
I hereby give notice that a meeting will be held on:

Date: Thursday 30 July 2020
Time: 9:30am
Meeting Room: Boardroom
Venue: Waiheke Local Board Office
10 Belgium Street
Ostend, Waiheke

**THE AUCKLAND DISTRICT
LICENSING COMMITTEE**

APPLICATION FOR NEW OFF LICENCE

BY A & N ENTERPRISES LTD AT

**2 MIAMI AVENUE, SURFDALE TO TRADE AS
SURFDALE LIQUOR**

MEMBERS

Chairperson	Katia Fraser
Member	Glenda Fryer
Member	Motekiai (Mote) Pahulu

Wendy Stephenson
HEARINGS ADVISOR

Contact Telephone: 09 890 8159 or 021 708 832
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WHAT HAPPENS AT A HEARING

At the start of the hearing, the Chairperson of the District Licensing Committee will introduce the Panel Members sitting on the hearing committee and he/she will briefly outline the procedure for the hearing. The chairperson also confirms that they and the committee members don't have any conflicts of interest and are able to consider the application impartially. The Chairperson may then call upon the parties present to introduce themselves to the committee.

The Chairperson is addressed as Mr Chairman or Madam Chair.

Any party intending to give written or spoken evidence in Māori or speak in sign language should advise the hearings advisor at least five working days before the hearing so that an interpreter can be provided.

Catering is not provided at the hearing.

The Hearing Procedure

The usual procedure for a District Licensing Committee Hearing is:

- The applicant will be called upon to present his/her case either personally or through a representative. The applicant may be represented by legal counsel or consultants and may call witnesses in support of the application. All witnesses will be required to take either an oath on the Bible or an affirmation. After the applicant has presented his/her case, the committee may have questions for them and their witnesses. The chairperson then invites the reporting agencies (Police, Medical Officer of Health and licensing inspector) and any objectors to ask questions. This questioning is called cross-examination. Members of the District Licensing Committee may ask questions to clarify the information presented.
- Reporting agencies (Police, Medical Officer of Health and licensing inspector) are then called upon to speak. They can make submissions and are then sworn in (by oath or affirmation) if they are going to present any evidence. The agencies must answer questions from the committee. The applicant and objectors may also ask them questions when it's their turn to cross-examine
- Objectors who wish to speak will be called next. Objectors may speak themselves or be represented by legal counsel or consultants and may call witnesses on their behalf. Each speaker will be required to take either an oath on the Bible or an affirmation. Objectors cannot introduce new grounds for objecting, but can present evidence to support their reasons for objecting. The committee members or chairperson may question the objector or their witnesses. The applicant and the reporting agencies can also ask questions about the evidence
- Once objections and cross-examination has finished, the applicant or his/her representative has the right to summarise the application and reply to matters raised by objections. Members of the District Licensing Committee may ask further questions of the applicant at this stage.
- The chairperson then generally closes the hearing and the applicant, objectors and their representatives leave the room. Sometimes the chairperson will give a verbal decision; otherwise the District Licensing Committee will then deliberate and will release its decision in writing in due course.

Should you wish to present written submissions or evidence in support of your application or objection please ensure you provide the number of copies as indicated on your notification letter previously sent to you.

At any stage during the hearing, members of the District Licensing Committee may ask questions.

1. WELCOME AND INTRODUCTIONS

2. DECLARATION OF CONFLICT OF INTEREST

Members of the committee to confirm whether they have a conflict of interest in relation to the application.

3. OVERVIEW OF THE PROCEEDINGS

The chairperson will outline the process for the hearing of evidence from the parties.

4. APPLICATION

The following papers are provided in relation to an New Off Licence application by A & N Enterprises Ltd for premises situated at 2 Miami Avenue, Surfdale Auckland to trade as Surfdale Liquor.

Alcohol Licensing Inspector's Report	Page 5
Application	Page 58
Police Report	Page 93
Medical Officer of Health Report	Page 94
Public Notices	Page 95
Objections – See list below	Page 98

Report on a new off-licence application

under section 103(2) of the Sale and Supply of Alcohol Act 2012

To: Auckland District Licensing Committee

From: Ritchelle Roycroft, Alcohol Licensing Inspector

Date: 15 June 2020

1. Application description

Applicant's name: A&N Enterprises Limited

Site address: 2 Miami Avenue Waiheke Island Auckland 1081

Trading name: Surfdale Liquor

Kind of premises: Bottle store

Risk rating: Medium (6-15)

Application number: 8220052323

Date application made: 9 March 2020

2. Executive summary

This is a report on a new off-licence application. The criteria found at section 105 of the Sale and Supply of Alcohol Act 2012 (the Act) apply to the application.

The application has resulted from a change in ownership of the premises. The applicant seeks significant changes in the conditions of the existing licence, most notably a change in the style of off-licence from a grocery store to a bottle store.

A total of 35 public objections have been made. Police do not oppose the application. The Medical Officer of Health does not oppose the application. I oppose the application, because I believe that the amenity and good order of the locality would be likely to be reduced, to more than a minor extent, by the effects of the issue of the licence, and that the granting of this application would be inconsistent with the object of the Act.

3. External reports and public objections

3.1 Police

Police reported on the application on 2 April 2020 and do not oppose the application. The report states that Police do have concerns that the amenity and good order will be negatively impacted by the presence of another bottle store on Waiheke Island, but do not have sufficient evidence to make a case at this time.

3.2 Medical Officer of Health

The Medical Officer of Health reported on the application on 19 March 2020 and does not oppose the application.

3.3 Public notices

The application has been publicly notified as follows:

Type	Date	Second date (if relevant)
alcoholnotices.co.nz	9 March 2020	N/A
Waiheke Gulf News	12 March 2020	19 March 2020
Objection period expiry	30 March 2020	N/A

3.4 Public objections

35 public objections have been received. All were received within the statutory timeframe. Originally there were 36 objections, but one was later withdrawn.

The majority of the objectors appear to have greater interest in the application than the public generally because they live within 1km of the proposed licensed premises. However, several objectors live further than 1km from the premises, with the furthest living 4.6km away. Given that the premises are located within a small island community, it could be argued that the effects of the issue of an off-licence in this area may be greater than that of an off-licence issued in Auckland City. The Waiheke Island Local Board is among the objectors.

Two objectors did not provide a residential address and did not respond to my requests to provide it. Some objectors also appear to live at the same address.

The objections appear to relate to the following criteria at section 105 of the Act:

- (a) the object of the Act:
- (b) the suitability of the applicant:
- (d) the days on which and the hours during which the applicant proposes to sell alcohol:
- (e) the design and layout of the premises:
- (h) whether the amenity and good order of the locality would be likely to be reduced, to more than a minor extent, by the effects of the issue of the licence.

The majority of the objections relate to the following concerns:

- The proliferation of alcohol outlets in Surfdale (both off-licences and on-licences)
- The proliferation of bottle stores on Waiheke Island
- The proximity of the premises to a number of sensitive sites including:
 - High school
 - Primary school
 - Childcare centre
 - Kindergarten
 - Living Waters Church
 - Living with Violence Centre
 - Waiheke Youth Centre (The Rock)
- Surfdale is a primarily residential area
- The nearby bus stop, which is already used as a place to consume alcohol
- The premises are valued by the community as a fruit and vegetable store
- A bottle store would reduce the visual amenity of the area
- Increased exposure of alcohol to youth in the community
- The increased hours; most objectors would prefer an 8pm close

I have calculated the distance of each objector's residential address from the proposed licensed premises, and this information is in the table attached to this report and labelled **appendix 1**. I have also attached maps showing the location of objectors' addresses in relation to the proposed licensed premises, labelled as **appendix 2**.

4. The applicant

The applicant is a private company. The applicant holds an off-licence for another bottle store on Waiheke Island, Thirsty Liquor in Oneroa, and two other off-licences in the Far North District. The applicant's experience with licensed premises is sufficient for this type of premises in this area.

The applicant doesn't seek any endorsements for the licence.

I met with the applicant over Skype to discuss the objections, as well as my own concerns with the application. During that meeting, the director for the applicant, Avondeep Singh, outlined a number of steps he intends to take to mitigate both my concerns and those of the objectors. In response to my questions during the meeting, Mr Singh told me that there has been no consultation with the community about this application, but he would be willing to meet with the pastor of the Living Waters Church. Mr Singh also said that in response to the objections, he would be willing to reduce the licence hours to end at 8pm. The applicant has since submitted a

business plan in response to our meeting, which I have attached, labelled as **appendix 3**.

I have discussed with the director for the applicant his responsibilities under the Act.

I do not believe the applicant is unsuitable to hold a licence.

5. The premises

5.1 Planning and building certificates

A planning and building certificate is attached. The proposed use of the premises meets the requirements of the Resource Management Act 1991 and the building code. The following advisory notes apply to the application:

Planning:

1. The hours of operation are not restricted.
2. The maximum occupancy of the premises is restricted to 30 persons.

5.2 Kind of premises

An off-licence may be issued for this kind of premises because it meets the description found at section 32(1)(b) of the Act. The premises are retail premises where at least 85% of the annual sales revenue is expected to be earned from the sale of alcohol for consumption somewhere else.

The fact that the applicant intends to convert the current grocery store into a bottle store is a major issue of contention in the objections. As the premises are currently licensed as a grocery store, this authorises the existing licensee to sell only beer, mead and wine. Licensing the premises as a bottle store means that the applicant will not be restricted in the types of alcohol it may sell and will therefore expand its range to include spirits and RTDs. During a Skype meeting, I questioned Mr Singh on why he intends to convert the existing grocery store into a bottle store, when the objections show that the community values the premises as a grocery store. Mr Singh said that the business is simply not profitable as a grocery store, because the market on Waiheke Island is already saturated with grocery stores.

In the Skype meeting, Mr Singh told me that the proposed bottle store will focus on premium wines and spirits. It would be a different model and different décor to the applicant's other bottle store on the island, Thirsty Liquor Oneroa, and will not be part of a franchise. The business plan submitted by the applicant states that the target market would be customers of 30 years of age and over, who are looking for boutique New Zealand and international wines and spirits. In the Skype meeting, Mr Singh likened his vision for Surfdale Liquor to the Glengarry stores in Auckland. The store would still sell RTDs, but the applicant states in the business plan that these products will be located in areas that are not visible from the entrance. I note that even if the applicant intends to operate the premises as a "premium liquor outlet," at the end of the day, if the licence is granted, it will be licensed as a bottle store, and there is

nothing to stop the applicant from selling any kind of alcohol product or from becoming a franchised store in the future.

Although the issue of this licence will not affect the density of off-licences in the locality, the move from a grocery store to a bottle store is a significant change that would increase the availability of alcohol to the Waiheke Island community. People are far more likely to purchase alcohol from a bottle store than a grocery store. A survey carried out by the Health Promotion Agency in 2016 on the types of premises people purchase alcohol from found that, for those respondents living in Auckland and who had purchased alcohol in the last four weeks, 49.8% had purchased alcohol from a bottle store and only 7% had purchased from a grocery store (the highest percentage of respondents purchased alcohol from supermarkets at 68.6%)¹. Given that the proposed bottle store would not stock grocery items, it is reasonable to assume that there would be a far greater amount and range of alcohol products for sale in the store than there is in the existing grocery store. Therefore, I believe that, if granted a licence, the applicant would be a significant contributor to the volume of alcohol sold in the area.

5.3 Licensed area

The premises currently have a grocery store-style layout and it appears from the plan attached to the application that the applicant intends to convert the rear half of the store into a large beer chiller. Most of the premises will be easily visible from the point of sale, aside from parts of the aforementioned beer chiller.

The entire premises are to be designated as a supervised area. I believe that this designation is appropriate for a bottle store. The licensed area is more precisely identified on the plan date stamped as received by Auckland Council on 9 March 2020. The principal entrance is accessed from Miami Avenue

There are no concerns with the design and layout of the premises.

5.4 Inspection

I have not visited the premises for the purpose of this application, but I have been to the premises before. Due to the COVID-19 epidemic, I chose to meet with the director for the applicant, Avondeep Singh, over Skype, rather than in person on the premises. Mr Singh has confirmed that the following will be in place on the premises if granted a licence:

- A manager will be on duty. The manager's full name will be prominently displayed.
- Signage regarding minors and intoxication will be prominently displayed by the point of sale and at the entrance.
- There will be sufficient levels of staff to manage the premises effectively.
- The applicant will keep and maintain a record of managers.

¹ [Health Promotion Agency \(2016\) Attitudes and Behaviour towards Alcohol Survey 2013/14 to 2015/16](#): Auckland Regional Analysis. Wellington: Health Promotion Agency

The applicant appears to have appropriate systems, staff, and training to comply with the law. There are no concerns with other goods and services provided at the premises.

6. Environmental scan

6.1 Introduction

The premises are located on Waiheke Island. The island is home to 9,063 residents and is famously known as the island of wine. It is a popular tourist destination, attracting both international and domestic visitors, and the island's population swells significantly during the summer months, often up to three times the island's usual resident population.

The island's main township is Oneroa to the west and there are a few other smaller villages across the island. The proposed licensed premises are located in the village of Surfdale, as small residential area with a usually resident population of 2,067². The premises form part of a block of shops, made up of a bakery, a hairdresser, a florist, a cafe, a physiotherapist, two taverns (one of which also holds an off-licence) and a grocery store with an off-licence. There is also a licensed restaurant across the carpark. The premises are on Miami Avenue, which forms part of the main road on Waiheke Island that runs through the main townships of Oneroa and Ostend. The premises are housed within the same building as the neighbouring bakery. Of the nine retail premises in the Surfdale town centre, five sell alcohol, whether it be under an off-licence or on-licence. One of the taverns in the area, Malone's, which has both an on-licence and an off-licence, is mentioned in several objections, and has also come to the attention of both the inspectorate and Police for alcohol-related harm issues.

I have attached an aerial photograph of the premises, labelled **appendix 4**.

The premises are within the 24/7 alcohol ban area that applies to the Miami Carpark directly adjacent and the parking area directly in front of the Miami Avenue shops, as shown in **appendix 5**. Across the road is Citrus Corner which is subject to an alcohol ban from 10pm to 7am in daylight saving time and 7pm to 7am outside daylight saving time. This is shown in **appendix 6**. The nearest residential buildings are across the road, approximately 25m away. A bus stop neighbours the premises.

6.2 Density

Within 500m of the premises are three off-licensed premises. This figure includes the current off-licence in force at the premises, and the other two are Miami Pricecutter (grocery store) and Malones (tavern). The three off-licences are all within 70m of

² <https://www.stats.govt.nz/tools/2018-census-place-summaries/surfdale>

each other, in the Surfdale village centre. This is shown in the table below and in the attached map, labelled **appendix 7**.

Trading name	Address	Distance from Surfdale Liquor
Malone's	6 Miami Avenue, Surfdale	35m
Miami Pricecutter	10 Miami Avenue, Surfdale	70m

Indicators that the effects of off-licence density may have a negative effect³ include the area's current levels of:

- alcohol-related harm
- deprivation
- licence density.

The Police are not opposed to the application, although they have concerns that the amenity and good order will be negatively impacted by the presence of another bottle store on Waiheke Island. Unfortunately the Police have not supplied information on any incidents of alcohol-related harm in the area in their report, but through my work on another application for premises in the Surfdale area, I am aware that the area has long been identified as a problem area for the Police and the permanent Surfdale residents. The Police have received numerous alcohol-related calls for service in the locality over a long period of time.

The "NZDep2018 Index of Deprivation" (deprivation index) score for Waiheke Island is 5 and for Surfdale, it is also 5. A score of 1 means the area is in the least deprived 10 per cent of areas in New Zealand. A score of 10 means the area is in the most deprived 10 per cent of areas in New Zealand. I have attached a map showing the deprivation index of each area of Waiheke Island as **appendix 8**.

The deprivation index combines 2018 census data relating to income, home ownership, employment, qualifications, family structure, housing, access to transport and communications to give a measure of the socioeconomic deprivation of the area.

Surfdale can be broken down into even smaller statistical areas and the deprivation index for these areas has been calculated, as shown in the table supplied by the applicant on page 14 of their business plan. I have attached a map as **appendix 9**, which depicts the data shown in the table. The map shows that the immediate area surrounding the proposed site for Surfdale Liquor has a deprivation index of 8. Further out from that area, the deprivation index ranges from 1 to 7. This shows that the immediate area in which the premises are located is considerably more deprived than Surfdale as a whole, and is in fact the most deprived area of the suburb.

³ [Masterton Liquor Limited v Jaquier \[2014\] NZARLA 881](#) paragraph 10: "It is not a quantum leap to conclude that with so many off-licences in the district and with another proposed to be located in a socially deprived area where alcohol-related harm exists, that increased alcohol-related harm might occur."

Socio-economic deprivation increases the likelihood of experiencing alcohol-related harm, at least in part due to consumption patterns and rates of alcohol-use disorders. Moreover, emerging evidence suggests alcohol-related harm may actually drive social and economic inequalities.⁴

The “usually resident” population of Waiheke Island is 9063,⁵ as of 2018. The number of off-licences in this area is 47. Granting a new off-licence in this area would result in the same number of off-licences per residents, as the off-licence would supersede an existing off-licence. This means that the ratio of off-licences per person in this area is one per 193 residents. This is significantly higher than the national average of one off-licence per 1,000 residents.⁶

However, I do acknowledge that Waiheke Island is unique in that it is home to several wineries, many of which hold off-licences. 25 of the 47 off-licences on the island are for premises that are wineries or other premises where the principal business carried on is the manufacture of alcohol. Another seven off-licences are remote sellers. But even if we exclude those premises, the ratio of off-licences per person for the island is still one per 604 residents.

The ratio of off-licences per person for Surfdale area alone is one per 689 residents.

There are currently four other bottle stores on the island:

Trading name	Address	Distance from Surfdale Liquor
Thirsty Liquor Oneroa	110 Ocean View Road, Oneroa	2.0km
Waiheke Wine Centre	153 Ocean View Road, Oneroa	1.8km
The Barn Super Liquor	16 Belgium Street, Ostend	1.8km
Liquorland Onetangi	24 Onetangi Road, Onetangi	4.8km

It should also be taken into consideration that Waiheke Island has a high tourist population for up to six months of the year, with the population swelling up to three times the island’s usual resident population during its busiest summer months.

It is my view that there is good reason to believe that the area’s current levels of alcohol-related harm, deprivation and density are at a level that a new off-licence would likely make the area worse.

6.3 Sensitive sites

Within 500m of the premises, I have identified the following sensitive sites:

⁴ [Law Commission, Alcohol in our lives: Curbing the harm](#) at 3.111 - 3.112 (page 94)

⁵ <http://archive.stats.govt.nz/StatsMaps/Home/Maps/2013-census-quickstats-about-a-place-map.aspx>

⁶ [Masterton Liquor Limited v Jaquiere \[2014\] NZARLA 881](#), paragraph 10.

Name	Address	Distance from Surfdale Liquor
Living Waters Church	92 The Esplanade, Surfdale	150m
Living Without Violence (Waiheke Network)	28 Hamilton Road, Surfdale	160m
Waiheke Youth Centre	6 Hamilton Road, Surfdale	300m

Several objections refer to other sensitive sites that are just over 500m away. These are:

Name	Address	Distance from Surfdale Liquor
Te Huruhi Primary School	11 Donald Bruce Road, Surfdale	580m
Waiheke High School	11 Donald Bruce Road, Surfdale	580m
Waiheke Island Kindergarten	3 Donald Bruce Road, Surfdale	620m
Waiheke Community Childcare Centre	3a Donald Bruce Road, Surfdale	620m

I have attached a map showing the location of these sensitive sites in relation to the proposed licensed premises, labelled as **appendix 10**.

Of particular concern to me is the proximity of the proposed licensed premises to the Living Waters Church. On a map, it appears that the church property is directly to the rear of the property on which Surfdale Liquor is located, but the Church is not directly accessible from Surfdale Liquor; it can only be accessed from The Esplanade. This is around a 340m walk or drive when following the road. Aside from holding regular church services, the Living Waters Church also provides emergency accommodation and a soup kitchen. Residents at the Living Waters Church emergency housing are often those who are recovering from addiction and other alcohol harm-related issues. There is no dedicated alcohol addiction treatment centre on the island and so the Living Waters Church offers support to those who are struggling with alcohol addiction. The Senior Pastor for the Living Waters Church is one of the objectors to this application.

Also nearby is Living Without Violence and Waiheke Youth Centre. Living Without Violence provides support services to those who have been the victims of interpersonal violence, including physical and sexual violence. The Waiheke Youth Centre, also known as The Rock, is an organisation that aims to provide a safe place for youth aged 10-18 and to promote healthy engagements and activities for at-risk youth in the Waiheke community. The Waiheke Youth Centre Coordinator has also objected to this application.

Around 600m away on Donald Bruce Road is a kindergarten, childcare centre, primary school and a secondary school. The Surfdale village centre, where the

proposed licensed premises located, is part of the daily route for many local children who walk to school.

It is my view that the issue of an off-licence for the premises would be incompatible with the neighbouring sensitive sites in the locality.

6.4 Noise, nuisance and vandalism

Several objections refer to the residents' observations of people consuming alcohol in the bus stop nearby the premises, resulting in noise and nuisance. The bus stop is within an alcohol ban area that is in force 24 hours a day, seven days a week. Due to the COVID-19 epidemic, I have not visited the locality for the purpose of this application. However, I have also observed the bus stop being used as a place to consume alcohol. During a visit to the locality in March 2020 at approximately 10.30pm, I observed a man drinking in the bus stop outside the proposed licensed premises, playing loud music on a speaker and shouting/singing loudly. Some objections state the Police often have to ask people to stop drinking in the bus stop and leave the area. I have attached a photo of the bus stop, labelled **appendix 11**.

It is my view that there is reason to believe that licensing these premises could cause an increase in noise and nuisance in the area.

6.5 Visual amenity

The visual amenity of the premises and surrounding area is good. The applicant has stated in their business plan that the store will not be part of a franchise and therefore it will not feature the usual high-impact branding that is often seen on the exterior of franchised bottle stores. A number of objections express concerns that a new bottle store would increase the exposure of alcohol to youth in the community.

I have attached a photo of the outside of the premises, labelled **appendix 12**.

6.6 Licensed days and hours sought

The applicant proposes to sell alcohol on the following days and hours:

Monday to Sunday 9.00am to 8.00pm

The applicant originally applied for licence hours until 10pm but decided to reduce the hours during a meeting with me in response to the objections.

The licence hours of the underlying off-licence for the premises are:

Trading name	Licence hours
Surfdale Meat and Vege	Monday to Sunday 8.00am to 7.00pm

The licence hours of the other off-licences in the Surfdale village centre are:

Trading name	Licence hours
Malones	Sunday to Wednesday 9.00am to 10.00pm Thursday to Saturday 9.00am to 11.00pm
Miami Pricecutter	Monday to Sunday 7.00am to 9.00pm

The licence hours of the other bottle stores on Waiheke Island are:

Trading name	Licence hours
Thirsty Liquor Oneroa	Monday to Sunday 8.00am to 10.00pm
Waiheke Wine Centre	Monday to Sunday 8.00am to 10.00pm
The Barn Super Liquor	Monday to Sunday 9.00am to 10.00pm
Liquorland Onetangi	Monday to Sunday 10.00am to 10.00pm

The new proposed licence hours seem more appropriate, given the nature of the proposed licensed premises and the nature of the locality. The hours sought are within the default national maximum hours set out in section 43(1)(b) of the Act.

6.7 Comment

I believe that the amenity and good order of the locality would be likely to be reduced, to more than a minor extent, by the effects of the issue of the licence.

However, there is no reason to believe that the amenity and good order of the locality is so bad from other nearby licences that, although granting this licence will have little negative impact, it is nevertheless desirable not to issue this licence.

