



Greater East Tamaki
Business Association Inc.

Secretary of the Auckland Council District Licensing Committee,
Manukau Service Centre,
Private Bag 92300
Auckland 1142

Attn: Arthur Wilkinson, Team Leader Alcohol Licensing South

Dear Sir,

OBJECTION TO NEW OFF-LICENCE APPLICATION

10/15 Trugood Drive, East Tamaki ('Thirsty Liquor Trugood Drive')

1. I object to the New Off-Licence application made by DVSINGLA Enterprises Ltd in respect of the premises situated at: 10/15 Trugood Drive, East Tamaki and trading as 'Thirsty Liquor Trugood Drive'.
2. I reside / have a business / or a community facility/group within 1km of the Off-Licence and have an interest in this off-licence Application.
3. I object to the Application on all the grounds under section 105 of the Sale and Supply of Alcohol Act 2012, but especially because:
 - the days and hours are excessive
 - the amenity and good order of our locality will be reduced, to more than a minor extent, by issuing this licence
 - the Application will not minimise the harm caused by the inappropriate consumption of alcohol in our locality
4. In particular, I have the following concerns and objections:

The Greater East Tamaki Business Association Inc. (GETBA) represents more than 2,000 commercial industrial property owners and businesses in the East Tamaki business precinct, including those within the 1km radius of the Off-Licence.

The core customer base of the Off Licence by the nature of its location is businesses in the local area (and this is stated in the applicant's risk mitigation document). We strongly recommend opening hours be reduced to reflect this. The industrial area is vacant at night unlike residential areas, and late opening hours are likely to attract unwanted elements into the area. Night crime is very likely to be fuelled by alcohol sales nearby. We question the need to be open on a Sunday as the business area is vacant on a Sunday. We recommend closing times of 8.00pm Monday – Friday and 4.00pm on Saturdays.

The Association has a comprehensive crime prevention programme operating in the business precinct and reported business burglaries have fallen by 73% since 2006. We would not like to see this undermined by the broad opening hours of this Off-Licence.

There is a network of liquor ban areas currently in force in the locality including the length of Trugood Drive.

We also recommend that restrictions are put into place to prevent Thirsty Liquor Trugood Drive customers from littering, loitering, and consuming alcohol in the car park.

We have in the past had complaints from neighbouring businesses with regard to car loads of youths drinking in the business enclave within which the Off-Licence is located. We have had to ask Police to undertake drive-by patrols to address this unwanted behaviour, and signs have subsequently been erected to help

prevent this, so we would like to see some onus put on Thirsty Liquor Trugood Drive to enforce this.

There is an existing Auckland Council bylaw that prohibits cars or vehicles under 3500kg from driving on the following roads without a legitimate cause between 10pm and 5am Monday to Friday, and from 10pm Friday to 5am Monday:

Accent Drive, Business Parade North, Business Parade South, Highbrook Drive, East Tamaki Rd between Accent Drive and its north-east end, Greenmount Drive between Harris Rd and Nandina Ave, Harris Rd and Te Irirangi Drive between Dawson Rd and Ti Rakau Drive.

Extending the opening hours for Thirsty Liquor Trugood Drive would negate the purpose for imposing this bylaw, and impair the ability of NZ Police to enforce this bylaw.

There is also another Off-Licence located within the 1 km radius within the Burswood Retail complex on Ti Rakau Drive, which is at least adjacent to a residential area.

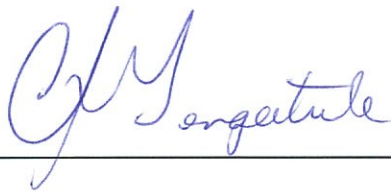
5. I **wish / do not wish** to speak at a hearing.
[Cross one out]

My name is:

Jane Tongatule, General Manager, Greater East Tamaki Business Association Inc. (GETBA)

My email address is: gm@getba.org.nz

My postal address is: PO Box 58260 Botany, Auckland 2163



[Signature]

26 August 2014

[Date]

Hand deliver to District Licensing Committee, Kotuku House, 4 Osterley Way, Manukau or Post to the Address above on or before 29 August 2014