

# Statement of Social Responsibility

---

## Social Commitments – Giving Back

The Trusts are required by law to deliver only two aspects of “social responsibility“:

- 1 The responsible sale of alcohol in our territory. This is our central obligation as Licensing Trusts set up to manage the community-owned business of selling liquor within our community.
- 2 Because we permit gambling in our venues, we have accepted the responsibility under the Gambling Act, to ensure that gambling on our premises, is conducted responsibly.

That is the extent of our legal obligations. However, we understand from our research that the west Auckland community – our owners - wishes us to contribute to the greater well-being in the community in a variety of ways. Research has shown us that the public require:

- A successful, ethical, accountable business.
- The responsible sale of alcohol with all that that entails.
- Responsible gambling.
- The largest possible financial returns to community organisations and activities, preferably with the minimum possible reliance on gambling to generate those returns.

We agree to meet those expectations but the extent to which we can do so depends on our level of financial success; the more successful we are, the more we can contribute to the community. Our success, meanwhile, relates directly to our ability to cost efficiently operate venues and services that are popular and patronised. It is axiomatic, therefore, that in order to deliver the highest possible value of public good, we must operate a modern, ethical and commercially successful business.

To meet these expectations we must invest in the delivery of quality premises and performance that generate profit, growth and the reputation of both the business and the community that owns it.

Like any business, we must invest in successful operations and discontinue any venue whose commercial performance does not meet – and cannot be made to meet - our criteria. Nor, according to our research, does the public approve of us keeping under-performing assets. Equally under the Gambling Act, we may not sustain an underperforming business because of its returns from gambling.

It is important to emphasise that we are not in the gambling business; we merely provide space and management services to a separate business that operates gambling. Accordingly, we cannot legally, claim any credit for the community financial benefits derived from gambling operations in our venues. The benefits are provided by the gambling provider at its sole discretion and credit belongs to the provider.

Nevertheless we can ensure that public good does accrue from gambling operations in our venues:

- 1 We have an obligation to minimise potential harm from gambling by:
  - a) responsibly managing and promoting the venue to the highest standards of respectability
  - b) discouraging excessive gambling and endeavouring to prevent problem gambling.
  - c) discontinuing venues whose performance does not justify them remaining in operation.
- 2 We can maximise the financial benefits to the community by contracting with the Class 4 gaming provider that offers the best possible returns to the community (and who in other ways, is committed to maximising ethical behaviour and public good).

## Summary

At the behest of the community, The Trusts chooses to deliver a range of community dividends:

- by running an ethical and profitable business that creates a range of benefits for the community
- by contracting the gaming provider who guarantees the highest ethical standards and the highest financial returns to the community in the form of grants and donations.



### The Trusts'

#### commitments to social responsibility/social dividends

The Trusts have a policy of running a commercially successful, profitable, business in a socially responsible manner in order to return *social dividends* to the community in the form of:

- Public accountability
- Compliance with public expectations
- A socially responsible approach to alcohol retailing and wholesaling with minimised alcohol related issues
- First class hospitality, entertainment and relaxation
- Employment and career training
- A well managed asset that is maintained and increased in value
- A significant financial return to the community by way of sponsorships, grants, gifts and donations and rebates to clubs.
- Strategic contribution to the overall business community
- Excellent management of gaming in its venues
- Contracting with the Class 4 Gaming operator who:
  - Is committed to maximising the return of West Auckland funds to west Auckland
  - in the opinion of The Trusts has the most ethical approach to gaming.
- Contributing in all these areas to the positive reputation of west Auckland as a great place to live work, do business and play.

#### 1. We are publicly accountable

Our commitment is that our operations will be publicly accountable. Unlike the private sector we are accountable to the community. The community expects us to operate a profitable and growing business that sells alcohol and other sensitive products, in a socially responsible manner and; ensures that gaming is offered in our venues in a socially responsible fashion.

The public and the authorities (including the emergency services) expect that if issues are of concern to them, they have access to The Trustees and/or management of The Trusts or its individual premises, to voice its concerns and that; The Trusts will deal promptly and effectively with concerns that demonstrably require a solution.