7. Conclusion

7.1 Conclusion

In summary, based on the information stated in this report, I oppose the application on the following grounds found in section 105 of the Act:

S105(1)(h): whether the amenity and good order of the locality would be likely to be reduced, to more than a minor extent, by the effects of the issue of the licence. Of particular concern are the following matters in section 106(1):

- a) the following matters (as they relate to the locality):
 - i. current, and possible future, noise levels
 - ii. current, and possible future, levels of nuisance and vandalism
 - iii. the number of premises for which licences of the kind concerned are already held; and
- b) the extent to which the following purposes are compatible:
 - i. the purposes for which land near the premises concerned is used:
 - ii. the purposes for which those premises will be used if the licence is issued;

and;

S105(1)(a): the object of the Act. Because of the above, I believe that the grant of a licence would be inconsistent with the object of the Act, which is that the sale, supply, and consumption of alcohol should be undertaken safely and responsibly, and the harm caused by the excessive or inappropriate consumption of alcohol should be minimised.

7.2 Conditions

Without prejudice to my opposition, should the licence be granted, the following conditions are recommended:

- (a) No alcohol is to be sold on or delivered from the premises on Good Friday, Easter Sunday, Christmas Day, or before 1 pm on Anzac Day.
- (b) Alcohol may be sold on the premises only on the following days and during the following hours:
Monday to Sunday 9.00am to 8.00pm
- (c) Drinking water is to be freely available to customers immediately adjacent to any alcohol that is being supplied free as a sample on the premises.
- (d) No intoxicated persons may be allowed to enter or to remain on the premises.
- (e) Appropriate signage regarding the restrictions on the supply of alcohol to minors and intoxicated persons must be prominently displayed at each entry, and adjacent to every point of sale.
- (f) The whole of the premises is designated as a supervised area.

7.3 Appendices

Appendix 1: List of objectors, addresses and distance from proposed licensed premises

Appendix 2: Maps showing location of objectors' addresses in relation to proposed licensed premises

Appendix 3: Business plan submitted by A&N Enterprises Limited

Appendix 4: Aerial photograph of proposed licensed premises

Appendix 5: Alcohol ban map - Miami Carpark

Appendix 6: Alcohol ban map - Citrus Corner

Appendix 7: Maps showing off-licences within 500m of proposed licensed premises

Appendix 8: Map showing deprivation index of Waiheke Island

Appendix 9: Maps showing deprivation index of statistical areas of Surfdale

Appendix 10: Map showing location of sensitive sites in relation to proposed licensed premises

Appendix 11: Photograph of bus stop on Miami Avenue

Appendix 12: Photograph of exterior of proposed licensed premises

Appendix 1: List of objectors, addresses and distance from Surfdale Liquor

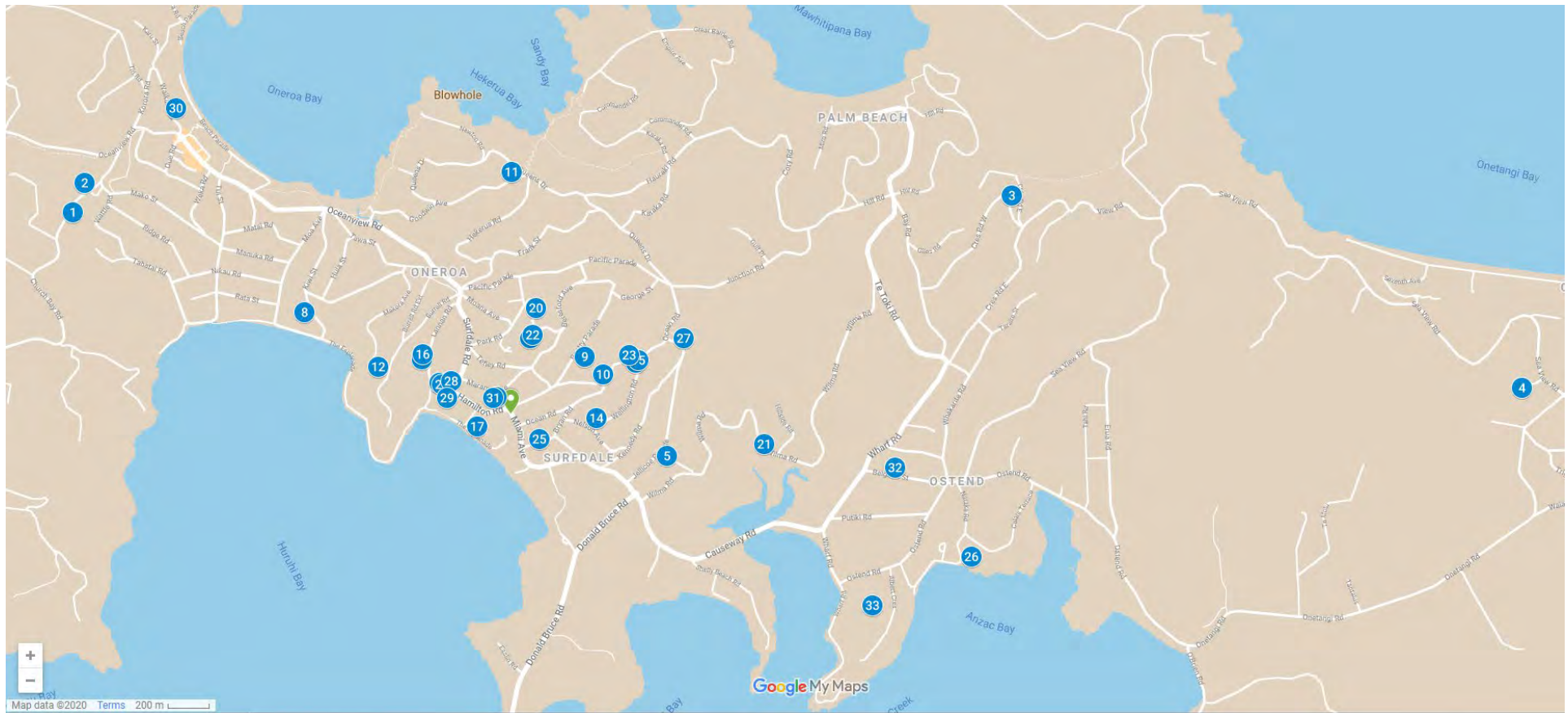
	Name	Address	Distance from premises	Email
1	Bruce Scott	14 Church Bay Road, Oneroa, Waiheke Island	2.2km	bruce@aria.nz
2	Lynette Reed	1 Church Bay Road, Oneroa, Waiheke Island	2.2km	lynreednz@gmail.com
3	Tessa King	72 Crescent Road West, Ostend, Waiheke Island	2.5km	tessaroseking@gmail.com
4	Aneka Phillips	7 Hartley Avenue, Onetangi Waiheke Island	4.6km	anekacanaan@gmail.com
5	Holly Dean	22 Jellicoe Parade, Surfdale, Waiheke Island	744m	hols.dean@gmail.com
6	Tanya Batt & Peter Forster	26 Lannan Road, Surfdale, Waiheke Island	446m	faerybatt@gmail.com
7	Sophie Poelman	1 Hamilton Road, Surfdale, Waiheke Island	338m	sophiepoelman@gmail.com
8	Theresa Grantham	37 Kiwi Street, Blackpool, Waiheke Island	1km	theresa.grantham@gmail.com
9	Anna Dawson	6 Beatty Parade, Surfdale, Waiheke Island	456m	anna.cleal@gmail.com
10	Shirin Brown	33 Ocean Road, Surfdale, Waiheke Island	462m	shirin@shirinbrown.co.nz
11	Marta Fisch	56 Queens Drive, Oneroa, Waiheke Island	1.1km	martafischnz@gmail.com
12	Kathy Voyles	66 Makora Avenue, Oneroa, Waiheke Island	587m	kathyvoyles@gmail.com

13	Jemma Voisin	50 Ocean Road, Surfdale, Waiheke Island	618m	jemmavoisin@gmail.com
14	Sally Smith	1 Wellington Road, Surfdale, Waiheke Island	395m	sallys@xtra.co.nz
15	David Leigh	50 Ocean Road, Surfdale, Waiheke Island	605m	leigh.david1@gmail.com
16	Emily King	24 Lannan Road, Surfdale, Waiheke Island	452m	e.dowding.smith@gmail.com
17	Wiremu Te Taniwha	4/92 The Esplanade, Surfdale, Waiheke Island	0m	777ihowa@gmail.com
18	Gillian Brown	4 Fisher Street, Surfdale, Waiheke Island	350m	gilliebee@hotmail.com
19	Nooroa Anguna	14A Marama Avenue, Surfdale, Waiheke Island	72m	gilliebee@hotmail.com
20	Ward Climo	Fisher Street, Surfdale, Waiheke Island	Approx. 350-550m (exact address not given)	gilliebee@hotmail.com
21	AJ Aggrey	97 Wilma Road, Ostend, Waiheke Island	1.1km	adjowa_2000@yahoo.com
22	Joan Brown	4 Fisher Street, Surfdale, Waiheke Island	350m	gilliebee@hotmail.com
23	Tamara Wheeler	43 Ocean Road, Surfdale, Auckland	610m	tambellinas@gmail.com
24	Alain Brideson	1 Hamilton Road, Surfdale, Waiheke Island,	341m	abrideson@gmail.com
25	Hayley Hailstone	7 Alison Road, Surfdale, Waiheke Island	138m	hayleyhailstone@icloud.com
26	Arti van Eerden	7 Calais Terrace, Ostend, Waiheke Island	2.2km	a.vaneerden@hotmail.com

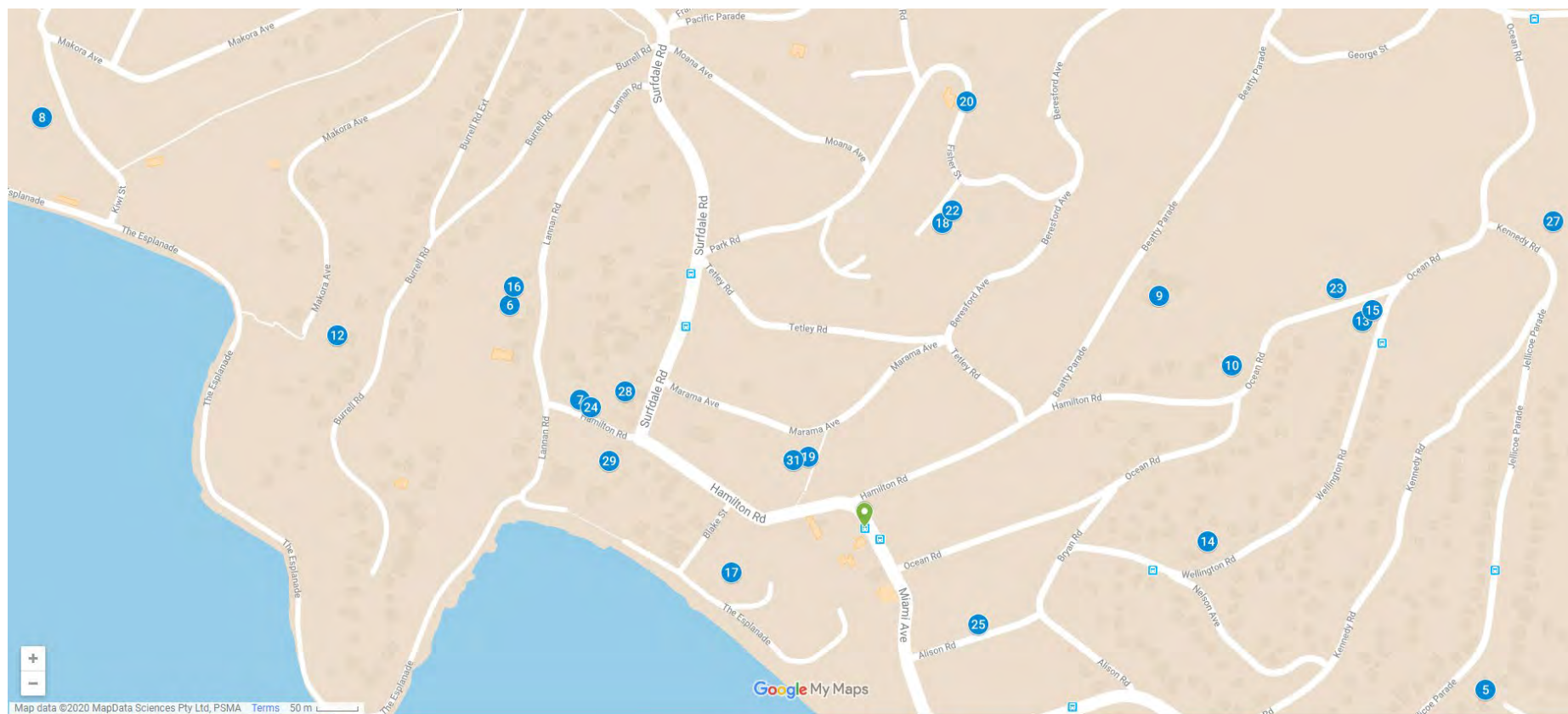
27	Donna Dierick	74 Jellicoe Parade, Surfdale, Waiheke Island	849m	donna.mcintyre@xtra.co.nz
28	Carol Stott	3 Surfdale Road, Surfdale, Waiheke Island	283m	carolmstott@gmail.com
29	Doris Aoina	Waiheke Youth Centre, 6 Hamilton Road, Surfdale Waiheke Island	280m	dorisaoina@gmail.com
30	Jeanine Clarkin	21 Waikare Road, Oneroa, Waiheke Island	2km	jclarkinfashion@hotmail.com
31	Sydney Lewis Thickpenny	12 Marama Avenue, Oneroa, Waiheke Island	99m	sydthickpenny@windowslive.com
32	Waiheke Local Board	10 Belgium Street, Ostend, Waiheke Island, Auckland	1.8km	mark.inglis@aucklandcouncil.govt.nz
33	Jenn Howell	11 Albert Crescent, Ostend, Waiheke Island	1.8km	celtchick@gmail.com
34	Nigel Scanlon	No address supplied	?	nigelscan@gmail.com
35	Margarita Wilson	No address supplied	?	mglady@outlook.co.nz

Appendix 2: Maps showing location of objectors' addresses in relation to proposed licensed premises

The numbers in the maps below correspond with the objector list in appendix 1. Surfdale Liquor is marked in green.



The below map is zoomed in and only shows the objectors who live within 1km of proposed licensed premises



Maps created with Google Maps. This interactive map can be viewed online at:

<https://www.google.com/maps/d/drive?state=%7B%22ids%22%3A%5B%221MVgPCJYP77CUWxvXqY6pmZfm-NWeqLzm%22%5D%2C%22action%22%3A%22open%22%2C%22userId%22%3A%22117293511790824122088%22%7D&usp=sharing>

*Business plan for
Surfdale Wines & Spirits
Date: May 29, 2020*

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Business Summary

Waiheke Island has transformed itself into a prominent tourist destination on the New Zealand map. Waiheke Island`s prestigious vineyards and picturesque beaches need no introduction as it attracts huge numbers of international and domestic tourists. I have been visiting Waiheke since 2015 for our holidays and we absolutely fell in love with the place. In 2017 we got an opportunity to buy a business in Oneroa village. Since then I have been visiting Waiheke more frequently.

I have consistently observed positive development happening on the Island with more businesses being opened and housing and commercial development increasing as well.

With all the positive developments taking place on the Island, it becomes paramount that the quality of businesses should also grow accordingly, to meet the consumer expectations. Waiheke Island has 3 shopping areas Oneroa Village, Surfdale and Ostend that cater to the local population and tourists.

Our plan is to open a liquor store in the Surfdale shopping centre. It is a convenient location for customers and an ideal location for any retail business due to the exposure it gets through passing traffic and the ample parking available. There are 4 liquor stores on the Island. 3 of them are part of a national franchise and 1 is a high-end premium wine store. We have noticed that there is market for a store which sits between these two types of store and serves as a destination store to cater to a wider market.

For the past year we have been trying to find a business opportunity on the Island so we can move and live there. Although we already own Thirsty liquor in Oneroa Village and it does a reasonable trade, it does not generate enough income for us to move and live there full time as myself and my wife will be involved in the business. I own 2 stores in the Far North and they both are running fully under management as we have always planned to make a move in near future. Given these plans, we did not involve our self in day to day running of the Far North businesses. We employed and trained good staff. However, we do monitor all 3 stores equally and we talk to the staff on daily basis so they can address any issues they might have.

Business details

<i>Business name</i>	<i>A&N Enterprises Limited</i>
<i>Trading name</i>	<i>Surfdale Wines & Spirits</i>
<i>Established</i>	<i>2017</i>
<i>Structure</i>	<i>Company</i>
<i>Date registered</i>	<i>2017</i>
<i>NZBN</i>	<i>9429046181695</i>

<i>Contact details</i>	
<i>Contact name</i>	<i>Avondeep Singh</i>
<i>Landline</i>	<i>N/A</i>
<i>Mobile</i>	<i>022326074</i>
<i>Email</i>	<i>avondeeps@gmail.com</i>
<i>Physical address</i>	<i>2 Miami Ave, Surfdale. Waiheke Island (1083)</i>
<i>Postal address</i>	<i>2 Miami Ave, Surfdale. Waiheke Island (1083)</i>

What we do and how we do it

Target customers – Our target market would be customers of 30+ in age, and individuals who are looking for boutique New Zealand and international wines and spirits. We already own Thirsty Liquor in Oneroa and it looks after the demand of mainstream liquor products. Surfdale Wines and Spirits will cater to a different segment of customers who wants something exclusive along with their usual liquor products.

Competitiveness – Out of the 4 liquor stores on the Island 3 are franchised stores and they focus on mainstream products and run banner specials respectively. The Waiheke Wine Centre is independently owned store which specialises in extensive wine range as that is the main focus of their business model.

We are taking over the vege store which already has an off licence and we will be changing the vege store into a liquor store. Our change of business will not increase the number of off licenses in the area but it will increase the number of liquor stores. Miami Price Cutter which holds an off-licence is in the same block of shops but it has very limited offering in terms of the product range. I understand that Malone's also holds an off-licence but I do not believe that it is used much and I consider that a dedicated liquor store will therefore be appropriate for the location. The permanent population of the Island is around 9000 and it can increase to up to 25000 from Labour Weekend to Easter, which equates to six months of the year. If we are granted the licence this will take the number of liquor stores to 5 in Waiheke and comparing the number of liquor stores to the total permanent population and tourists, a new store in this location will reflect the market demand. Because this will not be a standard franchise bottle store and with the extra measures that I am proposing outlined further below, I believe the additional store will not be detrimental.

Our target market is not limited to the premium wine customers and will be a one stop shop for all the premium liquor needs as well as everyday products. We will be selling high end glassware (Decanters, Wine and spirit glasses etc.) and whiskey stones and other accessories.

We will get in touch with all the local wineries and will organise wine and cheese tasting nights on weekly basis.

Charity Tasting – As well as arranging informal weekly tastings, we are planning to organise a charity tasting event once a every 3 months. We will include Waiheke`s finest wines in this tasting and all the proceeds from this event will be given to charity. We will request local wineries to send us trained staff for the tasting and wine will be provided by us.

Minimising alcohol harm – My intention is to run the business responsibly and proactively manage the potential risks.

Products that are likely to make the store attractive to younger people, such as RTDs, will be located in areas that are not visible from the entrance. We will carry a very limited range of generic RTD products and will focus on products that are not high in alcohol and sugar. These are products that in my experience are more attractive to an older and more discerning market (for example low calorie options such as Part Time Rangers, Clean Collective, Native Bird, Green Room, Natural Wave, Pals, Odd Company, and Wild x Soda. 80% of the RTDs space will be allocated to this type of premium range.

People drinking at bus stop - We monitored the bus stop for few days, and we did not see anybody drinking during that time. However, we do agree that such incident may have happened in past or could happen again. To overcome this, we will train our staff to be vigilant about the bus stop and record any occurrence in our incident book and notify concerned authorities. Moreover, we will not be doing any single serve sale and we consider that this will mitigate the chances of such incident.

Church running rehab centre - We will train our staff to assess anybody who seems to struggle by alcohol addiction. We will provide information about the rehab centre and Alcohol Drug Helpline 0800 787 797. We are happy to have a meeting with the Pastor and discuss all the concerns he has. We will place the sign in store stating the help available by the Church to one in need.

School nearby - In no way we will make the shop stand out or use any bright colours to promote the business. This will not get along with our business model. We do not plan to change the colour of the building and the sign board will be black and white. We already own the other business and that caters to different target market and is operated as a different business model.

Hours – the store will close at 8pm rather than 10pm as proposed in the licence application. We do not want to target the late-night customers.

Closing at 8pm will prevent the over lapping of the customers between the Malone`s bar and our store. Generally, around this time we get a younger crowd keen to purchase RTDs in our Oneroa store and this younger market and the product range that they prefer does not go along with our business model for Surfdale.

Although closing at 8pm will not be ideal from the perspective of revenue generation, we consider that it is appropriate keeping in mind to the residential area and maintaining the good order in the neighbourhood. We are happy that we took the decision to close the doors early.

Malone`s pub - our business will work along with the neighbouring businesses. I intend to meet with the Malone`s management and will explain our business model to them. We will monitor outside the building and if we find anyone drinking before going to the pub, we will notify Malones. If it happens to be our customer we will share the licence plate and any other info we have with Malone`s management. We will try our best to mitigate all the risk factors.

Business background

I completed by my studies in Tourism Management in 2009. Immediately after I got a job as a Bar Manager at Forge2 bar in Auckland. In 2011 I started working as a store manager for Super Liquor in Wellington. In that job I gained substantial knowledge of retail business. In 2014 an opportunity came along and I along with my wife bought our first business, a liquor store in Coopers beach. It had been a great learning curve for us and we thoroughly enjoyed working in liquor retail. In 2017 we bought another liquor store in Waiheke Island and last year we took over a liquor store in Kaitaia.

We try to visit Waiheke Island once a fortnight not only for business commitment but because we love the community and lifestyle. We have been looking for another business opportunity on the Island for a while and now finally got a chance and would like to pursue with it if given the opportunity.

Our goal/mission

As a young family, and with our passion for retail, our goal is to start up a one stop shop for premium and everyday liquor products under the same roof.

We are aware of the responsibilities and risks associated with liquor stores. Our plan is to be part of the community and raise the awareness of the alcohol abuse.

Our strategy

Our intent is to invest a substantial amount in the store to present an upgraded business in line with the current investments in commercial and residential development on the Island. I have attached the photos of our current Thirsty Liquor stores and I have also attached the photo as a reference to what Waiheke Wines and Spirits will look like.



Thirsty Liquor Kaitaia



Thirsty Liquor Waiheke Island



Waiheke Wines and Spirits ideal style of fit out – focus on wines, understated colour theme and well-lit

We will hire local tradesmen and staff, which will provide employment opportunities to the locals.

We would like to make this a destination store for tourists and locals with an extensive premium and everyday range at affordable prices. We will try to sell more local wines and contribute to the local businesses as much as we can.

Our Team

Current and planned team

The store will have a small, a very close-knit team comprising of Owner/Operator, Duty Managers and Customer Service Representatives and stockers.

Current Team Structure

<i>Name</i>	<i>Avondeep Singh</i>
<i>Role title</i>	<i>Owner/Operator</i>
<i>Key responsibilities</i>	<i>Customer service, ordering, marketing, budgeting, staff training about liquor law</i>
<i>Qualifications</i>	<i>Tourism management level – 5, holds current managers certificate</i>
<i>Experience</i>	<i>Working full time in liquor industry since 2011</i>

<i>Name</i>	<i>Jasleen Kaur</i>
<i>Role title</i>	<i>Duty Manager</i>
<i>Key responsibilities</i>	<i>Customers service, stocking shelves, full understanding of Sale and Supply of Alcohol Act 2012</i>
<i>Qualifications</i>	<i>Masters in Computer applications, Holds current managers certificate</i>
<i>Experience</i>	<i>Working in liquor retail since 2014</i>

Planned team structure

In addition to us, there will be additional employees whose number will vary according to the seasonality. We will hire 1 fulltime Duty manager along with us initially. And for the summer season we will hire 2 casual staff.

