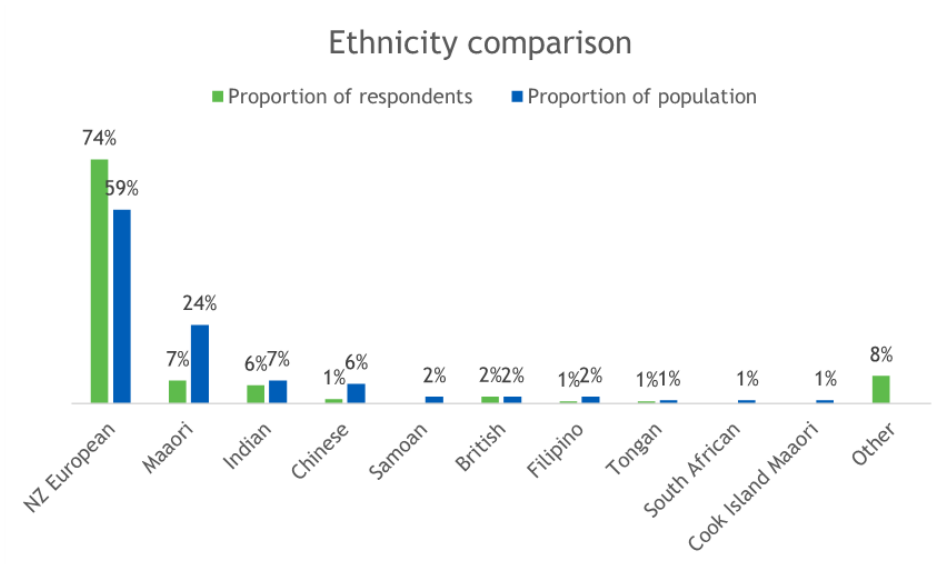
See table below for a list of suburbs in these community profile areas.

Community Profile Area	List of suburbs
East Area 1	Flagstaff
East Area 2	Callum Brae, Huntington, Rototuna, Rototuna North
East Area 3	Chartwell, Chedworth, Harrowfield, Queenwood
East Area 4	Enderley, Fairfield, Fairview Downs
East Area 5	Claudeland, Hamilton East, Peachgrove
East Area 6	Hillcrest, Ruakura, Riverlea, Silverdale
West Area 1	Avalon, Beerescourt, Forest Lake, Northgate, Pukete, St Andrews, Te Rapa
West Area 2	Crawshaw, Grandview Heights, Nawton, Rotokauri, Western Heights
West Area 3	Aberdeen, Dinsdale, Temple view
West Area 4	Frankton, Maeroa, Swarbrick
West Area 5	Hamilton Central, Hamilton Lake, Hospital, Whitiara
West Area 6	Bader, Deanwell, Fitzroy, Glenview, Melville, Peacocke

Age



Ethnicity



FEEDBACK FROM SOCIAL MEDIA

In addition to analysing formal submissions to the consultation, we also analysed comments made on Hamilton City Council Facebook posts relating to this consultation.

Council made one Facebook post relating to the survey, published 28 January with advertising spend behind so it was being pushed to audiences throughout the whole consultation period. This received 30 comments, and 26 replies to comments. 18 of these came from Hamilton City Council. Across all comments left by the community, 34 were relevant to the consultation. The feedback received from these comments has been summarised below.

- Should be user pays (seven comments)
- Fees should be 100% on applicants (six comments)

- Want more transparency on how alcohol licence fees are calculated/spent (five comments)
- General support for the status quo (two comments)
- Concern for cost impact on businesses (two comments)
- Want less alcohol retailers in general (one comment)
- Cost of alcohol related harm should be incorporated into alcohol licensing fees (one comment)

ENGAGEMENT TACTICS

GOAL

To gather comprehensive feedback on the proposed Alcohol Fees Bylaw 2025, particularly from directly impacted stakeholders, ensuring transparency, inclusivity, and informed decision-making.

OBJECTIVES

- More than 50 submissions are received during the consultation period.
- All media coverage of the draft Bylaw is balanced.
- Any and all inaccurate social media commentary on Hamilton City Council's pages will be responded to publicly with the correct facts.

ENGAGEMENT OUTCOME

Council understands the community's view on the proposed Bylaw and subsequent fee increases.

ENGAGEMENT CAMPAIGN REVIEW

The campaign tactics for the community engagement:

- Information, including consultation documents, available at all 7 Hamilton City Libraries and Hamilton City Council reception
- Email to all current alcohol licence holders
- Email to pre-engagement industry stakeholders
- Organic social media post
- Social media advertising on Facebook
- Media release to local media and public signs ups
- One-on-one support for additional information
- Information to customer services
- Comprehensive FAQs
- Two public notices, one in the Waikato Times and one in Waikato Local.
- Consultation website page.

ENGAGEMENT RESULTS

SUBMISSION FORM (ONLINE & PAPER COPY)

Council heard from 134 community members and seven organisations. All submissions were submitted digitally, no hard copies were returned.

SOCIAL MEDIA

Combining our organic and paid social media reach on Facebook. Our media featured an animation showing the cost split between ratepayers and applicants. Here is a summary of the engagement:

- 49,380 views
- Reached 29,361 people
- 670 clicks
- 104 post interactions
- 63% of the engagement was from people who do not follow Hamilton City Council on the platform
- The average watch time of the animation video was 5sec and in that time, all the key messaging and graphic were visible.



WEBSITE

The below statistics relate to the <https://haveyoursay.hamilton.govt.nz/alcohol-fees-bylaw-2025> webpage between 20 January 2025 to 5 March 2025:

- 1,001 page views
- 803 active users
- 1.51 views per user
- 28 seconds is the average engagement time per user

EMAILS/ LETTERS

On 21 January, an email was sent to all current alcohol licence holders (221) in Hamilton with details about the proposal, how it impact them, FAQs and a link to provide feedback.

This direct communication was:

- Viewed by 71% of recipients (156)
- Opened 1288 times by those 156 people
- 23 people clicked the link to read the statement of proposal
- 11 people clicked the link to the consultation webpage