#### 2. We are in compliance with public expectations

Our commitments are:

- We acknowledge that we manage the business on behalf of our owners – the public.
- We acknowledge that we must manage the business in accordance with the expectations of our owners.
- We acknowledge that the commercial operations are accountable to the publicly elected Trustees
- We will seek continuously to understand through professional market research, the public's current expectations and thus be able to accurately discharge our obligations.

## Statement of Social Responsibility

---

### **3. We sell alcohol responsibly**

Our commitment is that: alcohol (and all other products and services, including other sensitive products) are retailed to the public in a manner that provides:

- a) the maximum in convenience, service, product range and competitive pricing, from an optimised number of retail outlets
- b) well-managed hospitality venues

and that both services are designed to minimise social consequences in the form of:

- Crime
- Health issues
- Drunk driving/road crashes
- Youth problems
- Public nuisances.

### **4. Our hospitality operations are enjoyable to the patrons who choose them**

Our commitments are:

- that The Trusts' retail and hospitality venues are well managed for the maximum safety and enjoyment of patrons (including a zero tolerance policy for problem drinking, problem drinkers and problem behaviour).
- that The Trusts premises will be perceived by all patrons including women alone, as modern, attractive and safe
- our patrons will enjoy world class customer service.

### **5. We are committed to meaningful local employment**

Our commitments are:

- to provide local employment and professional career paths
- to provide our staff with world class career training and skills
- to be a good employer.

### **6. We will add-value to the public's asset**

We acknowledge that the assets we manage are the public's property and we are required to manage these to the highest possible commercial and ethical standards.: Our commitments are:

- a) to prudently maintain the assets at all times
- b) to appropriately invest in growing the business
- c) to prudently increase the value of the public's asset portfolio through appropriate rationalisation, expansion and/or acquisition.

### **7. We make a significant financial return to the community from profits**

Our commitment is to continually, progressively, increase the profits from our business and return the maximum possible financial dividend to the community, in the form of:

- Sponsorships
- Grants
- Gifts to the community
- Donations
- Rebates to clubs.

## Statement of Social Responsibility

---

### **8. We are a strategic member of the business community**

As a major business in west Auckland per se, and a facilitator for other business activity (for example tourism), we acknowledge that we have a leadership role in assisting the overall business environment to prosper. Our commitments are:

- to create an attractive hospitality environment that will assist in the development of vibrant town centres, attract business and business activities and sport and cultural events
- to participate in urban planning exercises and business development initiatives
- to work with other businesses, agencies and the council to foster a business environment that attracts business to the region
- to sponsor or in other ways attract activities and events that in turn attract patronage to west Auckland (individually or in conjunction with others).
- to generally contribute the reputation of west Auckland as a great place to do business, live and play
- to generally contribute to the reputation of west Aucklanders/west Auckland as a community.

### **9. We are committed to excellent management of gambling**

Although we are not in the business of gambling, by agreeing to host gaming machines we assume responsibilities to ensure gambling is carried out responsibly in our venues and that maximum financial benefits are returned from those operations, to the west Auckland community.

Our commitments in respect of gaming are:

- to provide in our venues, gaming environments which are attractive, safe, transparent and reputable
- to provide gaming environments whose design enables staff to keep a constant oversight of gambling activities and the conduct of patrons
- to ensure to the maximum extent possible, that our gaming environments are used responsibly and that problem gambling does not occur.
- to diligently manage the machines and account for the cash returned from them and transfer this to the Class 4 gaming provider.
- to have in place venue agreements with the Class 4 gaming provider who, at any given time, offers:
  - a) the greatest financial return to the west Auckland community
  - b) a gaming service not designed take advantage of the vulnerable
  - c) the most ethical approach to the conduct of their business
  - d) an excellent reputation with the Department of Internal Affairs
- to only charge a justifiable and reasonable rental to the Class 4 gaming provider (thus maximising the profits available for distribution to the community)
- to conduct ourselves in all ways in relation to gambling, in ways that ensure we have the highest reputation with the DIA, for compliance, co-operation and ethical behaviour
- to co-operate with authorities, emergency services, social agencies, TTCFL and others as appropriate, to ensure the highest possible levels of harm minimisation always in place
- to contribute, via all of the above, to the reputation of The Trusts venues in west Auckland as places where gambling is conducted to the maximum possible extent, as a safe and responsible pastime, where the vulnerable are protected and problem gambling is pro-actively minimised.