Planned roles

<i>Role title</i>	<i>Key responsibilities</i>
<i>CSR</i>	<i>Customer service representatives will engage the customer, help them finding the desired product, finish the financial transaction, report any anomalies to the management</i>
<i>Stocker</i>	<i>Receive goods at the loading dock, compare order sheet with the invoice, properly store the incoming goods, restocking the shelves, report any anomalies to the management</i>

Market research

We have closely monitored the Waiheke market conditions which we consider have changed in that the disposable income seems to have gone up thus the demand for premium products has increased. This is evident from changes made in the number of local supermarkets, the activities/needs in local the restaurants and amount of people visiting the island, as well as opening or soon to be open new businesses. For example

- *A new retail and hospitality building on 2 Oue Road*
- *A small supermarket in Onetangi.*
- *Island Grocer in Oneroa*
- *New countdown in 2016*

In an online meeting with the Ritchelle (Liquor inspector) we discussed that the Deprivation Index of Waiheke Island has a score of 6 and Surfdale has a score of 8. This information was based on 2013 data which is over 6 years old.

I have looked at the 2018 Deprivation Index data which shows that Surfdale's units range between 1 and 8, with 1 being the least deprived, as shown in the extract table below. I have calculated an average of 5 across these Surfdale units. I understand that this data will not include people whose properties in Surfdale are their second homes or visitors and I would expect these people to be more affluent.

SA12018_code	NZDep2018	NZDep2018_Score	URPopnSA1_2018	SA22018_code	SA22018_name
7003348	1	897	117	147600	Surfdale
7003349	3	923	165	146900	Oneroa East-Palm Beach
7003350	5	960	204	146900	Oneroa East-Palm Beach
7003351	7	1022	156	146900	Oneroa East-Palm Beach
7003352	6	984	123	146900	Oneroa East-Palm Beach
7003353	4	954	189	147600	Surfdale
7003354	7	1003	129	147600	Surfdale
7003355	4	939	144	147600	Surfdale
7003356	7	1024	129	147600	Surfdale
7003357	4	952	165	147600	Surfdale
7003358	5	974	171	147600	Surfdale
7003359	8	1047	183	147600	Surfdale
7003360	6	994	162	147600	Surfdale
7003361	4	955	135	147600	Surfdale
7003362	4	948	114	147600	Surfdale
7003363	4	948	84	147600	Surfdale
7003364	4	952	171	146900	Oneroa East-Palm Beach
7003365	6	989	144	148700	Ostend
7003366	7	1003	90	148700	Ostend
7003367	7	1003	129	148700	Ostend
7003368	5	967	138	148700	Ostend
7003369	5	970	183	147600	Surfdale
7003370	7	1002	165	147600	Surfdale
7003371	4	946	105	151700	Waiheke East

Most of the houses in the area costs upwards of \$700,000. I have attached the valuation data from one roof as reference.

[Inbox \(4:35\)](#) - avondeeps@gmail.com X [Curious about your house's value](#) X [how to take screenshot on windows](#) X [+](#)

[←](#) [→](#) [🏠](#) [📍](#) [🔍](#) [🌟](#) [🌐](#) [🌐](#)

[onerof.co.nz/estimate/map?suburbId=65&suburbName=Surfdale,%20Waikeke%20Island&latlng=-36.792977097572425%7C175.0317589482109&level=suburb&zoo...](#)

OneRoof [Buy](#) [Rent](#) [New Homes](#) [Valuation](#) [Commercial](#) [Sold](#) [News](#) [Find an agent](#) [Suburb](#)

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Surfdale, Waikeke Island

Search as I move the map

For Sale
 For Rent
 Recently sold
 Estimated values
 Rateable value
[More about data](#)

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Market opportunity

There is not enough variety in town as three of the four bottle stores are franchised and mainly deal in mainstream liquor products. The fourth store is an independent store operates as a fine wine store. This creates an opportunity for a business model which operates in between a normal franchised liquor store and high-end wine store.

We will get in touch with all the local wineries and will organise wine and cheese tasting nights on weekly basis.

Supermarkets and convenience store (Countdown, Four Square, Island grocer and other Miami Dairy, Raw vege store) do not sell extensive range of craft beers or spirits.

We will sell different types of alcoholic beverages, cheese, glassware, decanters and other accessories.

Target market size and outlook *Our store will be structured to cater as destination store for all premium and everyday liquor supplies. As well as this, Surfdale shopping centre caters to the everyday needs for the locals. If we closely monitor the spending habits of customers, we can notice that customers mostly top up their needs here and they do the weekly shopping from Ostend shopping centre. Our store will cater to the similar needs of the locals and we do not expect bulk basket sale in this store but will take care of the top up needs.*

Secondly, Surfdale shopping centre also experiences good traffic flow and its location is convenient along with ample parking. This gives us opportunity to cater to the passing commuters as well.

Customer mindsets and behaviours

Our customers will be the individuals who are looking for boutique wines, spirits, craft beers and premium RTDs, which are less in sugar and alcohol content. My target age group will be 30+ age customers and our business will promote sensible drinking and attract responsible drinkers.

Competitor analysis

Super Liquor Ostend

<i>Strengths</i>	<i>Weaknesses</i>
<i>Major Liquor Retail brand in New Zealand</i>	<i>Can only sell products which are Corporate approved. (Mainstream items)</i>
<i>Super Liquor is partly owned by NZ's biggest Liquor supplier Lion Breweries</i>	<i>Super Liquor franchise owners are forced to sell products from Lion Breweries (bulk Beers and RTDs)</i>

Liquorland Onetangi

<i>Strengths</i>	<i>Weaknesses</i>
<i>Major Liquor Retail brand in New Zealand accepting Flybuys.</i>	<i>Lacks owner operator input as owner lives overseas</i>
<i>Liquorland is owned by Foodstuffs. NZ's biggest FMCG company.</i>	<i>Small footprint and limited ranging.</i>

Waiheke Wine Centre

<i>Strengths</i>	<i>Weaknesses</i>
<i>Family operated and non-franchised</i>	<i>Main focus on wines only with limited range of other categories.</i>
<i>Located in Oneroa village. One of the most affluent suburbs on the Island.</i>	<i>Lacks parking space specially in summer season as there is very limited parking in Oneroa.</i>

SWOT – Internal and external forces

Internal forces – Strengths

<i>Strengths</i>	<i>What we'll do</i>
<i>Non franchise store</i>	<i>Freedom to select product range, not forced to carry products approved by big corporation, ability to change selection based on customer needs, carry premium products.</i>
<i>Owner operated</i>	<i>We already own Thirsty Liquor and we can cater different target markets at the same time.</i>

Internal forces – Weaknesses

<i>Weaknesses</i>	<i>What we'll do</i>
<i>Building a new team</i>	<i>As this will be a new business and building a new team with sound knowledge of the local wines and overall product mix of the store will be challenging. To overcome this we will enrol our staff for the online wine knowledge courses</i>
<i>Currently 2 duty managers available</i>	<i>Upon approval of the licence, additional staff will be hired as required by the law</i>
<i>Lack of storage</i>	<i>Premises have very limited storage and to overcome this we will concentrate on smaller</i>

	<i>size of beer packs such as 6`s and 12`s which takes less space and fits to our business model.</i>
--	---

External forces – Opportunities

<i>Opportunities</i>	<i>What we`ll do</i>
<i>Wine and cheese tasting</i>	<i>I wish to organise wine and cheese tasting in store for customers. Currently on Waiheke Wine Centre is doing this and I would like to replicate the same in our store as this gives us the chance to know our customers.</i>
<i>Product range</i>	<i>All local liquor stores and supermarkets are trying to compete over pricing by selling same products. Our focus will be to provide products which are not available in the market, i.e. specialty spirits, boutique wines, craft beers and health based RTDs.</i>
<i>Do not have to compete with anyone on pricing</i>	<i>My customer base will not be price sensitive and looking for a wider range of products not the cheap prices.</i>

External forces – Threats

<i>Threats</i>	<i>What we`ll do</i>
<i>Malone`s bar patrons</i>	<i>We are happy to discuss this matter with Malone`s owners and act accordingly. We will install more CCTV cameras covering the Parking and are happy to share the</i>

	<i>surveillance video and details with the Malone`s management whenever needed.</i>
<i>Lack of big signage</i>	<i>Do not have space to put up large signs similar to the other stores. Will work with a design firm to create an effective signage.</i>
<i>Shortage of Tourism for a while due to Covid-19</i>	<i>Will give our best to cater to the local population and changing product demands accordingly from time to time.</i>
<i>Points raised by local objectors</i>	<p><i>All the concerns raised by locals will be addressed</i></p> <ul style="list-style-type: none"> <i>- Bus stop – staff will be trained in monitoring and recording any incidents, there will be no single serve sales</i> <i>- Training and signage will address the potential for vulnerable people, including those associated with the Church rehab centre, buying alcohol from our store and the look of the premises will be understated, no bright colours or signage and minimal advertising. This will also address exposure to minors</i> <p><i>Hours will be 9am to 8pm so as not to overlap with late night customers at the other licensed premises in the locality</i></p>
<i>Concerns over number of off licenses already in Waiheke</i>	<i>Our aim is not to sell bulk everyday products but have more ranging and we are aware our basket value of sales will be much smaller than the other franchise stores. Hence, having this type of business will target a different market.</i>



DISCLAIMER:
This map/plan is illustrative only and all information should be independently verified on site before taking any action.
Copyright Auckland Council. Land Parcel Boundary information from LINZ (Crown Copyright Reserved). Whilst due care has been taken, Auckland Council gives no warranty as to the accuracy and plan completeness of any information on this map/plan and accepts no liability for any error, omission or use of the information. Height datum: Auckland 1946.

Appendix 4: Aerial photograph of Surfdale Liquor

0 6.5 13 19.5
Meters
Scale @ A4
= 1:1,000
Date Printed:
14/06/2020





0 4 8 12 m
Scale @ A4 = 1:480
Date Printed: 16/10/2015



Miami Avenue Carpark
Waiheke Local Board
Hours of Operation: 24 hours, 7 days a week

45





0 2 4 6 m
Scale @ A4 = 1:270
Date Printed: 16/10/2015



Citrus Corner

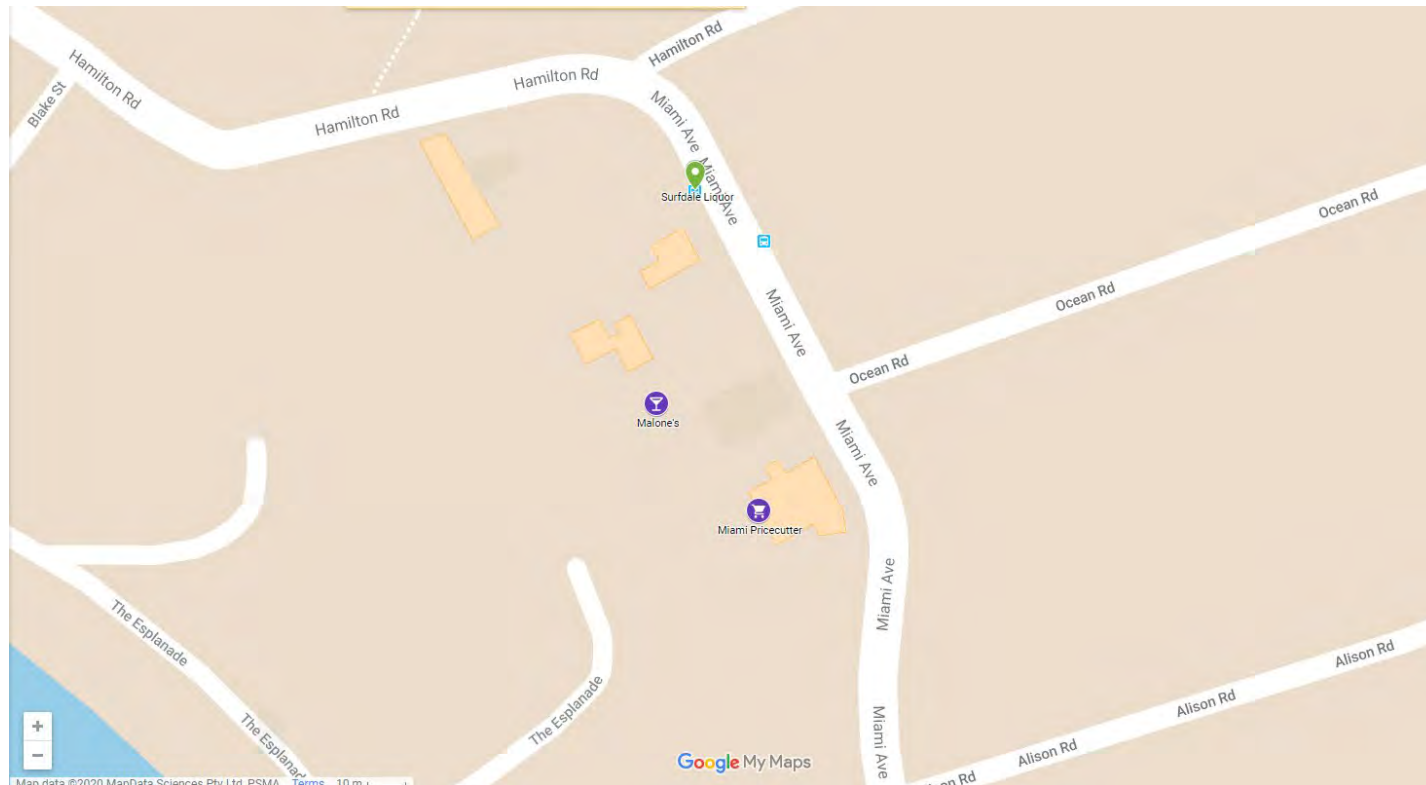
Waiheke Local Board
Hours of Operation: 10pm to 7am during daylight saving
and 7pm to 7am outside daylight saving

46



Appendix 7: Maps showing off-licences within 500m of proposed licensed premises

Surfdale liquor is marked in green in the below map and the off-licences are in purple.



Map created with Google Maps. This interactive map can be viewed online at:

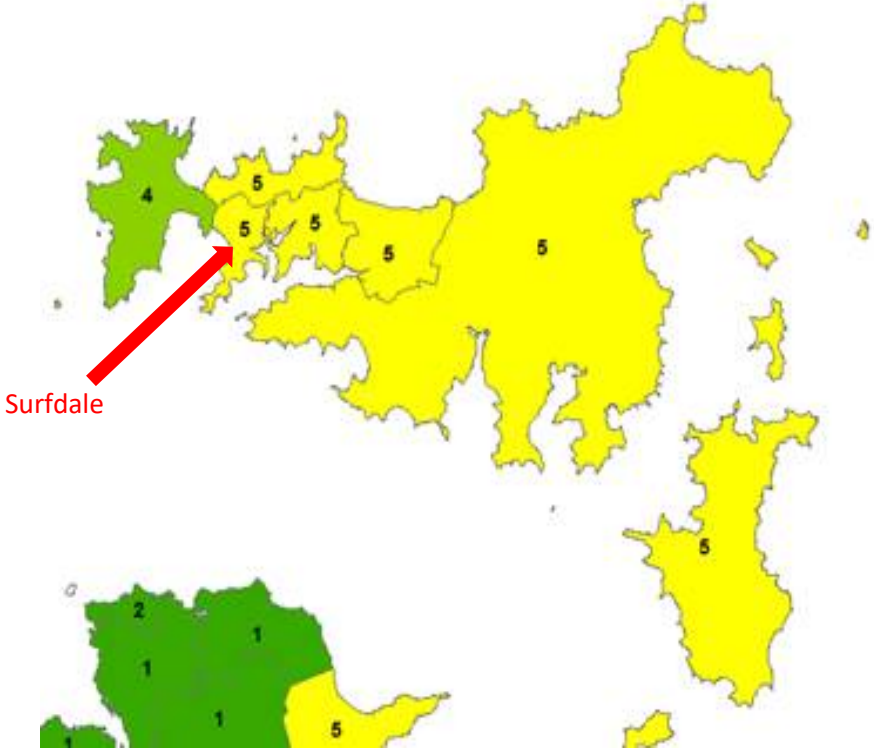
<https://www.google.com/maps/d/drive?state=%7B%22ids%22%3A%5B%221MVgPCJYP77CUWxvXqY6pmZfm-NWeqLzm%22%5D%2C%22action%22%3A%22open%22%2C%22userId%22%3A%22117293511790824122088%22%7D&usp=sharing>

Surfdale Liquor is highlighted in light blue in the aerial photograph below. The two off-licences are marked in purple, with Malone's being the northernmost.



Aerial map from Auckland Council GeoMaps.

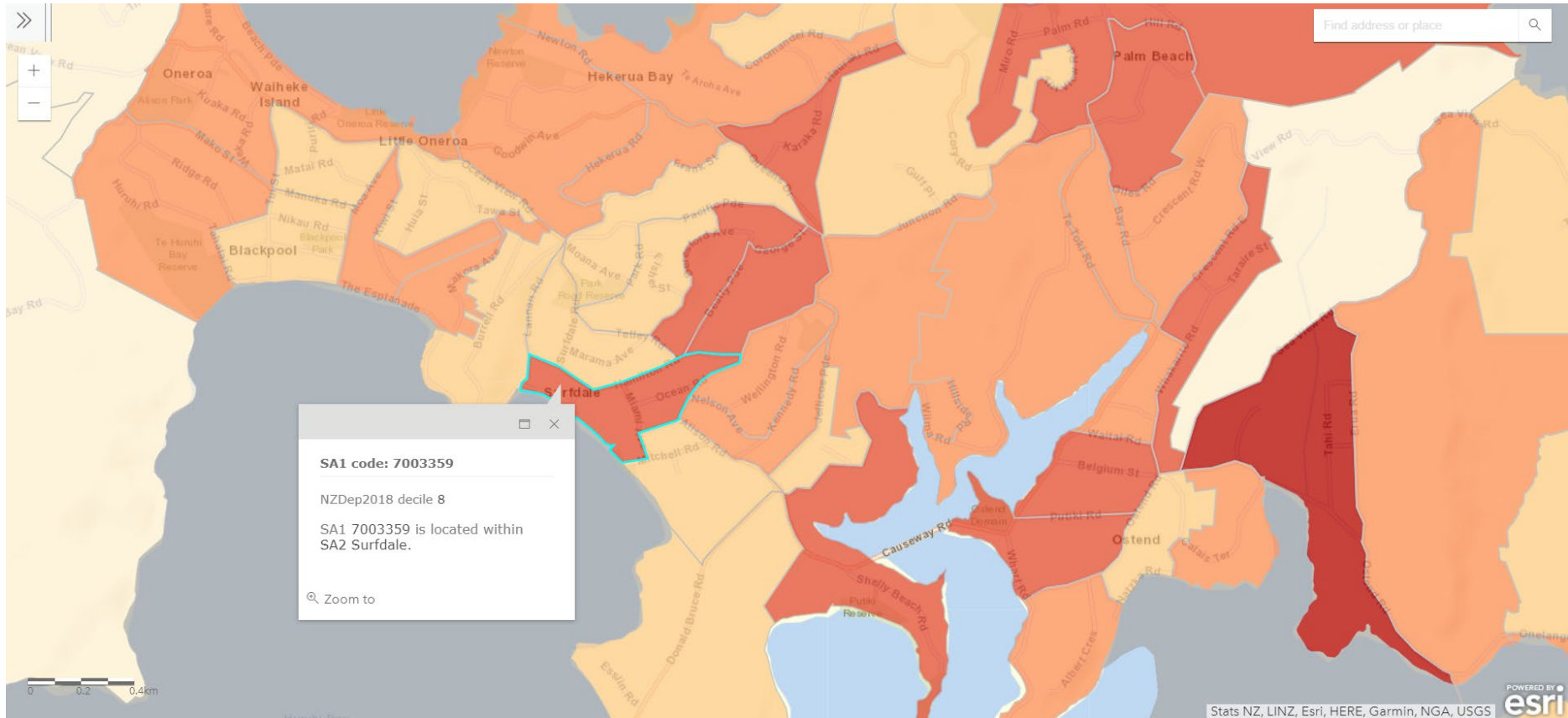
Appendix 8: Map showing deprivation index of Waiheke Island



Map supplied by Brian Osborne, Senior Statistical Information Analyst from the Research & Evaluation Unit (RIMU) at Auckland Council. The Surfdale label is my addition.

Appendix 9: Map showing statistical areas of Surfdale

The statistical area in which Surfdale Liquor is situated is highlighted by a blue line below. It shows a deprivation index of 8, as of 2018.

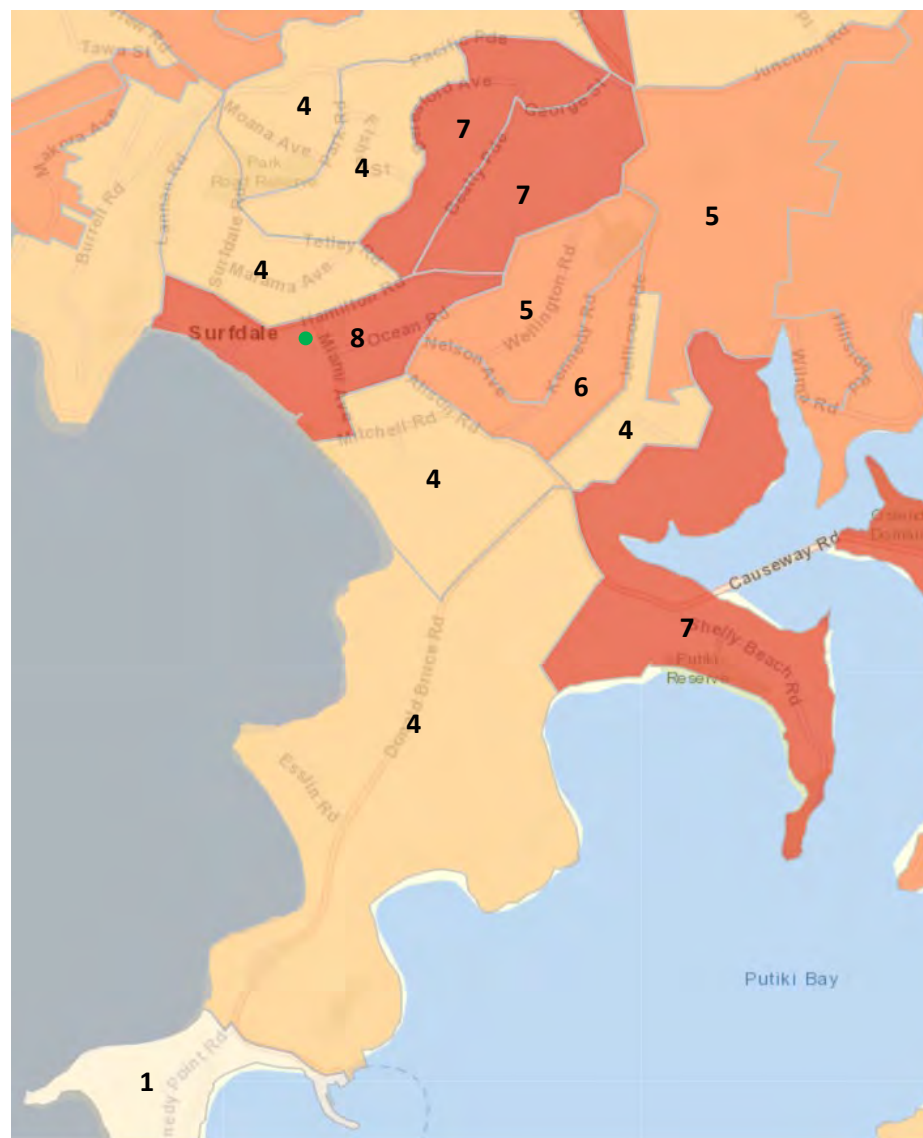


This image was taken from the 2018 Deprivation Index interactive map hosted by Environmental Health Indicators New Zealand (EHINZ) at Massey University. It can be found at: <https://ehinz.ac.nz/indicators/population-vulnerability/socioeconomic-deprivation-profile/>

In the map to the right, I have zoomed in on Surfdale and added the deprivation index of each individual statistical area, with data from the above link. I have also marked the approximate location of Surfdale Liquor in Green.

EHINZ bases the deprivation index on the following information:

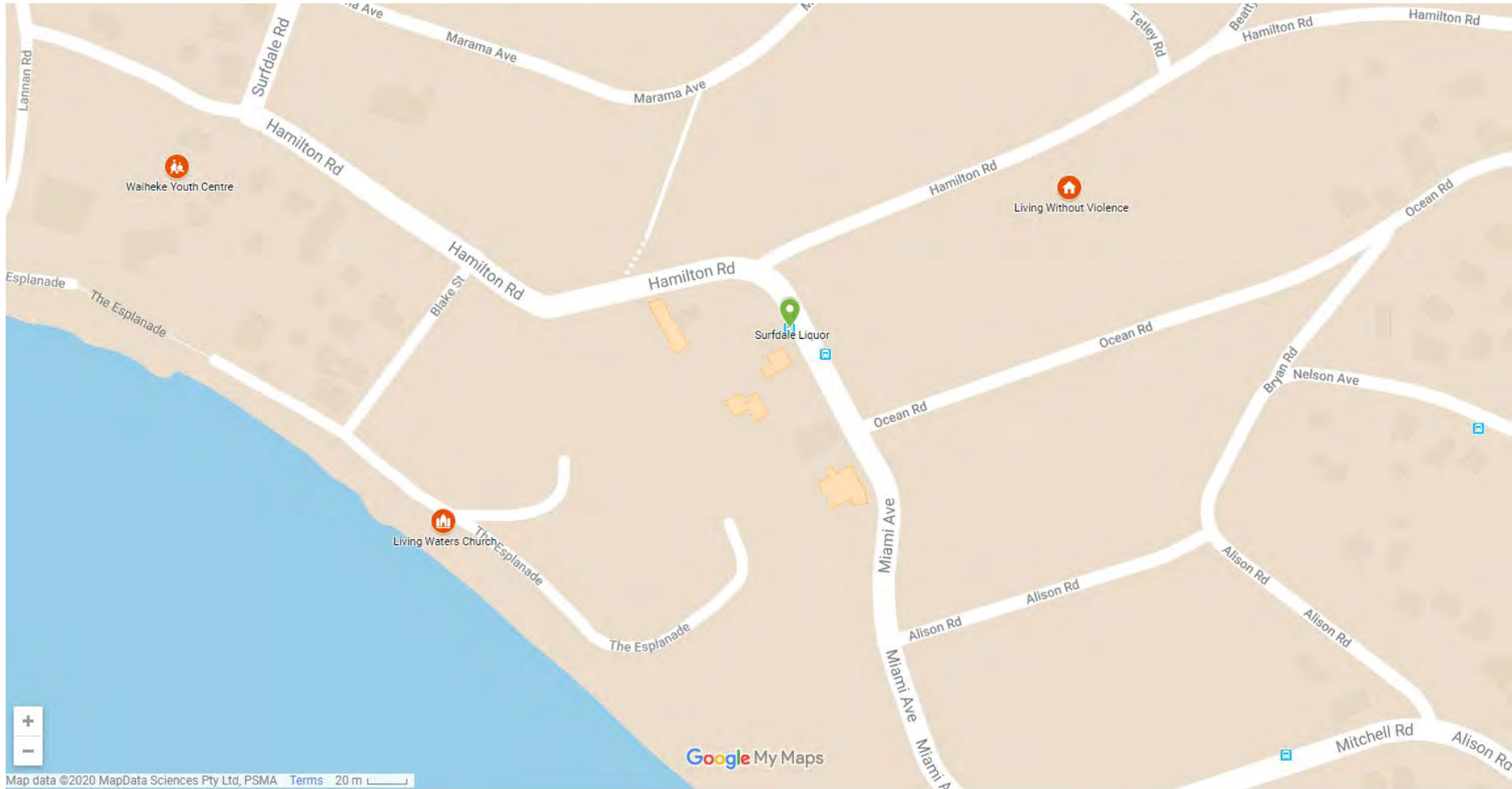
- People with no access to the Internet at home
- People aged 18-64 receiving a means tested benefit
- People living in equivalised households with income below an income threshold
- People aged 18-64 who are unemployed
- People aged 18-64 without any qualifications
- People not living in their own home
- People aged under 65 living in a single parent family
- People living in equivalised households below a bedroom occupancy threshold
- People living in dwellings that are always damp and/or always have mould greater than A4 size



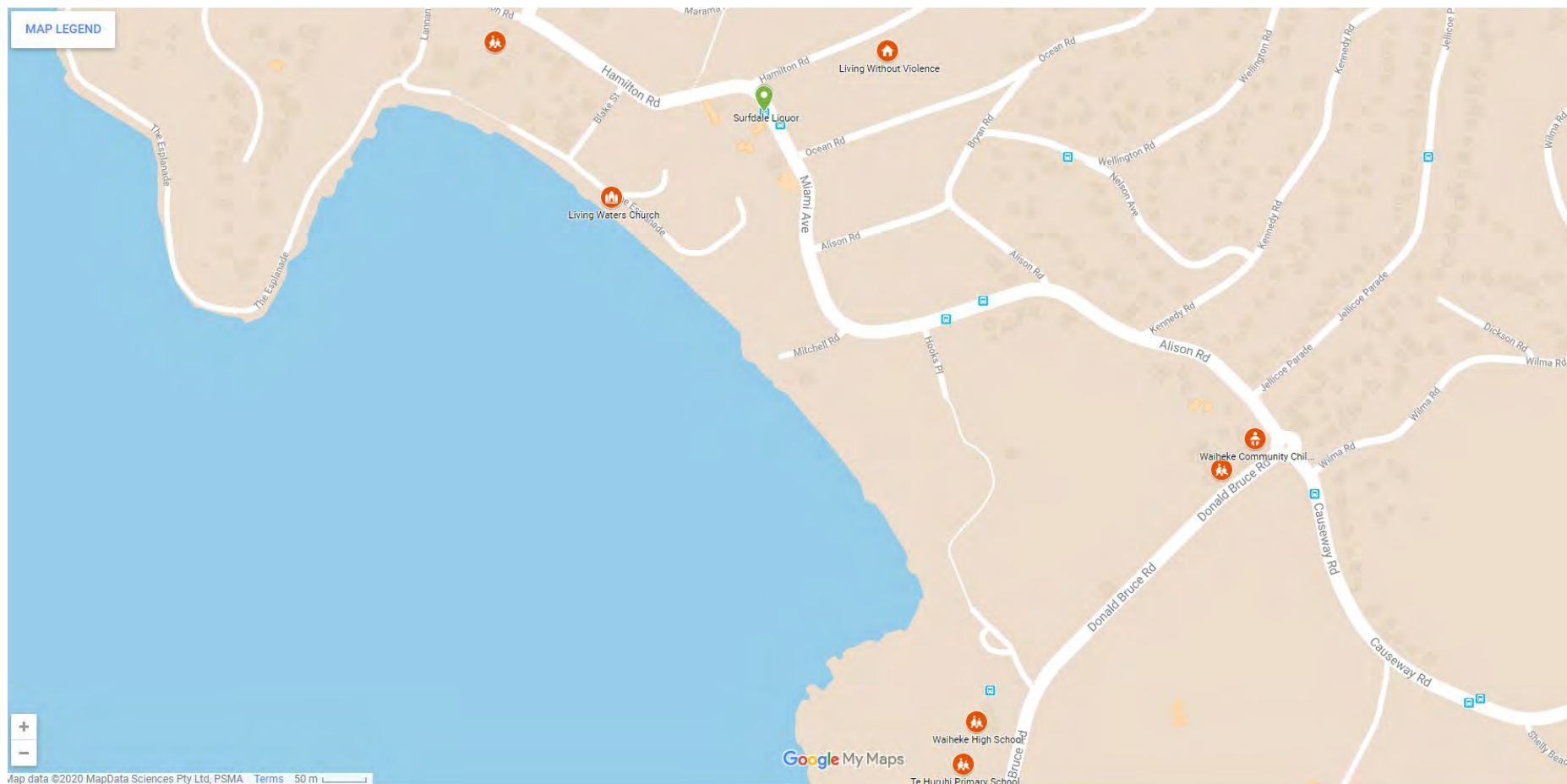
Appendix 10: Map showing location of sensitive sites

Surfdale liquor is marked in green in the below maps.

The below map shows the three sensitive sites within 500m of Surfdale Liquor.



This second map also includes the other sensitive sites referred to in the objections, which are all around 600m from Surfdale Liquor.



Maps created with Google Maps. This interactive map can be viewed online at:

<https://www.google.com/maps/d/drive?state=%7B%22ids%22%3A%5B%221MVgPCJYP77CUWxvXqY6pmZfm-NWeqLzm%22%5D%2C%22action%22%3A%22open%22%2C%22userId%22%3A%22117293511790824122088%22%7D&usp=sharing>

Appendix 11: Photograph of bus stop on Miami Avenue

Google Maps 1 Miami Ave

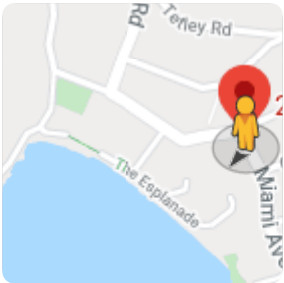


Image capture: Dec 2019 © 2020 Google

Auckland



Street View



Appendix 12: Photograph of exterior of proposed licensed premises

Google Maps 3 Miami Ave

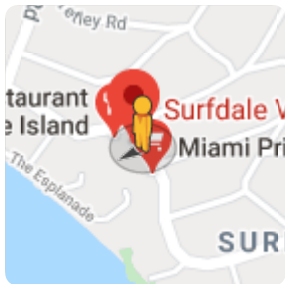


Image capture: Dec 2019 © 2020 Google

Auckland



Street View



From: [Georgie Robertson](#)
To: [Alcohol Licensing Central](#)
Cc: [Larissa Kim](#); [Ritchelle Roycroft](#); "[Cathy Scott](#)"
Subject: A&N Enterprises Limited - new licence application
Date: Monday, 9 March 2020 10:54:42 AM
Attachments: [image003.png](#)
[3800_2020_licence_appln.pdf](#)
Importance: High



Hi guys

This is a new off-licence application for:

A&N Enterprises Limited trading as Surfdale Liquor
2 Miami Avenue
Surfdale
Waiheke Island

This is a medium risk application.
Please email me the invoice and I'll pay the same day.

Please also note the attached separate police declaration. We ask that this is not added to the application file, but is for forwarding to the Police.

As arranged with PK, we have also added in pre-agreed conditions in the application based on the Inspectorate's templates. We don't see anything extraordinary about the application that would warrant changes to the standard template.

Cheers
G*

A horizontal banner for LicenceMe. On the left, contact details are listed: "PO Box 88", "Bay View Napier 4149", "p: (06) 836 7297 m: (021) 611 844", "georgie@LicenceMe.co.nz", "www.LicenceMe.co.nz", and "Georgie Robertson LICENSING CONSULTANT". On the right, the text "hospitality licensing limited" is displayed in a sans-serif font, with a large, stylized red splatter graphic behind the words "licensing" and "limited".

The information contained in this email message is CONFIDENTIAL INFORMATION and may also be LEGALLY PRIVILEGED. It is intended only for the individual or entity named above. If you are not the intended recipient, you are hereby notified that any use, review, dissemination, distribution or copying of this document is strictly prohibited. If you received this document in error, please immediately notify us and destroy the original message.

How to apply for a new off-licence

Under Section 100 of the Sale and Supply of Alcohol Act 2012

Follow the instructions below to apply for a new off-licence to sell alcohol for consumption off the premises.

What you need to do

To apply for a new off-licence, you need to:

- supply the documents listed in the 'What to include' section on this page
- calculate and pay an application fee — [pages 2 and 3](#)
- answer all the questions in the form that apply to you — [page 5](#).

You must also consent to a police report on your application and supply identification details — the consent form is on [page 14](#).

After you apply, you must notify the public of your application following the instructions on [page 12](#) and the Public notice template on [page 13](#).

How to submit your application

Choose any one of the following ways to submit your application:

- apply online at aucklandcouncil.govt.nz/alcohol
- drop off your application at any Auckland Council service centre. Visit aucklandcouncil.govt.nz/contactus
- post your application to: Licensing and Compliance Services, Private Bag 92300, Auckland 1142.

If you need help with this form, call **09 301 0101** or visit aucklandcouncil.govt.nz/alcohol

What to include (please tick)

You must supply all the documents listed below. We will send your application back if any of these documents are missing.

- This completed application form plus one photocopy.
- A copy of your new planning and building certificates. (Do not include copies of resource consents, building consents, or the building's warrant of fitness).
- A copy of the floor plans of the premises highlighting the main entrance and any restricted or supervised areas.
- A photo of the main entrance.

You must also supply any of the documents below that apply to your application.

If you use an alcohol-licensing consultant:

- a letter of authorisation for the consultant.

If you are applying in a company name:

- a copy of the Certificate of Incorporation.

If you are applying for any council-owned land, building, or facility:

- the landowner's permission in writing.

Calculating your fee

You must pay the correct fee to receive your licence and avoid extra charges. To calculate your fee, follow the instructions below or use the fee calculator at aucklandcouncil.govt.nz/alcohol

Step 1: Find your premises type and add your points into the box.

Type of off-licensed premises — P	Points
Supermarket, grocery store, bottle store	15
Off-licence in a hotel or tavern	10
Remote sale premises or premises not otherwise specified	5
Winery cellar doors	2
Enter your premises points — P	15

Step 2: Find your latest trading time and add your points into the box.

Type of premises	Latest trading time allowed by licence (during 24-hour period from 6am to 6am) — T	Points
Premises for which an off-licence is held or sought (other than remote sales premises)	10pm or earlier	0
	Any time after 10pm	3
Remote sales premises	Not applicable	0
Enter your trading time points — T		0

Step 3: Add your points together to get your total points.

$$P \quad \boxed{15} \quad + \quad T \quad \boxed{0} \quad = \text{Total points} \quad \boxed{15}$$

Step 4: Tick the risk rating that matches your total points to find your associated fee.

A higher rating means a higher fee.

Total points	Risk rating	Tick	Application fee (including GST)
0 – 2	Very low	<input type="checkbox"/>	\$368.00
3 – 5	Low	<input type="checkbox"/>	\$609.50
6 – 15	Medium	<input checked="" type="checkbox"/>	\$816.50
16 – 25	High	<input type="checkbox"/>	\$1,023.50
26+	Very high	<input type="checkbox"/>	\$1,207.50

Paying your fee

To process your application, we must receive the correct fee. The fee is not refundable or transferable.

Payment options

By mail:

Send your cheque and this form to: Auckland Council, Private Bag 92300, Auckland 1142.

In person:

You can pay by cash, cheque, eftpos, or credit card (MasterCard or Visa) at any of our service centres or online at auckland.council.govt.nz/alcohol

Office use only	Comments
Receipt number	
Receipt amount: \$	
Service centre name	
Cashier name	

You will be charged an annual fee if your application is approved

If your licence application is approved, you must also pay an annual fee before we can issue your licence. We will contact you about this fee.

The table below shows the annual fee for each risk rating. Take a note of the amount or find this information at aucklandcouncil.govt.nz/alcohol

Total points	Risk rating	Annual fee (including GST)
0 – 2	Very low	\$161.00
3 – 5	Low	\$391.00
6 – 15	Medium	\$632.50
16 – 25	High	\$1,035.00
26+	Very high	\$1,437.50

APPLICATION FOR AN OFF LICENCE

SURF DALE LIQUOR

AT

**2 MIAMI AVENUE
WAIHEKE ISLAND**

APPLICANT

A&N ENTERPRISES LIMITED

PREPARED BY HOSPITALITY LICENSING
2020

9th March 2020

The Secretary
District Licensing Committee
Auckland Council - Central
P O Box 92-300
AUCKLAND CITY 1142

Dear Sir

APPLICATION FOR A NEW OFF-LICENCE:
SURFDALE LIQUOR

Enclosed please find an application for a new off-licence in the name of A&N Enterprises Ltd. The premise to which this application relates is located at 2 Miami Avenue, Waiheke Island will be known as Surfdale Liquor. The premises currently operate as a licensed grocery store. The applicant seeks a bottle store style licence and thus is unable to obtain a temporary authority to trade.

Terms of Licence Sought

The applicant seeks the issue of a licence in terms of section 17 of the Act, authorising the sale and delivery of liquor from the premises. The applicant qualifies to hold such a licence pursuant to section 32(1)(b) of the Act.

Request for Urgency

The applicant has a conditional sale and purchase agreement on the business. The applicant is required to have all conditions satisfied by the 31st March (the day following the close of the public objection period).

Any assistance the Committee, Licensing Inspector, Police and Public Health can offer in the speedy processing of this application would be enormously appreciated by the applicant.

The Applicant

The applicant is a private company incorporated on 13th June 2017. The company has one director and two shareholders. Their personal details are as follows:

Name:	Avondeep Singh
Address:	2 Stratford Drive Cable Bay Northland 0420
Date of Birth:	14 th November 1988

Place of Birth: India
Status: NZ Permanent Resident
Designation: Director
Values of Shares Held: 50%

Name: Navneet Kaur
Address: 52 Nacton Lane
Avondale
Date of Birth: 12th June 1977
Place of Birth: India
Status: NZ Permanent Resident
Designation: Shareholder
Values of Shares Held: 50%

The director has no criminal convictions. The applicant company already owns the Thirsty Liquor located in Oneroa. This licence is numbered 007/OFF/9191/2018, your reference 52000053023. There have been no issues with the operation of this business.

The applicant director also owns Thirsty Liquor in Coopers Beach via Mehek Enterprises Limited.

There is no reason to believe that this is not a suitable entity to hold a liquor licence.

Planning/Building Matters

The applicant has been issued a certificate pursuant to Section 100f of the Act confirming planning and building compliance for the style of licence that this application relates. A copy of this certificate is attached to the application.

Conduct of Licence

"Currently [the] business is trading as a grocery store with beer and wine license. Our plan is to change the current business model into a full service liquor store. Our target market will be 18 years to 65 years. As there are not much young people living on the island full time, our customer base will be mostly 35 years to 55 years and mostly wine and fine spirits drinkers. Our vision is to carry premium range of products as there is a room for a premium liquor outlet on the Island. Our timings will be from 9am till 10pm."

Management of the Proposal

Avondeep Singh will be responsible for the overall management and day to day running of the business.

Best practice will be for a minimum of two certificated duty managers to be employed at the premises. This will ensure that at all times the premises are open for the sale and supply of liquor; the requirements of the Act are adhered to.

The applicant will be instructed by the Agent as to their obligations in regards to managers and will ensure that sections 214 & 231 are adhered to.

The Duty Manager will take control of any situation that may lead to a breach in the provisions of the Act. Evidence of age documents will be requested when deemed necessary. All appropriate signage will be displayed.

The applicant will not be advertising RTD's at the front of the building, and internal displays of the same will not be located close to the entrance to the store.

Staff Training

Avondeep Singh will be responsible for ensuring that all staff will be fully trained in their requirements and responsibilities under the Act. Particular attention will be paid to the identification of minors and signs of intoxication. Written training material is attached to this application, including the steps to be taken during an armed robbery.

The applicant will also be trying the online course offered by Service IQ known as ServeWise.

Further training will be given by trained professionals for NZQA unit standards 4646 and 16705 for the LCQ.

Signage

The applicant will ensure that the following required signage will be displayed:

Copy of Licence	At the principal entrance
Licensed Hours	At the principal entrance
Name of Duty Manager	At the principal entrance
Social Responsibility Policy	At point of sale
Prohibited Persons	At point of sale

Water will be freely available to all customers during tastings.

Security Plan

It is not anticipated that the business will not give rise for the need to have dedicated security. There will be sufficient lighting at the front of the store, and adequate visibility into the store.

Should any incident occur that is beyond the control of the manager, the Police will be called.

Environment

As the business will be that of a retail store, it is deemed to be "low risk" in terms of noise, however vandalism and nuisance levels resulting from the issue of this licence has the potential to be an increased risk as faced by holders of all off-licenses. The following is offered for completeness:

Neighbouring Land Use

The premises are located in a small cluster of suburban shops. The business is currently operating as a grocery store with an off-licence. Neighbouring premises include Malone's tavern, Found (tavern), Miami Superette, Waiheke Home Cookery and The Middle Restaurant & Bar.

There is no reason to believe that any neighbouring land owner or occupier will be disadvantaged by the issue of this licence.

Locality in Relation to Perceived Sensitive Premises

Within a 500m radius of the subject site no sensitive sites have been identified. Surfdale Beach is in relatively close proximity although there is no direct path.

Current and Potential Noise Levels

As a retail store, the potential for adverse noise effects will be minimal to non-existent.

Premises

Landlords Consent

The owner of the building is the Duong Family Trust. The applicant will hold a three year lease for the premises with two rights of renewal each for a term of three years. Further information can be provided in relation to the lease if required.

Principal Entrance

The principal entrance of the premises is accessed from Miami Avenue, and more precisely shown on the attached photograph.

Store Layout

The store will be clean and brightly lit. Displays will generally be kept at a height so as not to impair sightlines for staff.

Public Notification

The application will be publicly notified:

- In the Waiheke Gulf News on the 12th and 19th of March.
- Online from 9th March.

A copy of the notice will be displayed for at least ten days following lodgement of the application.

The public objection period will close on 30th March.

Conditions of Licence

Days and Hours for the Sale of Liquor

The applicant seeks the authority to sell or deliver liquor from the premises on the following days and during the following hours: -

Monday to Sunday 9am to 10pm

Licensed area

A floor plan of the total licensed footprint is attached. The plan has been stamped as 'agreed to' by the licensee. The plan has been vetted by the licensee and in their opinion is a true reflection of the licensed area.

Designation of the Premises

As a bottle store, it would be appropriate for the entire premises to be designated as a supervised area.

Agreed Conditions

Based on the Auckland Council templates for licence conditions, our client has agreed to the standard conditions for a bottle store. Acceptance of this forms part of the application bundle.

Application Processing & Reporting

Should the Police, Public Health or Licensing Inspector have any concerns in relation to this application, all communications thereon must be directed to the applicant's agent in the first instance.

Conclusion

This is an application for a new off-licence for premises that have not previously held a licence. Urgency is sought with the processing of this application.

The licensee is a private company with one director and two shareholders. There is no reason to believe that this entity is not a suitable entity to hold a liquor licence.

Granting this application will not be contrary to the provisions to or object of the Sale and Supply of Alcohol Act 2012. The application is commended to the Committee for its positive recommendation.

Yours faithfully,
Hospitality Licensing Ltd



GEORGIE ROBERTSON
Liquor Licensing Consultant
Authorised Agent for A&N Enterprises Limited

New off-licence application form



Section 100 of the Sale and Supply of Alcohol Act 2012

To the Secretary of the District Licensing Committee, this application for a new off-licence is made in accordance with the details set out below.

Tick the location of the licensed premises

- Auckland Central Franklin Manukau North Shore
- Papakura Rodney Waitākere

Applicant details

1. What is the full legal name to go on the licence (individual or organisation)?

_____ A&N Enterprises Limited _____

2. What is your address?

_____ Postcode: _____

3. What is your mailing address (if different from above)? P O Box 88, Bay View, Napier

_____ Postcode: 4149 _____

4. What is your email address? Georgie@LicenceMe.co.nz 021-611-844 Cathy@LicenceMe.co.nz 022-320-4060

5. What are your daytime contact details?

Name: Avondeep Singh, director

Phone number: 022-326-9074

6. How would you like us to contact you?

- Phone Email

7. Are you applying as an individual?

- Yes (answer questions 8 and 9) No (go to question 10)

~~8. What is your occupation?~~

9. When and where were you born?

Date of birth: _____

Place of birth: _____

Criminal conviction details

10. Have you (the applicant) been convicted of any offences?

- Yes (supply details below) No (go to question 11)

Attach offence details on a separate sheet of paper if you need more space.

Nature of offence	Conviction date	Sentence

Manager's details

11. Do you have at least one manager who has a manager's certificate?

- Yes (supply details below)
 No (you need to have a manager with a manager's certificate before you can apply)

You may enter more than one person.

Full name of manager	Certificate number	Expiry date
Gurinder Singh	007/CERT/3305/2019	5th July 2020
Satmeet Singh Sethi	01/CERT/160/2019	14th December 2020

Applicant status details

12. What is your status?

- Private company (go to question 13)
 Public company (go to question 20)
 Partnership (go to question 25)

If you tick any of the following, go to question 26.

- Person 20 years and over
 Trustee
 Board, organisation, or other body authorised by an Act other than the Sale and Supply of Alcohol Act 2012 to sell alcohol or hold a licence
 Manager under the Protection of Personal and Property Rights Act 1988
 Local authority
 Licensing trust
 Government department or other instrument of the Crown
 Body corporate.

Private company details

13. What is the name of the company? A&N Enterprises Limited

14. What date was the company incorporated? 13th June 2017

15. Where was the company incorporated? New Zealand

16. What are the full details of each director and the secretary?

	Name	Address	Date of birth	Place of birth
Director	Avondeep Singh	2 Stratford Dr Cable Bay	14/11/1988	India
Director				
Secretary				

17. How much authorised capital does the company have? 100 shares

18. How much paid-up capital does the company have? 100 shares

19. What are the full details of each person who holds any shares issued by the company?

If there are more than three shareholders, attach their name and details separately.

	Name	Address	Date of Birth	Place of birth	Designation	Face value of shares held
Person 1	Avondeep Singh	2 Stratford Dr Cable Bay	14/11/1988	India	Director	50%
Person 2	Navneet Kaur	52 Nacton Lane Avondale	12/06/1977	India	Shareholder	50%
Person 3						

Public company details

20. What is the name of the company?

21. What date was the company incorporated?

22. Where was the company incorporated?

23. What are the full details of each director and the secretary?

	Name	Address	Date of birth	Place of birth
Director				
Director				
Secretary				

24. What are the full details of each person who holds 20% or more of shares, or of any particular class of shares, issued by the company?

	Name	Address	Date of birth	Place of birth	Designation
Person 1					
Person 2					
Person 3					

Partnership details

25. What are the full details for each partner?

	Name	Address	Date of birth	Place of birth	Signature
Person 1					
Person 2					
Person 3					

Premises details

26. What is the address of the premises? 2 Miami Avenue, Surfdale, Waiheke Island

Postcode: _____

27. What type of premises is it?

Hotel or tavern

Grocery

Retail store

Supermarket

Other

28. Is the premises under construction?

Yes

No

29. Do you (the applicant) own the premises?

Yes (go to question 32)

No (go to question 30)

30. What is the full name and address of the owner?

Full name: Duong Family Trust

Address: 2 Miami Avenue, Surfdale, Waiheke Island

Postcode: _____

31. What type of lease do you have and when does it expire?

Type of lease: Lease for three years with two rights of renewal, each for a term of three years

32. What parts (if any) of the premises do you intend to designate as restricted or supervised areas?

Restricted area(s) — for those 18 years or older

Nil

Supervised area(s) – where minors must be accompanied by a legal guardian

The entire area

Business details

33. Do you (the applicant) already hold a licence for the premises?

Yes No

34. Is the sale of alcohol the main purpose of the business?

Yes (go to question 36) No (go to question 35)

35. What is the main purpose of the business?

36. Do you sell or supply (or intend to sell or supply) any goods other than alcohol or food?

Yes (supply details of those goods below) No (go to question 37)

Tobacco

37. Do you provide (or intend to provide) any services other than those directly related to the sale or supply of alcohol and food?

Yes (supply details of those services below) No (go to question 38)

38. Are you an auctioneer?

Yes No (go to question 39)

39. Do you wish to have the licence endorsed under section 39 of the Act?

Yes No

40. Are you a remote seller?

Yes No (go to question 42)

41. Do you wish to have the licence endorsed under section 40 of the Act?

Yes

No

42. On which days and during which hours do you intend to sell alcohol under the licence?

Monday to Sunday	9am to 10pm
------------------	-------------

Steps you will take to minimise harm from alcohol

The Sale and Supply of Alcohol Act 2012 (the Act) aims to minimise harm from alcohol by managing the way it's sold, supplied and consumed.

Please answer the following questions thoroughly.

43. What steps will you take to ensure that you observe the requirements of the Act relating to the sale of alcohol to prohibited persons, such as minors and intoxicated people?

The manager will take control of any situation that could lead to a breach in the provisions of the Act or condition of
licence. Appropriate signage will be displayed. Staff will be trained in the identification of prohibited persons -
particular attention is paid to the identification of minors, permitted forms of ID and the signs of intoxication.

44. What other systems (including training) and staff are in place (or to be in place) to make sure you comply with the Act?

The manager will ensure that all staff are trained in their responsibilities under the Act.
Further training is given by management and industry professionals.

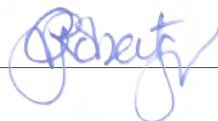
45. What relevant experience and training do you have?

The applicant also owns and operates Thirsty Liquor in Oneroa since 2017.

Important privacy information

The personal information that you provide in this form will be held and protected by Auckland Council in accordance with our privacy policy (available at aucklandcouncil.govt.nz/privacy and at our libraries and service centres) and with the Privacy Act 1993. The privacy policy explains how we can use and share your personal information in relation to any interaction you have with the council, and how you can access and correct that information. You should familiarise yourself with this policy before submitting this form.

Agent's signature:



On (date):

9th March 2020

From: Avondeep Singh <avondeeps@gmail.com>
Sent: Monday, 9 March 2020 10:29 a.m.
To: Georgie Robertson
Subject: Re: Proposed licence conditions
Attachments: image003.png

Happy with that, please go ahead.

Thanks
Avon

On Mon, 9 Mar 2020, 10:23 Georgie Robertson, <georgie@licenceme.co.nz> wrote:

Hi Avon

We believe the following conditions are appropriate to be imposed on the licence for Surfdale Liquor. Please can you review them, ensuring you understand them and then if you're happy we need your approval.

Please confirm your acceptance and acknowledgment by way of replying to this email agreeing to the conditions as an electronic signature and we will forward this as part of the licence application.

Agreed Conditions:

- (a) No alcohol is to be sold on or delivered from the premises on Good Friday, Easter Sunday, Christmas Day, or before 1 pm on Anzac Day.
- (b) Alcohol may be sold on the premises only on the following days and during the following hours:

Monday to Sunday 9am to 10pm

- (c) Drinking water is to be freely available to customers immediately adjacent to any alcohol that is being supplied free as a sample on the premises.
- (d) No intoxicated persons may be allowed to enter or to remain on the premises.

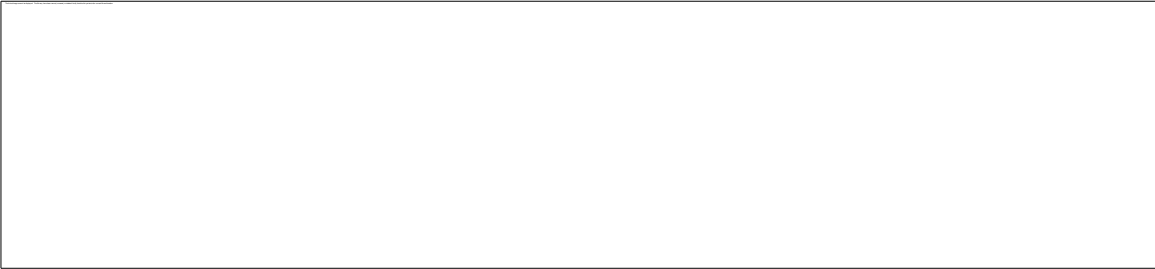
(e) Appropriate signage regarding the restrictions on the supply of alcohol to minors and intoxicated persons must be prominently displayed at each entry, and adjacent to every point of sale.

(f) The whole of the premises is designated as a supervised area.

Thanks

Kind regards

Georgie & Cathy

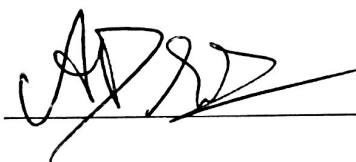


The Manager
Hospitality Licensing Limited
P O Box 88
Bay View
NAPIER 4149

I authorise Hospitality Licensing Limited to act as my agent
in all matters relevant to liquor licensing.

I understand that the police are required to report on the
application and consent to the release of information.

Signed:



Name:

AVONDEEP SINGH

On behalf of:
(legal entity)

A&N ENTERPRISES LTD

Date:

3/08/17

Certificate of Incorporation

A&N ENTERPRISES LIMITED

6307369

NZBN: 9429046181695

This is to certify that A&N ENTERPRISES LIMITED was incorporated under the Companies Act 1993 on the 13th day of June 2017.



Registrar of Companies
29th day of January 2020



Company Extract

A&N ENTERPRISES LIMITED

6307369

NZBN: 9429046181695

Entity Type:	NZ Limited Company
Incorporated:	13 Jun 2017
Current Status:	Registered
Constitution Filed:	No
Annual Return Filing Month:	April

Ultimate holding company: No

Company Addresses

Registered Office

Avondeep Singh, 2 Stratford Drive, Cable Bay, Cable Bay, 0420, NZ

Address for Service

Avondeep Singh, 2 Stratford Drive, Cable Bay, Cable Bay, 0420, NZ

Directors

SINGH, Avondeep
 2 Stratford Drive, Cable Bay, Cable Bay, 0420, NZ

Shareholdings

Total Number of Shares: 100

Extensive Shareholdings: No

50	SINGH, Avondeep 2 Stratford Drive, Cable Bay, Cable Bay, 0420, NZ
----	--

50	KAUR, Navneet 52 Nacton Lane, Avondale, Auckland, 1026, NZ
----	---

For further details relating to this company, check <http://app.companiesoffice.govt.nz/co/6307369>

Extract generated 29 January 2020 02:07 PM NZDT

SURFDALÉ LIQUOR
2 Miami Avenue
Surfdale

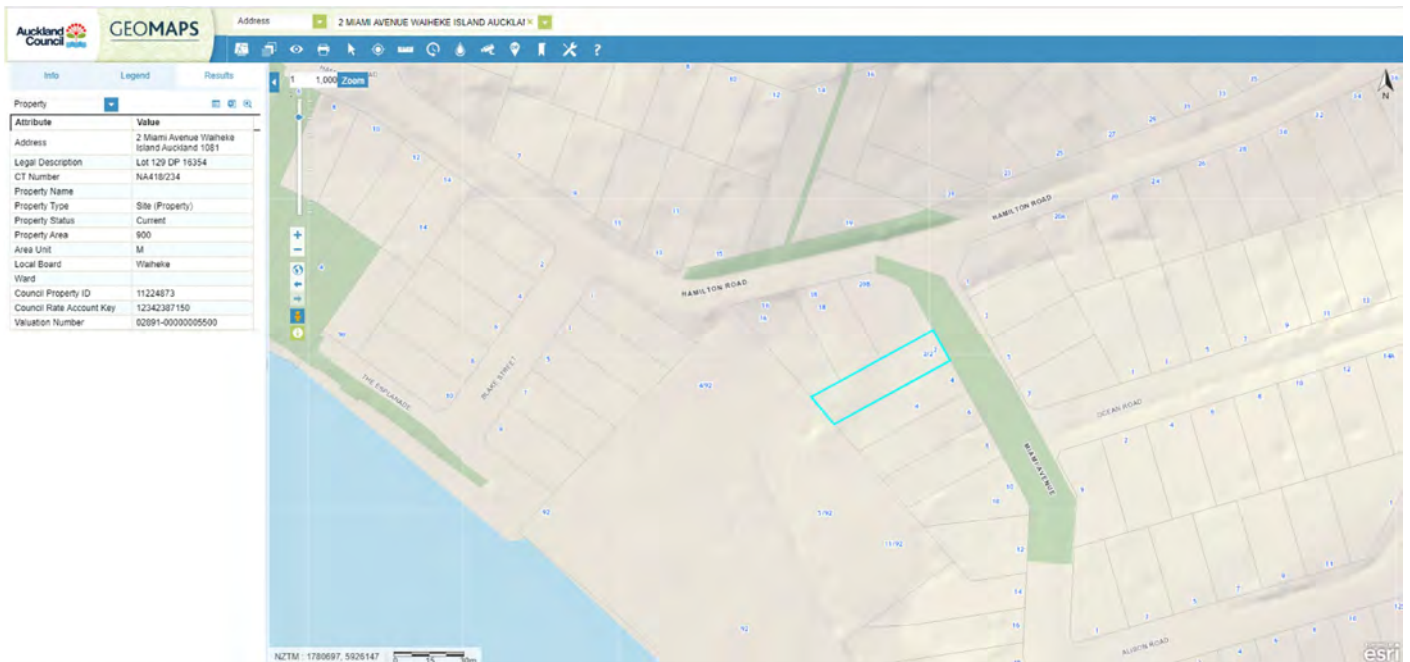
CURRENT EXTERIOR VIEW



SURFDALE LIQUOR

2 Miami Avenue Surfdale

LOCATION PLAN



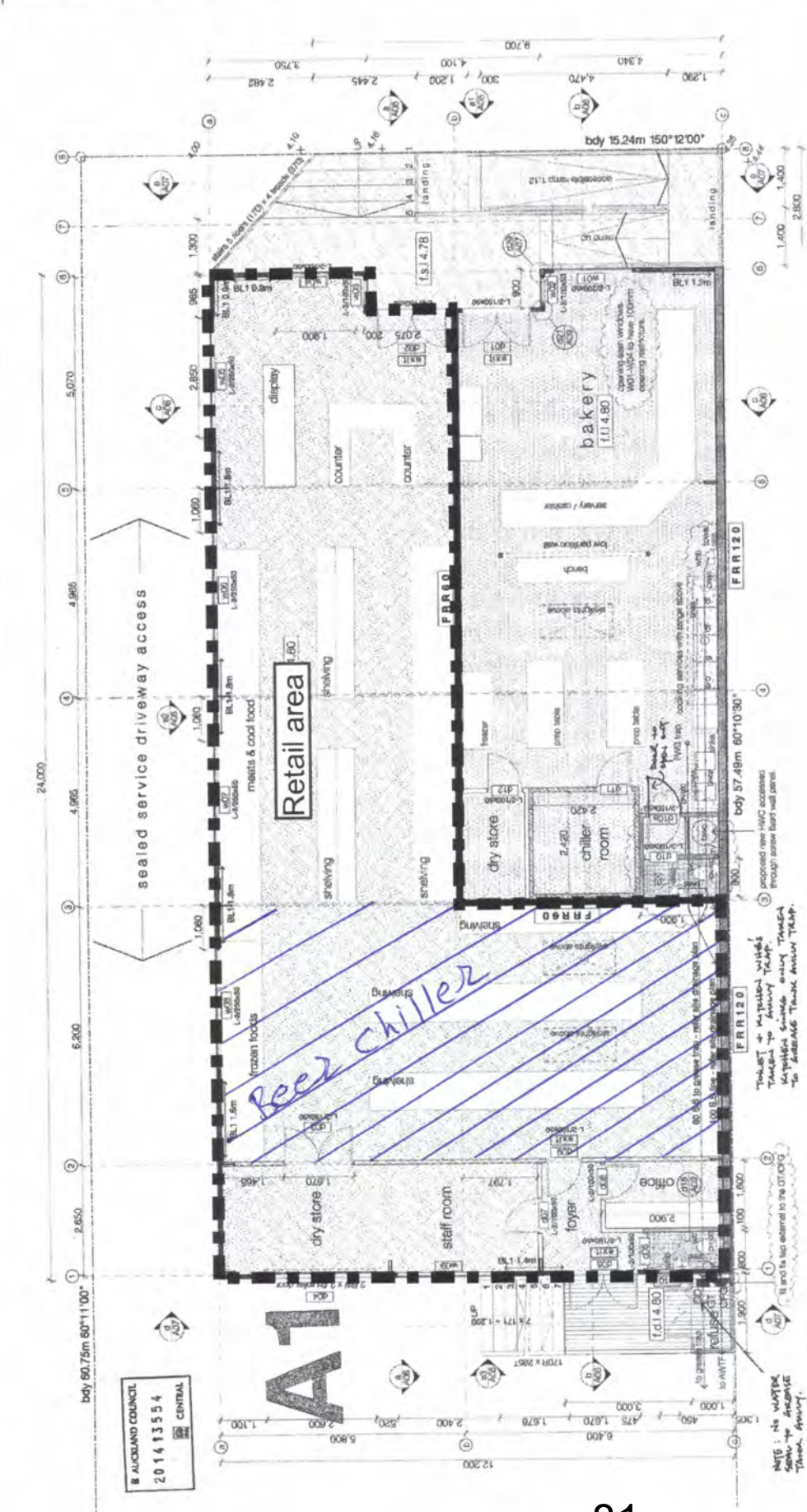
Notes:
GENERAL
 THESE DRAWINGS ARE TO BE USED IN CONNECTION WITH THE SPECIFICATIONS AND CONDITIONS OF CONTRACT. ANY DEVIATION FROM THE SPECIFICATIONS OR CONDITIONS OF CONTRACT WITHOUT THE WRITTEN APPROVAL OF THE ARCHITECT IS AT THE USER'S RISK.
 ALL DIMENSIONS ARE TO FACE UNLESS OTHERWISE SPECIFIED.
 AT ALL TIMES, CARE MUST BE TAKEN TO ENSURE THAT THE WORK IS COMPLETED IN ACCORDANCE WITH THE SPECIFICATIONS AND CONDITIONS OF CONTRACT.
 THE USER SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE RELEVANT AUTHORITIES.
 ANY DISCREPANCIES BETWEEN THESE DRAWINGS AND ANY PREVIOUS DRAWINGS SHALL BE BRIDGED TO THE ARCHITECT'S INTENTION.
CONSTRUCTION
 EXISTING WORK SHALL BE PROTECTED AND MAINTAINED THROUGHOUT THE CONSTRUCTION PERIOD.
 ALL WORK SHALL BE COMPLETED IN ACCORDANCE WITH THE SPECIFICATIONS AND CONDITIONS OF CONTRACT.
 THE USER SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE RELEVANT AUTHORITIES.
 ANY DISCREPANCIES BETWEEN THESE DRAWINGS AND ANY PREVIOUS DRAWINGS SHALL BE BRIDGED TO THE ARCHITECT'S INTENTION.

BUILDING CONSENT ISSUE
 19/07/14
 19/07/14
 TAYLOR & CO
 ARCHITECTS & ENGINEERS
 100/102 RANGITIKEI STREET, AUCKLAND
 CONTACT: 09 300 9999
 WWW.TAYLORANDCO.CO.NZ

DUONG - NEW BUILD
 client: Duong Family / DTB construction
 site: 2 mtrh and suitable workable site.

PROPOSED FLOOR / PLUMBING PLAN
 DATE: DEC 2014
 REVISION: A
 DRAWING NO: A03

REVISED
 RECEIVED
 13 JAN 2020
 AUCKLAND COUNCIL



CONFIRMED Licensed Area
 Georgie Robertson
 Authorised Agent for
 Licensee: A&N Enterprises Limited
 Date: 9th March 2020

RECEIVED
 09.03.2020
 Auckland Council

Alcohol Licensing Building And Planning Certificate Section 100(f) Sale and Supply of Alcohol Act 2012 -



To:	The Auckland District Licensing Committee	
Application Number:	ALC21480227	
Applicants name/s:	A&N Enterprises Limited	
Site Address:	2 Miami Avenue Waiheke Island Auckland 1081	
Legal description:	Lot 129 DP 16354	
Nature of business:	Bottle Shop	
Type of Licence:	Off-licence shop	Sale and supply of alcohol from a shop

Planning

The proposed use of the premises by the applicant meets the requirements of the Resource Management Act 1991 as:

authorized by resource consent R/LUC/2014/1490 and R/LUC/2016/2998

Building

The proposed use meets the requirements of the New Zealand building code

Existing building	The use of the building meets the requirements of the New Zealand Building Code.
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Advice notes to the Auckland District Licensing Committee

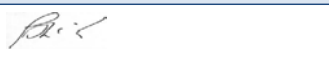
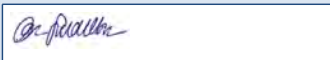
(The following advice notes, if any, deal with Building Act and/or Resource Management Act compliance issues and are not intended as a comprehensive assessment of compliance with the Building Act 2004 or Resource Management Act 1991)

Building

Planning

The hours of operation of the premises are not restricted

The maximum occupancy of the premises is restricted to 30

Signature:		Ian McCormick		Ian Smallburn
Position:	General Manager Building Control on behalf of Auckland Council		General Manager Resource Consents on behalf of Auckland Council	
Date:	21 February 2020		21 February 2020	

Note: The applicant must supply this certificate to the Auckland District Licensing Committee as part of their application for and Alcohol License

Section 101

Sale & Supply of Alcohol Act, 2012

A&N Enterprises Limited of Auckland (Retailer) has made application to the District Licensing Committee at Auckland for the issue of an Off Licence in respect of the premises situated at 2 Miami Avenue, Surfdale to be known as Surfdale Liquor. The general nature of the business to be conducted is a bottle shop. The days on which, and the hours during which liquor is intended to be sold under the licence, are Monday to Sunday 9am to 10pm.

This application may be inspected during ordinary office hours at the office of the Auckland Council at Henderson, Manukau, Orewa, Papakura, Pukekohe, Takapuna or at 35 Graham Street, Auckland City. Any person who is entitled to object and who wishes to object to the grant of the application may, not later than fifteen working days from 9th March, file a notice in writing of the objection with the Secretary of the District Licensing Committee at Private Bag 92-300, Auckland 1142.

No objection to the issue of a licence may be made in relation to a matter other than a matter specified in section 105(1) of the Sale & Supply of Alcohol Act 2012.

Sale and Supply of Alcohol Act 2012

Surfdale Liquor - Staff Training Plan

1. Background

This training manual is your guide to working for our company in a way that complies with the legislation relating to the sale, supply and consumption of alcohol in a safe and responsible manner and also contributes to harm minimisation from the excessive or inappropriate consumption of alcohol.

The purpose of this plan is to support our commitment to operating the business to comply with the law and to ensure that you are able to fulfil your responsibilities in a manner that is in accordance with the law.

This plan provides you with the information you need to meet the requirements of the Sale and Supply of Alcohol Act 2012.

We will meet with you regularly to review the contents to ensure that you are familiar with them and can demonstrate the level of knowledge needed for your role.

OUR COMMITMENT IS TO OPERATE A BUSINESS IN ACCORDANCE WITH THE ACT

2. Sale and Supply of Alcohol Act 2012 Overview

The Sale and Supply of Alcohol Act 2012 is a shift from a liberal policy on licensing to a stricter system with the principal aim being to reduce the harm to the community from excessive consumption of alcohol. The safe and responsible sale and supply of alcohol is particularly relevant.

Key points that all staff need to be aware of include:

- There is a new purpose and object to the Act.
- There are definitions including alcohol related harm, amenity and good order of the locality, intoxicated, and minor.
- There is a new criterion to be met when applying for a licence.

Other key points are covered in the following sections of this manual.

3. Appointment of Duty Manager

Section 5 of the Act defines a manager as:

- (a) means a manager of licensed premises appointed under this Act; and
- (b) in relation to any licensed premises, means a manager of those premises

Section 216 of the Act sets out provisions for Managers to hold a certificate as follows:

- (1) A person may not be appointed as a manager of any licensed premises for the purposes of this Act unless the person is of or over the age of 20, and holds a manager's certificate granted under this Part.

(2) Subsection (1) does not affect any manager's certificate granted before the commencement of this section to a person under the age of 20.

Sections 217 and 218 of the Act refers to Manager's certificate and qualifications.

A manager's certificate authorises the holder to manage any licensed premises.

Applications for a new manager's certificate or a renewal of a managers certificate include:

- The need to pass two unit standards – these are explained by the local council when an applicant applies for a certificate and include formal training and testing.
- The applicant's suitability to be a manager:
- Any convictions recorded against the applicant:
- Any experience, in particular recent experience, that the applicant has had in controlling any premises for which a licence was in force:
- Any relevant training, in particular recent training, that the applicant has undertaken and evidence that the applicant holds the prescribed qualification required under section 218:
- Any matters dealt with in any report made by Police or the Licensing Inspector

A new manager's certificate lasts for one year. A renewed manager's certificate lasts for up to three years.

An on-license cannot operate unless a manager holding a current manager's certificate is on site at all times.

4. Functions of a Duty Manager

Section 214 of the Act requires a manager to be on duty at all times and responsible for compliance with the Act. This section states:

(1) A manager must be on duty at all times when alcohol is being sold or supplied to the public on any licensed premises.

(2) A manager on duty on any licensed premises is responsible for—

(a) the compliance with and enforcement of—

(i) the provisions of this Act; and

(ii) the conditions of the licence in force for the premises; and

(b) the conduct of the premises with the aim of contributing to the reduction of alcohol-related harm.

(3) At all times while a manager is on duty on any licensed premises, their full name must be prominently displayed inside the premises so as to be easily read by people using the premises; and the person named as manager at any time is to be treated for the purposes of this Act as the manager at that time.

PLEASE NOTE THE RESPONSIBILITY TO COMPLY WITH THE CONDITIONS OF THE LICENCE FOR THE PREMISES – YOU NEED TO BE AWARE OF THOSE CONDITIONS AND ENSURE THEY ARE COMPLIED WITH AT ALL TIMES STRICTLY AS THEY ARE WRITTEN

Section 250 sets out that it is an offence for a duty manager to be intoxicated on duty. This section states:

(1) A manager of licensed premises who is intoxicated while on duty on the premises commits an offence.

(2) A person who commits an offence against subsection (1) is liable on conviction to a fine of not more than \$4,000.

Section 251 sets out that it is an offence for an employee to be intoxicated on duty. This section states:

- (1) An employee of the licensee of any licensed premises who is intoxicated while on duty on the premises commits an offence.
- (2) A person who commits an offence against subsection (1) is liable on conviction to a fine of not more than \$2,000.

Section 253 sets out that it is an offence to allow disorderly conduct on licensed premises. This section states:

- (1) The licensee or a manager of any licensed premises who allows any violent, quarrelsome, insulting, or disorderly conduct to take place on the licensed premises commits an offence.
- (2) A person who commits an offence against subsection (1) is liable on conviction to a fine of not more than \$10,000.
- (3) It is a defence to a charge under subsection (1) if the defendant satisfies the court that, as soon as the defendant or any employee of the licensee became aware of the situation, reasonable steps were taken in respect of each person involved in the conduct concerned either—
 - (a) to take the person to a place of safety on the licensed premises; or
 - (b) to remove the person from the licensed premises.

5. Selling or Supplying to Minors

WE ARE COMMITTED TO ENSURING THAT ALCOHOL IS NOT SOLD OR SUPPLIED TO A MINOR.

Key points:

- A minor is a person aged under 18.
- It is your responsibility to ensure that no person under the age of 18 is sold alcohol.
- You must check for proof of age if you are unsure what someone's age is. Evidence of age is either:
 - Current New Zealand driver's license
 - Any current passport
 - A hospitality Association of New Zealand proof of identity card
- You must check identification for anyone who appears to be younger than 25 years old using the three documents referred to above
- A licensee or manager can be fined up to \$10,000 and the license can be suspended for up to seven days for selling to a minor
- Staff can be fined up to \$2,000 for selling to a minor
- You must not sell alcohol to someone who is over 18 years of age who is going to on sell or it or supply it to a minor unless that person is their parent or legal guardian.
- **IF IN DOUBT DO NOT SELL TO ANYONE YOU THINK IS UNDERAGE OR IS GOING TO SUPPLY A MINOR.**

Things you can do to ensure that minors are not served are:

- If in doubt about whether someone is over 18 years of age – do not sell to them
- Check identity documents and watch for tampering. If in doubt – refuse service politely
- Ask - What is your date of birth? How old are you?

6. The law

Section 239 relates to the sale or supply of alcohol to person under the purchase age (minor, under 18 years of age) and reads as follows:

- (1) A licensee or manager of any licensed premises who sells or supplies alcohol, or allows alcohol to be sold or supplied, on or from the licensed premises to any person who is under the purchase age commits an offence.
- (2) A person who is not a licensee or a manager of any licensed premises who sells or supplies alcohol on or from the licensed premises to any person who is under the purchase age commits an offence.
- (3) A person who commits an offence against subsection (1) is liable on conviction,—
 - (a) in the case of a licensee, to either or both of the following:
 - (i) a fine of not more than \$10,000;
 - (ii) the suspension of the licensee's licence for a period of not more than 7 days;
 - (b) in the case of a manager, to a fine of not more than \$10,000.
- (4) A person who commits an offence against subsection (2) is liable on conviction to a fine of not more than \$2,000.
- (5) Subsection (2) applies despite any liability that may attach to the licensee or any manager in respect of the same offence.
- (6) In any proceedings for an offence against subsection (1) or (2) in respect of selling or supplying alcohol, or allowing alcohol to be sold or supplied, to a person (the customer), it is a defence if the defendant proves that,—
 - (a) before or at the time of the sale or supply of alcohol concerned, there was produced to the person who sold or supplied the alcohol a document purporting to be an approved evidence of age document; and
 - (b) the person believed on reasonable grounds that the document—
 - (i) was an approved evidence of age document; and
 - (ii) related to the customer; and
 - (iii) indicated that the customer was not under the purchase age; and
 - (c) the person reasonably believed that the customer was not under the purchase age.
- (7) In any proceedings for an offence against subsection (1) or (2) in respect of selling or supplying alcohol, or allowing alcohol to be sold or supplied, to a person (the customer), it is a defence if the defendant proves that, before or at the time of the sale or supply of alcohol concerned, the person who sold or supplied the alcohol verified the customer's age using an approved evidence of age system in the approved manner.
- (8) A person does not commit an offence against subsection (1) or (2) by selling or supplying alcohol to a person who then supplies it to a third person who is under the purchase age, unless it is proved that the person knew or had reasonable grounds to believe that the alcohol was intended for a person under the purchase age.

Section 241 relates to supplying alcohol to minors as follows:

- (1) A person who supplies alcohol to a minor commits an offence.
- (2) A person who commits an offence against subsection (1) is liable on conviction to a fine of not more than \$2,000.
- (3) It is a defence to a charge under subsection (1) if the person supplying the alcohol (the supplier)—
 - (a) is a parent or guardian of the minor, and supplies the alcohol in a responsible manner; or
 - (b) believes on reasonable grounds that the minor is not a minor; or
 - (c) believes on reasonable grounds that subsection (7) applies to the minor, and supplies the alcohol in a responsible manner; or
 - (d) believes on reasonable grounds that he or she has the express consent of the parent or guardian of the minor, and supplies the alcohol in a responsible manner.
- (4) When considering for the purposes of subsection (3)(a), (c), or (d) whether alcohol was supplied to any person in a responsible manner, the court may, in relation to the occasion on which the alcohol was supplied, take into account the following:
 - (a) the steps taken by the supplier to supervise the consumption of alcohol;

- (b) whether food was provided with the alcohol:
 - (c) whether a choice of low-alcohol or non-alcoholic beverages, or both, was offered:
 - (d) the nature of the occasion:
 - (e) any arrangements for, or provision of, safe transport:
 - (f) the period over which the alcohol was supplied:
 - (g) the strength and volume of the alcohol supplied:
 - (h) the age of the minor:
 - (i) any other matter it thinks relevant in the particular circumstances.
- (5) Subsection (1) applies irrespective of any liability that may attach to the licensee or any manager or other person in respect of the sale or supply of the alcohol.
- (6) A person does not commit an offence against subsection (1) by supplying alcohol to a person who then supplies it to a third person who is a minor, unless it is proved that the person knew or had reasonable grounds to believe that the alcohol was intended for a minor.
- (7) This subsection applies to the minor at any time if he or she is then no longer subject to guardianship by operation of section 28 of the Care of Children Act 2004.

Section 257 relates to evidence of age documents as follows:

- (1) A person commits an offence who presents to the licensee or a manager of any licensed premises, or to an employee of the licensee,—
- (a) a document that purports to be an approved evidence of age document but is not; or
 - (b) a genuine approved evidence of age document relating to the person but containing (whether because false information was given to the person issuing it, or information it contained when it was issued was later falsified) false information purporting to relate to the person's age or date of birth; or
 - (c) a genuine approved evidence of age document containing information relating to some other person.
- (2) A person commits an offence who—
- (a) sells, hires, lends, or gives to any other person a document that purports to be an approved evidence of age document but is not; or
 - (b) falsifies the information on a genuine approved evidence of age document relating to the age or date of birth of the person to whom the document relates.
- (3) A person commits an offence who, without reasonable excuse, sells, hires, lends, or gives to any other person—
- (a) a genuine approved evidence of age document relating to the other person but containing falsified information purporting to relate to the other person's age or date of birth; or
 - (b) a genuine approved evidence of age document containing information relating to a person other than that other person.
- (4) A person who commits an offence against this section is liable on conviction to a fine of not more than \$2,000.

AS OPERATORS OF THIS STORE WE ARE COMMITTED TO NOT SELLING TO MINORS

7. Hours of Operation

WE ARE COMMITTED TO NOT SELLING ALCOHOL OUTSIDE OF THE HOURS SPECIFIED IN OUR LICENCE.

Key points:

- We will not sell alcohol to anyone at all for any reason outside the hours specified in our license. This means before the time specified to open and or after the time specified to shut.

- If people are in the store before closing time but have not completed their purchase by the time specified to close we will not serve them.
- Staff will advise any persons coming into the restaurant near closing time that we will shut at the specified time and no sales will occur after that time for any reason.
- The entry door will be closed five minutes before the time specified in our license to close.
- Till receipts will be used to check you are complying with these requirements

Our licence permits us to open on the following days and time:

Monday to Sunday 8am to 10pm

The law

Section 255 relates to being on licensed premises outside licensing hours as follows:

(1) A person commits an offence who on any day is found in any part of any licensed premises, other than club premises, that is used principally or exclusively for the sale, supply, or consumption of alcohol, at any time that—

(a) is not a time when a special licence applies to the premises; and

(b) is not between 6 am and the time when the next period of permitted trading hours for the premises begins; and

(c) is—

(i) more than 30 minutes after the premises are required to close for the sale of alcohol; or

(ii) a time when the premises are required to be closed for the sale of alcohol.

(2) A person who commits an offence against subsection (1) is liable on conviction to a fine of not more than \$2,000.

(3) Subsection (1) does not apply to—

(a) the licensee;

(b) the licensee's spouse, civil union partner, or de facto partner;

(c) a manager;

(d) a manager's spouse, civil union partner, or de facto partner;

(e) a member of the immediate family of the licensee or a manager;

(f) an employee of the licensee who does not live on the premises, during the hours he or she is employed to work on the premises, and for 60 minutes after those hours have ended;

(g) a person who is the agent of the licensee, or acting under a contract with the licensee or a manager, and has the authority of the licensee or a manager to enter the premises—

(i) to clean, repair, or restock the premises (or any equipment in them); or a person who has the authority of the licensee or a manager to enter the premises to remove equipment (for example, band equipment);

(i) an employee of the licensee who lives on the premises;

(j) a person who lodges on the premises;

(k) a genuine guest of a person described in paragraph (i) or (j) while that person is on the premises.

(4) Subsection (1) does not apply in respect of a person who is found on any premises where an on-licence is in force if—

(a) a special licence is also in force for those premises at the material time; and

(b) that person's presence on the premises at that time is justified in terms of the special licence.

Section 256 relates to allowing people on licensed premises outside licensing hours

(1) A licensee or a manager of any licensed premises who allows a person to be on licensed premises in contravention of section 255 commits an offence.

(2) A person who commits an offence against subsection (1) is liable on conviction to a fine of not more than \$10,000.

8. Intoxication persons

WE ARE NOT PERMITTED TO SELL ALCOHOL TO INTOXICATED PERSONS

Definition

Intoxicated means observably affected by alcohol, other drugs, or other substances (or a combination of 2 or all of those things) to such a degree that 2 or more of the following are evident:

- (a) appearance is affected:
- (b) behaviour is impaired:
- (c) co-ordination is impaired:
- (d) speech is impaired

The following table sets out indicators for you to consider in assessing whether someone is intoxicated:

Indicators may include but are not limited to:

ASSESSMENT "TOOL"	SOBER	INFLUENCED	INTOXICATED
Speech	Coherent, clear speech, normal tone / volume, may be talkative.	May be overly talkative, opinionated and interrupts, may stumble over words, becoming loud, inappropriate language, jokes, comments	Slurring, difficulty forming words, loud, repetitive, loses train of thought, nonsensical, unintelligible.
Coordination	Coordinated, balanced, standing without help or support.	Slowed or delayed reactions, swagger or occasional staggers or sways.	Spills drinks, stumbles, trips, weaves, walks into objects, unable to stand un-aided or sit straight.
Appearance	Tidy, clear eyes, alert.	Vacant or blank expression, smell of alcohol on breath, may look untidy.	Bloodshot eyes, eyes glazed, inability to focus, tired, asleep, disheveled.
Behaviour	Behaving sensibly but may be	Over friendly or withdrawn, inappropriate	Seriously inappropriate actions or

	more relaxed.	or risky actions, argumentative, annoying, fading attention, increased consumption rate.	language, aggressive, rude, belligerent, obnoxious behaviour affecting other customers.
	Monitor & serve Responsibly	Intervene	Deny & remove

9. The law

Section 248 sets out that the sale and supply of alcohol to an intoxicated person is an offence as follows:

- (1) The licensee or a manager of any licensed premises who sells or supplies alcohol to an intoxicated person commits an offence.
- (2) A person who commits an offence against subsection (1) is liable on conviction,—
 - (a) in the case of a licensee, to either or both of the following:
 - (i) a fine of not more than \$10,000;
 - (ii) the suspension of the licensee's licence for a period of not more than 7 days;
 - (b) in the case of a manager, a fine of not more than \$10,000.
- (3) A person who is not a licensee or manager of licensed premises and who sells or supplies alcohol to an intoxicated person commits an offence.
- (4) A person who commits an offence against subsection (3) is liable on conviction to a fine of not more than \$2,000.
- (5) Subsection (3) applies irrespective of any liability that may attach to the licensee or any manager in respect of the same offence.

Our commitment to not selling to intoxicated persons

1. Security Plan

See Section D5 following. The premises will be designed by adopting many of the Crime Prevention through Environmental Design (CPTED) guidelines produced by the NZ Police and the Health Promotion Agency, aimed at achieving a design and layout of the premises which will minimise potential opportunity for harm and ensure a safe environment for patrons.

An incident diary will be kept at the counter, and any incidents will be recorded in it. This procedure is the same as that undertaken at the other stores owned by Avondeep Singh, the applicant company's owner.

The company has also adopted a plan for staff to follow in the event a robbery occurs. It is as follows.

During a Robbery

- During a robbery, the following points should be covered with all staff working in the Store
- Stay calm. Robberies are usually over very quickly.
- Comply with demands of the robber(s) and to take no actions that would place themselves or others in danger.
- Give the cash and smokes when asked
- Observe the robber(s) as closely as possible, note their clothes, any jewelry, any scars or tattoos, approximate height and weight, and other identifying characteristics.
- If a note is used, handle it as little as possible, and set it aside as soon as it is read. Try to keep the demand note.
- Once the robber(s) has left the store, notify other employees that a robbery has occurred.
- As quickly as possible after the robber(s) have left the store, lock all doors to the store.
- If possible, note the direction of escape for the robber(s), including a description of any vehicle used to escape. Do not pursue the robber(s).

After a Robbery

- After a robbery occurs, the following steps should be followed to ensure that no one in the branch has been injured, and to preserve evidence for law enforcement:
- Call Emergency services at 111.
- Be prepared to tell them that a robbery has just occurred, the address of the store, and any identification you can provide on the robber(s), vehicle(s) used and direction of escape.
- Ensure that no one in the store needs medical attention. If anyone is injured, call for medical assistance.
- If possible, post a notice at the main entrance to the store, to notify customers that the store is temporarily closed.
- Wait for emergency services.

From: Morgan.Delarue@police.govt.nz on behalf of TMAlcoholAdmin@police.govt.nz
To: [Alcohol Central Area Five](#)
Subject: 8220052323 - SURF DALE LIQUOR (OFFN)
Date: Thursday, 2 April 2020 2:20:09 PM

2 April 2020

The Secretary
District Licensing Committee
Private Bag 92-300
Wellesley Street
Auckland 1142

Dear Sir / Madam,

This application has been inquired into.

Police do have concerns that the amenity and good order will be negatively impacted by the presence of another bottle store on Waiheke Island but do not have sufficient evidence make a case at this time.

It is not opposed.

Morgan de la Rue
Senior Sergeant W725
Alcohol Harm Prevention Unit
Auckland Police

=====

WARNING

The information contained in this email message is intended for the addressee only and may contain privileged information. It may also be subject to the provisions of section 50 of the Policing Act 2008, which creates an offence to have unlawful possession of Police property. If you are not the intended recipient of this message or have received this message in error, you must not peruse, use, distribute or copy this message or any of its contents.

Also note, the views expressed in this message may not necessarily reflect those of the New Zealand Police. If you have received this message in error, please email or telephone the sender immediately



Thursday, 19 March 2020

Your Reference: 8220052323

Alcohol Licensing
Auckland Council - Central
Private Bag 92300
Auckland 1142

Dear Sir/Madam

**SALE AND SUPPLY OF ALCOHOL ACT 2012: Application For OFF Licence:
New**

SURFDALE LIQUOR : 2A MIAMI AVENUE, SURFDALE

The Medical Officer of Health has inquired into this application. At the date of this letter, the MOH has no information related specifically to this application that it believes would assist the DLC.

On this basis the MOH does not oppose this application.

Yours faithfully

Peter Aye
for Medical Officer of Health
Auckland Regional Public Health Service

Official Online Public Notice

Newspaper: Waiheke Gulf News

First published date: 12/03/2020

Second published date: 19/03/2020

Please click on the dates above to see a copy of your newspaper notice or [click here to go to the Newspaper Copies page](#).

Section 101, Sale and Supply of Alcohol Act 2012

A&N Enterprises Ltd, Waiheke Island

has made an application to the District Licensing Committee at Auckland for the issue of an Off Licence in respect to the premises situated at 2 Miami Ave, Surfdale and trading as Surfdale Liquor.

The general nature of the business to be conducted under the licence is as a bottle store. The days on which and the hours during which alcohol is intended to be sold under the licence are Mo to Su 9am to 10pm. (Online notice 9/03/20).

The application may be inspected during ordinary office hours at the offices of Auckland Council at Orewa, Henderson, Manukau, and 35 Graham Street Auckland Central; or by requesting a copy to alcohol_licensing_central@aucklandcouncil.govt.nz. Any person who is entitled to object and wishes to object to the issue of the licence may, not later than 15 working days after the first date of the publication of this notice on the site www.alcoholnotices.co.nz, file a notice in writing of the objection with the Secretary of the District Licensing Committee, Auckland Council, Private Bag 92300, Victoria St West, Auckland or to the email address above.

No objection to the issue of a licence may be made in relation to a matter other than a matter specified in section 105(1) of the Sale and Supply of Alcohol Act 2012.

To learn more from Auckland Council on how to make an objection to an application please [click here](#).

Important - Please highlight your individual notice before sending to the District Licensing Committee.

12th March 2020 – Waiheke Gulf News

WWW.ALCOHOLNOTICES.CO.NZ
SECTION 101 SALE AND SUPPLY OF
ALCOHOL ACT 2012

1st Notices A&N Enterprises Ltd has made an application to the District Licensing Committee at Auckland for the issue of an Off Licence in respect to the premises situated at 2 Miami Ave, Surfdale and trading as Surfdale Liquor. The general nature of the business to be conducted under the licence is as a bottle store. The days on which and the hours during which alcohol is intended to be sold under the licence are Mo to Su 9am to 10pm. (Online notice 9/03/20).

2nd Notices (1st was 5/3/20) Kennedy Point Vineyard Ltd has made an application to the District Licensing Committee at Auckland for the issue of an On Licence and an Off Licence in respect to the premises situated at 44 Donald Bruce Rd, Waiheke Isl. and trading as Kennedy Point Vineyard. The general nature of the business to be conducted under the licence is a cellar door operating as a tavern. The days on which and the hours during which alcohol is intended to be sold under the On Licence are Mo to Su 9am to 10pm; under the Off Licence are Mo to Su 9am to 10pm. (Online notice 26/02/20).

The application may be inspected during ordinary office hours at the offices of Auckland Council at Orewa, Takapuna, Henderson, Manukau, Papakura, Pukekohe and 35 Graham Street, Auckland Central. Any person who is entitled to object and wishes to object to the issue of the licence may, not later than 15 working days after the first date of the publication of this notice on the site www.alcoholnotices.co.nz, file a notice in writing of the objection with the Secretary of the District Licensing Committee, Auckland Council, Private Bag 92300, Victoria St West, Auckland. No objection to the issue of a licence may be made in relation to a matter other than a matter specified in section 105(1) of the Sale and Supply of Alcohol Act 2012.

Important - Please highlight your individual notice before sending to the District Licensing Committee.

19th March 2020 – Waiheke Gulf News

WWW.ALCOHOLNOTICES.CO.NZ
SECTION 101 SALE AND SUPPLY OF
ALCOHOL ACT 2012

2nd Notices (1st was 12/3/20) A&N

Enterprises Ltd has made an application to the District Licensing Committee at Auckland for the issue of an Off Licence in respect to the premises situated at 2 Miami Ave, Surfdale and trading as Surfdale Liquor. The general nature of the business to be conducted under the licence is as a bottle store. The days on which and the hours during which alcohol is intended to be sold under the licence are Mo to Su 9am to 10pm. (Online notice 9/03/20). The application may be inspected during ordinary office hours at the offices of Auckland Council at Orewa, Takapuna, Henderson, Manukau, Papakura, Pukekohe and 35 Graham Street, Auckland Central. Any person who is entitled to object and wishes to object to the issue of the licence may, not later than 15 working days after the first date of the publication of this notice on the site www.alcoholnotices.co.nz, file a notice in writing of the objection with the Secretary of the District Licensing Committee, Auckland Council, Private Bag 92300, Victoria St West, Auckland. No objection to the issue of a licence may be made in relation to a matter other than a matter specified in section 105(1) of the Sale and Supply of Alcohol Act 2012.

**Ritchelle Roycroft | Team Leader (Acting) | Alcohol Licensing Central
Licensing & Regulatory Compliance**

Ph 09 301 0101 | Mobile 021 732 918

Auckland Council, Level 1, 35 Graham Street, Auckland

Visit our website: www.aucklandcouncil.govt.nz

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From: [Lynette Reed](#)
To: [Alcohol Licensing Central](#)
Subject: Submission re Off Licence for 2 Miami Ave, Surfdale, Waiheke Island
Date: Friday, 20 March 2020 5:10:58 PM
Attachments: [Surfdale Off Licence](#)

Please find attached submission in opposition to the above application by A & N Enterprises Limited.

Yours faithfully.
Reed Family

Per:

L L Reed

Enc

20 March 2020

Secretary
District Licensing Committee
Auckland Council
Private Bag 92300
Victoria Street West
Auckland

email: alcohol_licensing_central@aucklandcouncil.govt.nz

re: Off Licence application by A & N Enterprises Limited for 2 Miami Ave,
Surfdale, Waiheke Island

I oppose the application by A & N Enterprises Limited for an off licence for 2
Miami Ave, Surfdale, Waiheke island. The reason for my opposition is:

- (a) The island is swimming with alcohol outlets.
- (b) There is the Irish pub in Surfdale
- (c) There is also a grocery outlet in Surfdale.
- (d) 2 Miami Ave is valuable as a fruit & vegetable outlet.

Yours faithfully
Reed Family

per:
L L Reed

From: [Lynette Reed](#)
To: [Ritchelle Roycroft](#)
Subject: Re: Objection to Alcohol Licence for Surfdale Liquor
Date: Monday, 30 March 2020 10:24:07 PM

We live at 1 Church Bay Rd, Oneroa, Waiheke Island.

The fruit and vegetable shop was as welcome addition to the little Surfdale shopping centre.

As mentioned in our submission the island, including Surfdale, is more than adequately supplied with alcohol outlets.

Regards

Lynette Reed

On 30 March 2020, at 6:19 pm, Ritchelle Roycroft
<ritchelle.roycroft@aucklandcouncil.govt.nz> wrote:

Good evening,

Thank you for your objection to the off-licence application for Surfdale Liquor. I am the alcohol licensing inspector working on this application. My job is to write a report about the application before it is forwarded to the District Licensing Committee (DLC), who are the final decision makers on the application.

When considering the grounds of an objection to an alcohol licence, the DLC must establish that the objector has a greater interest in the application than the public generally. This is a requirement of the Sale and Supply of Alcohol Act. For this reason, the DLC will want to know your residential address. If you do not provide your address, the DLC may not be able to consider your objection.

Therefore, can you please provide me with your residential address and I will place it on the file, which will go to the DLC? You may also provide any other reason you believe you have a greater interest in the application than the public generally.

Please be aware that the entire file for this application, including your objection and address, will be disclosed to the applicant and becomes public information, under the Local Government Official Information and Meetings Act.

If you have any questions or concerns, please do not hesitate to contact me.

Kind regards,

**Ritchelle Roycroft | Team Leader (Acting) | Alcohol Licensing Central
Licensing & Regulatory Compliance**

Ph 09 301 0101 | Mobile 021 732 918

Auckland Council, Level 1, 35 Graham Street, Auckland

Visit our website: www.aucklandcouncil.govt.nz

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From: [Tessa King](#)
To: [Alcohol Licensing Central](#)
Subject: objection to Surfdale fruit and veg (Waiheke Island) turning into a liquor store
Date: Monday, 23 March 2020 10:56:06 PM

I wish to lodge my objection to Surfdale Fruit and Veg becoming a liquor store. We don't need another bottle store on Waiheke Island. We already have a drink driving issue and we don't need any more encouragement. Surfdale is also a residential area with schools nearby.

Thank you.

Tessa King
tessaroseking@gmail.com
72 Crescent Rd West, Ostend, Waiheke 1081
02102285602



Please note that I work part-time and check emails intermittently. If you need to contact me urgently, call me on 02102285602.

From: [Aneka Phillips](#)
To: [Alcohol Licensing Central](#)
Subject: Surfdale fruit and veg store waiheke island
Date: Monday, 23 March 2020 10:58:51 PM

Hi I'm putting in an objection for the proposal to turn the surfdale fruit and veg store in surfdale waiheke island into a bottle store , I have lived here for 30 years and watched our little island turn into a small ibiza island . We do not need any more alcohol stores here we have enough liquor being sold everywhere . This is encouraging the behaviour of nasty drunks that we dont need more of . Please take my email seriously . My children do not need to see another liquor store on the street we have every restaurant, and vineyard doing this already and 4 alcohol shops in a 15k radius already please be smart and dont let this happen .

Kind regards Aneka Phillips
Onetangi resident
0274225801

From: [Aneka Phillips](#)
To: [Ritchelle Roycroft](#)
Subject: Re: Objection to Alcohol Licence for Surfdale Liquor
Date: Monday, 30 March 2020 6:39:12 PM

Hi sure , 7 hartley Avenue onetangi waiheke island , surfdale is in the neighborhood in which the main high school primary school and kindergarten are located my children go to these schools , walk through surfdale all the time and the the general shopping district in surfdale . There are bars already all the way through and all the shops including the one applying for this all are able to sell alcohol as it is . There is no reason for it to become an alcohol shop as I said in my previous email , this is going to encourage more alcoholism in our very small community of which we have 4 actual alcohol stops in a 15 k zone not including dairies who are also selling the stuff on top of all vineyards who make the stuff as well as the supermarket . We DON NOT NEED ANOTHER BOTTLE STORE . Please set a good example for our children who do not need to see anymore of this . They are our future and by the way this community is encourage alcohol sets the presidence of how they will be raised . Please do not allow this to happen ... the shop currently is great for all who need to stop here including my family to pick up essentials ... coming from someone who was raised with an alcoholic father and then moved in to be beaten by an alcoholic partner at one point . Food feeds the soul, alcohol feeds the addict . I know what I'd choose ...

On Mon, 30 Mar 2020, 6:19 PM Ritchelle Roycroft,
<ritchelle.roycroft@aucklandcouncil.govt.nz> wrote:

Good evening,

Thank you for your objection to the off-licence application for Surfdale Liquor. I am the alcohol licensing inspector working on this application. My job is to write a report about the application before it is forwarded to the District Licensing Committee (DLC), who are the final decision makers on the application.

When considering the grounds of an objection to an alcohol licence, the DLC must establish that the objector has a greater interest in the application than the public generally. This is a requirement of the Sale and Supply of Alcohol Act. For this reason, the DLC will want to know your residential address. If you do not provide your address, the DLC may not be able to consider your objection.

Therefore, can you please provide me with your residential address and I will place it on the file, which will go to the DLC? You may also provide any other reason you believe you have a greater interest in the application than the public generally.

Please be aware that the entire file for this application, including your objection and address, will be disclosed to the applicant and becomes public information, under the Local Government Official Information and Meetings Act.

If you have any questions or concerns, please do not hesitate to contact me.

Kind regards,

**Ritchelle Roycroft | Team Leader (Acting) | Alcohol Licensing Central
Licensing & Regulatory Compliance**

Ph 09 301 0101 | Mobile 021 732 918

Auckland Council, Level 1, 35 Graham Street, Auckland

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From: [Holly Dean](#)
To: [Alcohol Licensing Central](#)
Subject: Objection to Surfdale Liquor
Date: Tuesday, 24 March 2020 9:59:26 AM

Hi there,

I am a resident of Surfdale, waiheke island. My local fruit & veg shop which already sell wine is requesting to be an alcohol only shop.

I object, and do not agree with this.

Waiheke doesn't need another alcohol shop let alone our Surfdale village. It needs provisions, a European bakery, fruit & vege, and household amenities. The dairy sell booze. Oneroa sells booze (3 shops), Ostend sell booze (2shops) all 4-5mins drive away.

Alcohol is poison, our village doesn't need another big ugly alcohol branded shop and sign ruining the humble village we are creating. Where is the the town planning on waiheke, who designing our villages, who is taking ownership of the culture and design.

Please for our children, for our community, for our wellbeing do not have another alcohol shop.

Many thanks
Holly Dean
22 Jellicoe Parade, Surfdale.

Sent from my iPhone

From: [Tanya Batt](#)
To: [Alcohol Licensing Central](#)
Subject: Objection to application for off-licence - Surfdale Liquor - 2 Miami Avenue, Waiheke Island
Date: Saturday, 28 March 2020 7:39:06 PM

Kia Ora

We are writing to object to the conversion of the Surfdale Fruit and Veg store to an off licence, liquor outlet.

We feel that Waiheke Island already has enough (perhaps too many) liquor outlets (Oneroa x 2, Ostend x1 plus supermarket) and Onetangi x 1, ontop of all the venues, vineyards and bars/cafes that sell liquor.

We live in the area and regularly purchase food from the shop - in fact it is my husband's 'go to' shop for provisions. They already are able to sell liquor alongside food and this is a situation we'd be happy to continue.

Children from Waiheke Primary and Waiheke High School use the footpath outside this shop as a regular thoroughfare to and from school. In my mind it is preferable for children not to have to pass by a liquor store on a daily basis, especially as they grow into teenagers.

We think a food store is much more in keeping with the family friendly nature of the neighbourhood.

Kind wishes

Tanya Batt & Peter Forster

From: [sophie.poelman](#)
To: [Alcohol Licensing Central](#)
Subject: OBJECTION TO NEW OFF-LICENCE APPLICATION - Waiheke
Date: Saturday, 28 March 2020 8:59:53 PM
Attachments: [Application Surfdale liquor - Sophie Poelman.doc](#)

Hi there, please see attached objection,

thanks
Sophie Poelman

Sophie Poelman // *Senior Designer & Director*

CALL +64 225356440

VISIT studioalida.com

SKYPE sophiepoelman



Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 28/03/20

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor'.
2. I live within 500m of the proposed shop. I am a resident of 1 Hamilton Road, Surfdale, 450m from the proposed outlet.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - **Design of premises/signage** - I object to visually displeasing, garish & tacky signage for businesses operating in residential areas. The applicant's other outlet, "Thirsty liquor" in Oneroa, has signage that ruins the rustic feel and charm of that village. I would like to preserve some of the local, small business, owner-operated charm that Surfdale currently has. Alcohol store signage on the front facade of the proposed building will lower the overall standard of Surfdale village, which has recently improved dramatically with the addition of cafes, a family barber shop, and a fruit and veggie store.
 - **We have already had issues with people drinking in the existing establishments in Surfdale or publicly drinking in the neighbourhood.** A few months ago, we had to call 111 at 2am after being woken by a drunk bar patron who came into our house after the Surfdale bars' closing time. We already have people drinking in the bus shelter. We already have piles of empty beer / wine bottles overflowing the bins at Surfdale beach.
 - **the amenity and good order of the locality would be reduced by the effects of the issue of the licence, to more than a minor extent** - Bottle shops lower the tone of a neighbourhood, reminding people of alcohol availability. Surfdale is a family neighbourhood, a mix of commercial and residential, with a playground, basketball court, dedicated at-risk youth centre, a beach, all popular with youth. We are a residential community with a high proportion of young people, and there are clear links between availability of alcohol and alcohol related harm - alcoholism, violence and mental health issues. I would like Surfdale to remain a family friendly village, not one that seems to primarily support drinking culture.
 - **amenity and good order includes consideration of noise, nuisance, vandalism, nearby sensitive sites, such as schools,** I object as it is proposed in the neighbourhood of the local high school (950m away), and is also on the main walking route to this school. 8 to 18 year olds walk and bike past Surfdale village every day on their way to school. This makes me feel like the shop promotes drinking culture and increases accessibility to teenagers, even if their licence application requests states that their target is very different. Waiheke has over 1000 youth, and with a local school of 500 teenagers just 950meters away. In addition, a primary school, a kindergarten, a daycare facility, a

youth centre for at-risk youth, Living without Violence premises and the Living Waters Church houses at-risk people in a kind of emergency housing situation.

- **days and hours when alcohol will be sold** The late opening hours of 10pm, would encourage late night drinking in our park, streets, bus stops and beaches. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.
- **the density of licensed premises is already very high** There are already 5 outlets in Surfdale that sell alcohol, which represents more than 50% of the total businesses in Surfdale village. Having 5 liquor outlets in Surfdale contributes to increased accessibility of alcohol availability in the community and in turn contributes to alcohol harm. It will generally create an unfriendly and uncomfortable atmosphere, reminiscent of the alcohol store wastelands I have seen in certain parts of South Auckland.

In conclusion, as a Surfdale resident living 400m from the proposed outlet, a homeowner, rate payer, a mother, a concerned Waiheke local, I oppose the granting of a liquor licence for "Surfdale liquor" to operate as a Liquor store. I believe it will adversely affect the vibe of our community village, and due to it's close proximity to a high school, youth centre, playgrounds and other public areas, in addition to the high proportion of alcohol vendors in, I would strongly urge you to reconsider your approval of this application.

Best regards, Nga Mihi,

Sophie Poelman

Name Sophie Poelman
Email sophiepoelman@gmail.com
Contact phone 0225356440
Address 1 Hamilton Road, Surfdale, Waiheke Island

I wish to attend the hearing on this issue.

From: [Theresa Grantham](#)
To: [Alcohol Licensing Central](#)
Subject: A&N Enterprises Ltd off license application
Date: Sunday, 29 March 2020 7:54:42 AM

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 28/03/20

OBJECTION TO NEW OFF-LICENCE APPLICATION

1.

I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor'.

2.

While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:

- There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
- The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
- I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.

Other concerns

Name Theresa Grantham
Email theresa.grantham@gmail.com
Contact phone 0223134893
Address 37 Kiwi St, Blackpool, Waiheke Island

From: [Anna Dawson](#)
To: [Alcohol Licensing Central](#)
Subject: OBJECTION TO NEW OFF-LICENCE APPLICATION
Date: Sunday, 29 March 2020 8:23:42 AM

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor’.

2. I work within 1km of the proposed shop.

3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:

- There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
- The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
- I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.

4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Other concerns

It just isnt necessary. People already have ample places to buy alcohol so this is not serving the people of the community. We are a small community and the make up of businesses is crucial. There would be much better suited businesses for this group of shops that lots of young people walk through on their way to school.

Name anna dawson
Email anna.cleal@gmail.com
Contact phone 02102166661
Address 6 beatty parade surdale

I wish to attend the hearing on this issue.

From: [Shirin Brown](#)
To: [Alcohol Licensing Central](#)
Subject: Objection to alcohol licence application for 2 Miami Ave off licence.
Date: Sunday, 29 March 2020 1:32:59 PM
Attachments: [Application Surfdale liquor -1.pdf](#)
[Sites of significance for Surfdale .pdf](#)

Dear Sir/Madam

Attached please find my objection and a map attached as a separate document. I wish to appear at a hearing on this issue.

Kind regards
Shirin Brown

--

Shirin Brown
0212423310

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 29 March, 2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor’.
2. I live within 500m of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence. In a precinct stretching about 30 metres, we now have 2 bars, a restaurant, a café, and three places that sell alcohol as off licences.
 - This is a residential area that serves the school, there is a hairdresser, a physiotherapist and acupuncturist, a flower shop and two takeaway shops, two cafes (one selling alcohol) and a restaurant. While alcohol is available in the precinct it is not the main retail focus of the other premises that sell it. Currently, all the off-licences are set back from the road or sell other products. This shop shares a doorway entrance, up some steps with a popular takeaway restaurant on the same footprint and with the same property owner. We feel we are already overserved by the ability to purchase alcohol in the area and in terms of the amenity do not feel it is appropriate to have another shop with the single focus of selling alcohol.
 - It is a residential area with a primarily family and older person demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church. The latter runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop. The walking school bus starts and ends within 7 metres of the proposed bottle shop.
 - The bus stop diagonally opposite the entrance of the shop is a place where people with alcohol issues congregate at times until they are moved on by police. Sometimes the bottles accumulate in the shelter. Occasionally, as a result of the bars, there has been shouting and yelling and police callouts to that area. I feel the nuisance factor of an off-licence open until 10, both in terms of the public walking around and alcohol harm would be increased. From my house, which is directly up the valley I note increased noise levels in the last three years but I am too far away to identify the particular premises from which the issues are coming.
 - We have a range of demographics on Waiheke but average income per family is on average \$20,000 less than in other parts of Auckland. As an ex Local board member I am aware that our community struggle with addiction related harm. In fact, for that reason we included the following initiative in our local board plan for 2017-2020 “Support actions and policies aimed at reducing harm caused by alcohol, smoking, drugs or gambling.” We have particular issues with alcohol and drug related harm in our young population, and anecdotally, this substance abuse is starting younger and younger.
 - My son and daughter are now 16 and 17. Given we live in a close community without the age segmentation of other communities, my experience is that young people socialise across ages. This means that parties have a greater range of ages at them than in other places. Having been involved with youth workers, social workers, the youth centre and the schools both as a parent and

as a local board member, I can attest to the fact the community are concerned about alcohol, marijuana and P use in young people. Two of my son's friends could be classed as alcoholics, one is 16 and the other 18.

- The Local Board also funded an extension of the Rock, which is primarily funded for at risk youth to extend the offering to youth to promote healthy engagements and activities. This is open from 3 to 6, 4 days a week after school and is looking to extend its youth programme. This centre is also within 500 metres of the school.
- The Living Waters Church provides shelter to a number of people, primarily in their 50s and above who are recovering from addiction. This centre is within 500 metres of the proposed bottle shop. ‘
- Living Without Violence has premises within 500 metres of the shop and caters to people who have been the victims of physical and sexual abuse, often, they recognise, fuelled by alcohol.
- In terms of suitability of the applicant, I note that neither party lives on the island. I know that the shop they own in Oneroa is also opposite a bus stop. On a number of occasions (three that I can think of), I have seen people drinking or sitting with open bottles of alcohol in the bus stop. On one occasion, in the middle of the day, the ex police sergeant told me he was about to have a word with the person who clearly looked drunk and was sitting with a partially consumed 12 pack. On another occasion I was told the police were concerned about the window display in the shop. I do not know what the issue was. I am also concerned that this is not a speciality wine shop but a “Liquor store”

The road past the shops runs between the schools, day care facility, kindergarten, and youth centre and serve a residential area that has a high proportion of families who send their kids to the various facilities. At the same time our issues with alcohol related harm mean that it is not suitable to have an outlet that solely sells alcohol in this area, given the fact the area is already well-served. I understand that one could argue that the amenity would not be affected by a further alcohol outlet. However, none of the current outlets are solely directed at the sale of alcohol, nor do they promote the sale of alcohol or have any visibility to this. I really want emphasize that Surfdale is a neighbourhood used by families and children and the amenity would be negatively affected by having a bottle shop here. I would really appreciate it, if the application were declined.

If this is granted, I would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

I'd also like to note that the current owners, operators of the business are members of our community and I wish them no personal illwill. I recognise that business owners can operate any kind of business provided it is within the law. My concern is purely around the extent of alcohol availability that is currently there, and the increase in availability and access, and reduction in amenity that would result from having a bottle shop at this location.

I wish to attend the hearing on the issue and can be contacted using the following. Due to coronavirus responses arising during this submission process, it is unclear whether organisations operating in the area have concerns. This is why I have tried to detail concerns that I see. It may be that at a further date, these organisations have a view, or there is further information available, and I hope to bring any additional information in this regard to the hearing process.

I have provided a map with the key locations I talk about on it, including my house. The map is produced from Auckland Council GIS viewer and includes all sites within 500 metres.

Kind regards

Shirin Brown
shirinlives@gmail.com

0212423310

33 Ocean Road, Surfdale, Waiheke 1081



From: [Marta Fisch](#)
To: [Alcohol Licensing Central](#)
Subject: Liquor License Application opposition
Date: Sunday, 29 March 2020 1:57:44 PM

Re: A&N Enterprises Limited trading as Surfdale Liquor
2 Miami Avenue
Surfdale
Waiheke Island

Dear Council Officer

I am opposed to the license application by A&N on the grounds that a valued, affordable fruit and veg shop wants to convert to a booze outlet in a family neighbourhood. We need more fresh fruit and veg as well as easily to access dried goods during this period of caution when people are asked not to drive. This fruit and veg shop has been a wonderful addition to the neighbourhood where many elderly and car-less people live. We need food, not alcohol, in this neighbourhood.

Kind regards
Marta Fisch

--

Sent from an electronic device. Please excuse brevity and spelling mistakes.

"With life as short as a half-drawn breath, why would you plant anything but love?" - Rumi

Marta Fisch, MEd
027 600 4793
martafischnz@gmail.com
www.martafisch.com
www.martafisch.wordpress.com
skype: [martafischnz](#)

From: [Marta Fisch](#)
To: [Ritchelle Roycroft](#)
Subject: Re: Objection to Alcohol Licence for Surfdale Liquor
Date: Wednesday, 1 April 2020 6:26:13 PM

Hi Ritchelle

I'm happy to show that I have a stake in this objection. My address is in my signature at the bottom of my emails: 56 Queens Dr, Waiheke Island. I can walk to Surfdale in 10 minutes or cycle there in 5. I have friends who live within metres of the premises in question, including in the Living Waters temporary accommodation residence, where many are seeking support to stop drinking. I am a counsellor on the island and treat many people in Surfdale. I also have worked at Living Without Violence, Surfdale, where many of our clients are victims of alcohol-induced violence.

Kind regards
Marta

On Wed, Apr 1, 2020 at 12:40 PM Ritchelle Roycroft
<ritchelle.roycroft@aucklandcouncil.govt.nz> wrote:

Good afternoon,

Thank you for your objection to the off-licence application for Surfdale Liquor. I am the alcohol licensing inspector working on this application. My job is to write a report about the application before it is forwarded to the District Licensing Committee (DLC), who are the final decision makers on the application.

When considering the grounds of an objection to an alcohol licence, the DLC must establish that the objector has a greater interest in the application than the public generally. This is a requirement of the Sale and Supply of Alcohol Act. For this reason, the DLC will want to know your residential address.

Can you please provide me with your residential address and I will place it on the file, which will go to the DLC? You may also provide any other reason you believe you have a greater interest in the application than the public generally.

It is not mandatory to provide your address to me or the DLC, but if you do not provide your address, the DLC may not be able to consider your objection.

Please be aware that the entire file for this application, including your objection and address, will be disclosed to the applicant and becomes public information, under the Local Government Official Information and Meetings Act.

If you have any questions or concerns, please do not hesitate to contact me.

Kind regards,

**Ritchelle Roycroft | Team Leader (Acting) | Alcohol Licensing Central
Licensing & Regulatory Compliance**

Ph 09 301 0101 | Mobile 021 732 918

Auckland Council, Level 1, 35 Graham Street, Auckland

Visit our website: www.aucklandcouncil.govt.nz

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Sent from an electronic device. Please excuse brevity and spelling mistakes.

"With life as short as a half-drawn breath, why would you plant anything but love?" - Rumi

Marta Fisch, MEd

027 600 4793

martafischnz@gmail.com

[Www.martafisch.com](http://www.martafisch.com)

[Www.martafisch.wordpress.com](http://www.martafisch.wordpress.com)

skype: [martafischnz](https://www.skype.com/en/contacts/marta/martafischnz)

From: [Kathryn Voyles](#)
To: [Alcohol Licensing Central](#)
Subject: New Liquor License for Surfdale area, formerly The Surfdale Meat and Vege Shop made by A&N Enterprises LTD
Date: Sunday, 29 March 2020 2:46:09 PM

Date 29th March, 2020

OBJECTIONS TO NEW OFF-LICENCE APPLICATION

1. I objection to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises situated at 2 Miami Ave, Surfdale to trade as Surfdale Liquor.

2. I live within 2 kms of the proposed shop or a 20 minute walk.

3. While I object to the Application on all grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as the reasons as follows:

There are already many liquor outlets and bars in this small community shopping area: a dairy who sells beer and wine, two bars which sell beer, spirits and wine. Malones the bar also operates as an off-license. In short we already have quite enough outlets for alcohol in our community and a very real alcohol problem already existing in our community.

There is a youth centre, a community shared hall, a dwelling for those who need emergency housing and may have addiction issues, a Living Without Violence premise and the area is a hub for youth, children and many islanders travelling to and from work and school. There is also the Middle Bar and Pizzeria which sell alcohol as well.

With so many alcohol shops, vineyards on our island we are already at saturation. We need food outlets, fresh fruit and veggies not alcohol outlets.

There is already a super liquor, a Countdown, Gulf Food, The Island Grocer, 4 Square, The Waiheke Wine Centre, The Bottle store at Oneroa and all the cellar door vineyards. We have a huge amount of alcohol outlets for the size of our permanent community on the island (some 9,000 people).

There is already problems with youth and others drinking in the Surfdale beach reserve area and in the bus stop shelter which will be further impacted by another off license. There are often broken and empty bottles on the roadside and in the car park beside this store and on the beach and roadside. Broken glass will be an issue for the beach and walking areas in the vicinity.

Also I object strongly to the hours suggested. Surely opening at 9 am is too early and closing at 10 pm is too late. This is one of the most densely populated community areas on Waiheke with many young families living in the Surfdale.

The Surfdale Meat & Veg store preforms a very useful function in our community supplying fruit and veggies in the neighbour. They are the sort of shops we need now and in the future.

Thank you for your attention,

Kind regards,

Kathy Voyles
66 Makora Ave
Oneroa
1081
Waiheke Island

email: Kathyvoyles@gmail.com

phone 09 372 6785

I wish to attend the hearing on this issue.

From: [Jemma Voisin](#)
To: [Alcohol Licensing Central](#)
Subject: Objection to Surfdale Off-license Application
Date: Sunday, 29 March 2020 3:49:01 PM
Attachments: [Application Surfdale liquor Objection.doc](#)

Dear Sir/Madam,

Please find attached my objection to an application for an off-license application - 2 Miami Avenue, Waiheke Island.

Kind regards,
Jemma Voisin

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 29/03/20

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor’.
2. I live within 1km of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There is already a proliferation of liquor stores in Surfdale. Alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence as well as the current alcohol being sold from 2 Miami Ave: I believe it is both unnecessary and undesirable for any further alcohol licences to be issued in this area.
 - Although Surfdale is the target market area for the store is, it is also a thoroughfare for the rest of Waiheke. 2 Miami Ave is in a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, playground, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
 - I feel the community would be further compromised with an added off-license. There are already people who sit drinking in the bus stop unless they are moved on by the police.
 - The proposed bottle shop would attract more congestion to a location which at times is already subject to congestion and challenging to both car drivers and pedestrians especially children. Added traffic to this area could potentially create more incidents and injuries.
 - It was stated on the application that their aim was for a “premium liquor outlet” however there is already a premium liquor outlet Waiheke Wines in Oneroa. There are also the following establishments selling take out alcohol: 4 bottle shops, Countdown, 4 Square and at least 20 vineyards on Waiheke. I do not believe that another premium liquor outlet is necessary or beneficial to our community.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Jemma Voisin
jemmavoisin@gmail.com
0223083160
50 Ocean Rd,
Surfdale,
Waiheke Island
Auckland 1081

I wish to attend the hearing on this issue.

From: [Sally Smith](#)
To: [Alcohol Licensing Central](#)
Subject: Objection to Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor".
Date: Sunday, 29 March 2020 5:17:49 PM

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 29.03.2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor'.
2. I live within 1km of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
 - The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.

I am really concerned in particular that those who are trying to recover from alcohol issues at the Living Waters Church community right next door will have this placed right next to where they live.

- I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.
 5. The island already has a bottle shop in each village either side of this location only 2 km away, plus in total there are already four bottle shops on the island which is more than enough.

We already have homeless alcoholics gathering to drink in public across the road from the bottle shop in Ostend, we don't need this transferred to

Surfdale with all the young families in the area.

Other concerns

Name Sally Smith

Email sallys@xtra.co.nz

Contact phone 0277732975

Address 1 Wellington Road, Surfdale, Waiheke Island

I do not wish to attend the hearing on this issue.

From: [David Leigh](#)
To: [Alcohol Licensing Central](#)
Subject: Objection letter to Alcohol Licence application, Surfdale, Waiheke Island
Date: Sunday, 29 March 2020 6:14:42 PM
Attachments: [Application Surfdale liquor .doc](#)

To whom it may concern,

Please find attached my letter objecting to the off-license application for A&N Enterprises Ltd, 2 Miami Ave, Surfdale, Waiheke Island.

Regards,

David Leigh
Director
Emphasise Ltd
0278585022

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 29/03/20

OBJECTION TO THE NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor'.
2. I live within 1km of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
 - The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
 - I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Other concerns

Name: David Leigh
Email: Leigh.david1@gmail.com
Contact phone: 0278585022
Address: 50 Ocean Road, Surfdale, Waiheke Island

I wish to attend the hearing on this issue.

From: [Emily King](#)
To: [Alcohol Licensing Central](#)
Subject: Off-Licence application made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor'.
Date: Sunday, 29 March 2020 7:43:16 PM
Attachments: [Application Surfdale liquor E King.doc](#)

Kia ora, please find attached my application regarding the above.

Ngā mihi,
Emily King.

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 29/03/20

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor.
2. I live within 1km of the proposed shop. I love my local area and feel saddened that the Fruit and Vegetable shop is not viable to continue, as we regularly supported it. I oppose the change in use from a mixed food store (which already stocks beer and wine) to one that is solely stocking hard liquor for the reasons listed below.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There are already enough liquor sale options (dairy, local pub) in a small shopping area. The proportion of alcohol sales in that small area is already high, as it's mainly cafes, restaurants, and food retailers on that strip.
 - There are liquor stores in Oneroa and Ostend, just a few kilometres from the proposed location. There is no need for a liquor-only store, the island is already well catered for in this department.
 - The area where it is proposed to be located is a residential area in close proximity of the island's only high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church, which runs programmes and shelters people who are dealing with alcohol related harm issues.
 - I feel the amenity of our area would be further compromised. The precinct is small and has a cozy feel with small locally owned cafes, dairy, restaurant, and hairdressers. The sale of hard liquor is not needed here.
4. If this were to go ahead, the LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Name: Emily King
Email: e.dowding.smith@gmail.com
Contact phone: 027 813 0000
Address: 24 Lannan Road, Surfdale, 1081, Waiheke.

I wish to attend the hearing on this issue.

From: [Wiremu Te Taniwha](#)
To: [Alcohol Licensing Central](#)
Subject: Objection to Off-licence by A&N Enterprises Ltd
Date: Sunday, 29 March 2020 7:57:44 PM

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 29.03.2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1 I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor’.

2 I live within 200 meters of the proposed shop.

3 While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:

- As the Senior Pastor of Livingwaters Church, we currently have in our care recovering alcoholics and do regular detox from our church as we have no detox unit on Waiheke Island. This application provides a huge risk to some people in our care and adds further to the stress of domestic violence on our doorstep.
- Within 500 meters we currently have; The Middle (restaurant & takeaway), Surfdale Meats & Veg (vegetable shop) Malones (bar with late-night license) Found (bar and café with late-night license) Miami (dairy) all of which sell and supply alcohol. We are already over populated with alcohol outlets, with nine shops in a space of fewer than 500 meters, five of them selling alcohol
- Surfdale bus stop is a well-known hangout for alcoholics on both sides of the road 3 meters from the proposed venue, this license will attract more alcoholics to Surfdale
- Surfdale is primarily a residential area where our children walk to and throw from school, past the bus stop and shops, the risk of young people asking alcoholics outside to buy them drinks will become problematic
- Violence as seen in Ostend opposite from the liquor store where the alcoholics hang out will increase

Name: Wiremu Te Taniwha

Position: Senior Pastor
Organisation: Livingwaters AOG Church
Email: 777ihowa@gmail.com
Contact phone: 022-060 9831
Address 4/92 The Esplanade, Surfdale, Waiheke Island, 1081

I do not wish to attend the hearing on this issue.

From: [Gillie Brown](#)
To: [Alcohol Licensing Central](#)
Subject: Off Licence Surfdale Bottle Shop - Objection
Date: Sunday, 29 March 2020 8:51:04 PM
Attachments: [Auckland District Licensing Committee GB.pdf](#)
[Auckland District Licensing Committee \(1\).pdf](#)
[Auckland District Licensing Committee.pdf](#)

Please find attached 3 Objections to the Surfdale Bottle Shop

Thank you

Sent from [Mail](#) for Windows 10

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 29 March 2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor'.

2. I live within 1.5km of the proposed shop.

3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:

- There are plenty of liquor stores already located conveniently on the island and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: There are other cafe/restaurants and Bowls club. I believe it is undesirable for any further alcohol licences to be issued in this area.

- The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. Is, the fact, it is in a high residential area with a varied demographic in close proximity of a high school, primary school, a kindergarten, a daycare facility, a youth centre, and more importantly, Living without Violence premises and the Living Waters Church which runs programmes and shelters people *who are dealing with alcohol related harm issues*. All of these are within a 500 m radius of the proposed bottle shop.

- I feel the amenity would be further compromised. Do the local Police need to have to remove further binge drinkers who sit in the local bus shelters in Surfdale, Which there are 2 in less than 100m of the proposed shop. These shelter are for commuters!

4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. I would prefer a closing time of 8.00 pm in line with the fact it is a residential area. The noise created from more traffic entering and exiting the carparks, echos up the valley in Surfdale.

Name Gillian Brown
Email gilliebee@hotmail.com
Contact phone 0220951082
Address 4 Fisher Street, Surfdale

From: [Gillie Brown](#)
To: [Alcohol Licensing Central](#)
Subject: Off Licence Surfdale Bottle Shop - Objection
Date: Sunday, 29 March 2020 8:51:04 PM
Attachments: [Auckland District Licensing Committee GB.pdf](#)
[Auckland District Licensing Committee \(1\).pdf](#)
[Auckland District Licensing Committee.pdf](#)

Please find attached 3 Objections to the Surfdale Bottle Shop

Thank you

Sent from [Mail](#) for Windows 10

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 29 March 2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor'.

2. I live within 500m of the proposed shop.

3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:

- There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from several bar/restaurants and the Bowls Club. I believe it is undesirable for any further alcohol licences to be issued in this area.
- The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarten, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
- I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police. Rubbish laying around and up the path next to my home. The bright lights will be of annoyance and the noise associated with the arrival and leaving of cars to the shop as late as 10pm as outlined.

4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. I would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Name Nooroa Anguna
Email nootoonz@hotmail.com
Contact phone 0212699963
Address 14A Marama Avenue, Surfdale

From: [Gillie Brown](#)
To: [Alcohol Licensing Central](#)
Subject: Off Licence Surfdale Bottle Shop - Objection
Date: Sunday, 29 March 2020 8:51:04 PM
Attachments: [Auckland District Licensing Committee GB.pdf](#)
[Auckland District Licensing Committee \(1\).pdf](#)
[Auckland District Licensing Committee.pdf](#)

Please find attached 3 Objections to the Surfdale Bottle Shop

Thank you

Sent from [Mail](#) for Windows 10

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 29 March 2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor'.

2. I live within 1.5km of the proposed shop.

3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:

- There is already liquor stores and alcohol available in this shopping precinct from the dairy, various bars and clubs. I believe it is undesirable for any further alcohol licences to be issued in this area.

- The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, primary school, kindergarten, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.

- I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.

4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. I would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Name Ward Climo
Email c/- gilliebee@hotmail.com
Contact phone 09 3728718
Address: Fisher Street, Surfdale

From: [AJ Aggrey](#)
To: [Alcohol Licensing Central](#)
Subject: Objection against Surfdale Liquor store.
Date: Sunday, 29 March 2020 9:16:16 PM

Kia ora,

To whom it may concern,

We have too much alcohol consumption on this Island and many many outlets to purchase and imbibe and get drunk as it goes.

I object strongly to this. It truly is unnecessary.

Yours,

AJ Aggrey
97 Wilma Rd
Ostend.
0272060008.

Sent from my iPhone

From: [Gillie Brown](#)
To: [Alcohol Licensing Central](#)
Subject: Objection to Off License - Surfdale Bottle shop
Date: Sunday, 29 March 2020 9:50:47 PM
Attachments: [Application Surfdale liquor Joan B.pdf](#)

Please find attached an objection to the Surfdale Bottle shop

Thank you

Joan Brown

Sent from [Mail](#) for Windows 10

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 29/3/2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor’.
2. I live within 1km of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
 - The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
 - I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Other concerns

Name Mrs Joan Brown
Email c/- gilliebee@hotmail.com (daughter address)
Contact phone 09 3728718
Address 4 Fisher Street, Surfdale, Waiheke Island

From: [Tamara Wheeler](#)
To: [Alcohol Licensing Central](#)
Subject: Application Objection Surfdale
Date: Monday, 30 March 2020 9:37:34 AM
Attachments: [Application Objection Surfdale liquor-.doc](#)

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date:

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor'.
2. I live within 1km of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
 - The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
 - I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Other concerns

Name
Email
Contact phone
Address

I wish to attend the hearing on this issue.

From: [Tamara Wheeler](#)
To: [Ritchelle Roycroft](#)
Subject: Re: Objection to Alcohol Licence for Surfdale Liquor
Date: Wednesday, 1 April 2020 1:11:17 PM

Hi there,

My address is 43 Ocean Road, Surfdale, Auckland 1081.

On Wed, 1 Apr 2020 at 12:40 PM, Ritchelle Roycroft
<ritchelle.roycroft@aucklandcouncil.govt.nz> wrote:

Good afternoon,

Thank you for your objection to the off-licence application for Surfdale Liquor. I am the alcohol licensing inspector working on this application. My job is to write a report about the application before it is forwarded to the District Licensing Committee (DLC), who are the final decision makers on the application.

When considering the grounds of an objection to an alcohol licence, the DLC must establish that the objector has a greater interest in the application than the public generally. This is a requirement of the Sale and Supply of Alcohol Act. For this reason, the DLC will want to know your residential address.

Can you please provide me with your residential address and I will place it on the file, which will go to the DLC? You may also provide any other reason you believe you have a greater interest in the application than the public generally.

It is not mandatory to provide your address to me or the DLC, but if you do not provide your address, the DLC may not be able to consider your objection.

Please be aware that the entire file for this application, including your objection and address, will be disclosed to the applicant and becomes public information, under the Local Government Official Information and Meetings Act.

If you have any questions or concerns, please do not hesitate to contact me.

Kind regards,

**Ritchelle Roycroft | Team Leader (Acting) | Alcohol Licensing Central
Licensing & Regulatory Compliance**
Ph 09 301 0101 | Mobile 021 732 918

Auckland Council, Level 1, [35 Graham Street, Auckland](#)

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From: [Alain Brideson](#)
To: [Alcohol Licensing Central](#)
Subject: Objection to Alcohol licence - Surfdale liquor
Date: Monday, 30 March 2020 9:59:10 AM
Attachments: [Licence objection - Surfdale liquor -Alain Brideson 30Mar20 .doc](#)

To Whom it may concern,

Please see attached my objection to the alcohol licence for the proposed Surfdale Liquor, 2 Miami Ave, Surfdale, Waiheke Island. (Application 8220052323)

Please let me know if you require further information.

Best regards,
Alain Brideson

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 30th March 2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor’.
2. I live within 1km of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - Within the small group of shops/businesses, more than half sell alcohol. In order to have a sustainably thriving village, there should be diversity rather than an a high concentration of alcohol outlets. It is unnecessary for any further alcohol licences to be issued in this area.
 - The target market area for the store is the suburb of Surfdale but it is also on the main road which rest of Waiheke passes through regularly. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
 - I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Other concerns

Name: Alain Brideson
Email: abrideson@gmail.com
Contact phone: 0220442881
Address: 1 Hamilton Road, Surfdale, Waiheke Island, AKL 1081

I wish to attend the hearing on this issue.

From: [hayley Hailstone](#)
To: [Alcohol Licensing Central](#)
Subject: Off licence application
Date: Monday, 30 March 2020 10:14:48 AM

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor’.
2. I live within 1km of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
 - The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
 - I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Hayley Hailstone
7 Alison Road
Surfdale
Waiheke

Sent from my iPhone

From: [Arti Van Eerden](#)
To: [Alcohol Licensing Central](#)
Subject: new Off-Licence 2 Miami ave, Surfdale, Waiheke Island
Date: Monday, 30 March 2020 10:33:13 AM

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Date 29/03/20

OBJECTION TO NEW OFF-LICENCE

1 I object to the Application made by A&N EnterprisesLtd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor.

2 I live within 5 km of the proposed shop.

3 While I object to the application on all the grounds under the Sale and Supply of alcohol Act 2012, I particularly object as follows:

* There is already a proliferation of liquor stores on the island and alcohol is available from the Surfdale dairy and from Malones, a with off licence bar in Surfdale itself.

* The target area for the store is Surfdale, a residential area in close proximity of schools and a youth centre plus the Living Waters church that shelters people with alcohol related harm issues . People have already been found drinking at nearby bus shelters until moved on by police.

* We would prefer a closing time earlier than 9pm in this residential area.

Name: Arti van Eerden
Email: a.vaneerden@hotmail.com
Contact phone: 027 4064218
Address: 7 Calais Terrace, Ostend, Waiheke Island

I wish to attend the hearing on this issue.

From: donna.mcintyre@xtra.co.nz
To: [Alcohol Licensing Central](#)
Subject: OBJECTION TO NEW OFF-LICENCE APPLICATION
Date: Monday, 30 March 2020 10:38:28 AM

To: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 30/3/2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be located at: 2 Miami Ave, Surfdale to trade as 'Surfdale Liquor'.
2. I live within 1km of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - Already, there is already a proliferation of liquor stores, plus alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
 - The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarten, a day care facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol-related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
 - I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Yours faithfully
Donna Dierick
74 Jellicoe Parade
Surfdale
Waiheke 1081

e: donna.mcintyre@xtra.co.nz

From: [Carol Stott](#)
To: [Alcohol Licensing Central](#)
Subject: Application for a Liquor license in Surfdale, Waiheke island
Date: Monday, 30 March 2020 12:27:16 PM
Attachments: [Application Surfdale liquor .doc](#)

Please see my objection below to this application.

Regards
Carol Stott
021 811 625

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 28/03/20

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor'.
2. I live within 500m of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
 - The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
 - I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Other concerns

Name
Email
Contact phone
Address

I wish to attend the hearing on this issue.

From: [Carol Stott](#)
To: [Ritchelle Roycroft](#)
Subject: Re: Objection to Alcohol Licence for Surfdale Liquor
Date: Wednesday, 1 April 2020 12:48:00 PM

Hi Ritchelle

My residential address is 3 Surfdale Road, Surfdale, Waiheke Island, 1081.
Thank you

Regards
Carol

Carol Stott
021 811625

On Wed, Apr 1, 2020 at 12:40 PM Ritchelle Roycroft
<ritchelle.roycroft@aucklandcouncil.govt.nz> wrote:

Good afternoon,

Thank you for your objection to the off-licence application for Surfdale Liquor. I am the alcohol licensing inspector working on this application. My job is to write a report about the application before it is forwarded to the District Licensing Committee (DLC), who are the final decision makers on the application.

When considering the grounds of an objection to an alcohol licence, the DLC must establish that the objector has a greater interest in the application than the public generally. This is a requirement of the Sale and Supply of Alcohol Act. For this reason, the DLC will want to know your residential address.

Can you please provide me with your residential address and I will place it on the file, which will go to the DLC? You may also provide any other reason you believe you have a greater interest in the application than the public generally.

It is not mandatory to provide your address to me or the DLC, but if you do not provide your address, the DLC may not be able to consider your objection.

Please be aware that the entire file for this application, including your objection and address, will be disclosed to the applicant and becomes public information, under the Local Government Official Information and Meetings Act.

If you have any questions or concerns, please do not hesitate to contact me.

Kind regards,

**Ritchelle Roycroft | Team Leader (Acting) | Alcohol Licensing Central
Licensing & Regulatory Compliance**
Ph 09 301 0101 | Mobile 021 732 918

Auckland Council, Level 1, 35 Graham Street, Auckland

Visit our website: www.aucklandcouncil.govt.nz

[Unite against COVID-19](#)



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From: [Doris Aoina](#)
To: [Alcohol Licensing Central](#)
Subject: Objection to New Off-license Application.
Date: Monday, 30 March 2020 1:40:51 PM
Attachments: [Auckland District Licensing Committee March 2020.docx](#)

Hello
Auckland District Licensing Committee,

Please see attached for your attention.

Kind regards

Doris Aoina
Waiheke Youth Centre Coordinator
Ph. 09 372 6899 or 0274 327661

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 30th March 2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A & N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as "Surfdale Liquor".
2. The Waiheke Youth Centre also known as The Rock is approximately 1500 metres from the proposed shop.
3. I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012.
 - There is no shortage of liquor stores and alcohol that is readily available on Waiheke Island to consumers, including the local area of Surfdale in which there is in a 400 metre stretch, Miami Superette, Found Coffee/ Bar/Club, Malones Bar, The Middle Restaurant and the Surfdale Bowling Club are all approved with liquor licenses and alcohol available to consumers. I believe any further approval of alcohol licenses will be detrimental to the Surfdale Community.
 - When you are working with youth from ages 10 to 18, many who walk passed the Surfdale shops to attend the Rock, you see the challenges they are facing and some with the effects of those being exposed to alcohol and at risk situations. Approving a liquor licence to A & N Enterprise Ltd would in my view will not help our young people, their families and the community especially in Surfdale to address the challenges they already face with alcohol use.

Name: Doris Aoina- Waiheke Youth Centre Coordinator

Email : dorisaoina@gmail.com

Contact phone : 0274 327661

Address : C/- Waiheke Youth Centre Trust P O Box 200 Oneroa

Physical Address for Youth Centre: 6 Hamilton Road Surfdale Waiheke Island 1081

From: [Jeanine Clarkin](#)
To: [Alcohol Licensing Central](#)
Subject: objection
Date: Monday, 30 March 2020 2:34:15 PM
Attachments: [Application Objection Surfdale liquor .doc ic.docx](#)

kia ora as attached

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 30 March 202

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor'.
2. I live within 1km of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
 - The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
 - I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Other concerns

Name Jeanine Clarkin
Email jclarkinfashion@hotmail.com
Contact phone 0204456225
Address 21 Waikare rd Oneroa

I wish to attend the hearing on this issue.

From: [Sydney Thickpenny](#)
To: [Alcohol Licensing Central](#)
Subject: "NEW OFF-LICENCE APPLICATION" made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as "Surfdale Liquor"
Date: Monday, 30 March 2020 3:49:28 PM

Auckland District Licensing Committee.
Private Bag 92300, Auckland 1142.
Email: alcohol licensing central@aucklenacouncil.govt.nz

30/30/2020

To whom it may concern.
Dear Sir / Madam.

1. My Wife and I strongly object to this "NEW OFF-LICENCE APPLICATION" made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as "Surfdale Liquor"
2. We live within 150 meters of the proposed shop.
3. While we object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012. We particularly object as follows.

The Surfdale shopping centre comprises 11 retail outlets, SIX of which have liquor licenses, THREE of which have Off-Licences. The shops are all on the western side of the road around a 90-degree bend situated in a quiet seaside Village community, the majority of whom are elderly.

The private dwellings about the shops, are across the road, behind the shops and of course surround the shops on the rising ground above the Bay.

Our home overlooks the shops at a distance of about 150 meters.

The Liquor proliferation of liquor stores already in my shopping precinct has directly destroyed the quality of Life for ourselves and family.

The main offender is Malones Irish Bar Waiheke.

Malones Bar has an off license.

This Bar operates most days depending on the season.

On Thursday and Friday Malones trades until 3.00 Am. On Saturday until 12.00 midnight and on Sunday until 3.00Am.

This late closing attracts all the revellers from the Islands Bars and Restaurants as they close.

Malones features a DJ, an Open Mike Night and live music.

The music generally begins at 09.30 Pm and goes through to 3.00Am.

At between 9.00 and 10.00pm, our Family are generally settling into the evening and perhaps watching TV. Or going to bed to read awhile.

As 9.30 Pm approaches, we are apprehensive, we look at each other and discuss, "is the intrusive noise going to start tonight" and then the sinking feeling of hopelessness, as Malones cranks up and the noise comes into our home over the Television and our conversation.

The live band turns up their Amps seemingly without any control from Malones Management.

The Karaoke machine is drowned out by the screaming voices and the drumming. Malones features a drum kit on which the patrons are encouraged to practise their lack of drumming skills.

The DJ Machine is the worst. When there is no DJ engaged, random Patrons are encouraged to try their hand at DJ ing. Once again Management does not seem to control the volume.

The Machine generates a RAVE type Bass sound that is very loud, invasive and on a repetitive loop. If we do manage to drop off, we are repeatedly startled into wakefulness be the incessant Base Beat. The Base Beat continues unabated from 9.30 pm until 3.00Am.

The sound carries all around the bay particularly on a still night.

When Malones Patrons spill out at closing time the staff clean-up and go to their homes removed from Surfdale.

The Surfdale community are left to deal with the slamming of car doors. revving of engines, squealing of tires, cheering of the crowd, wail of Police Sirens and burglar alarms.

The screaming of intoxicated Women, the violent raging of intoxicated men, the smashing of car windows, and generally drunken thuggish behaviour.

As Malone's Patrons disperse up our quiet street, it is as if the drunken thugs are in our living room, such is the noise disruption.

In the morning, we find Letter Boxes have been ripped out and smashed, Street Signs ripped down and bent.

There is Urine and worse is in the Shop Doors.

Broken Bottles litter the street, Smashed glass in the Bus Stop and damage to the public toilet.

Cars parked on the side of the road, belonging to residents have been crashed into. Vehicles are left abandoned with smashed out windows. Motor bikes crashed into poles.

By the time Monday comes my family and myself are nervous wrecks, from the turmoil and lack of sleep

The quality of life for the residents of this once quite Seaside community is completely compromised due to the increased and seemingly uncontrolled booze outlets.

Surfdale is not an industrial estate or a large retail area.

Covid – 19 is proving a blessing as our evenings are once again peaceful.

Licenses in this area must not be extended but should, in my view, be reduced.

Please please, you cannot, in all conscience increase the availability of alcohol in this already oversupplied environment.

Sydney Lewis Thickpenny.
sydrickpenny@windowslive.com
0274420659
12 Marama Avenue,
Surfdale, Waiheke Island.
Auckland 1081.

We wish to attend the hearing on this issue.

Yours Sincerely: Sydney Thickpenny and Christine Thickpenny

From: [Mark Inglis](#)
To: [Alcohol Licensing Central](#)
Cc: [Rob Abbott](#)
Subject: Waiheke Local Board Objection to a new off-licence at 2 Miami Avenue, Waiheke
Date: Monday, 30 March 2020 5:28:03 PM
Attachments: [Objection to Alcohol Licence Surfdale Liquor 2 Miami Ave \(003\).pdf](#)

Dear Secretary,

Please find attached the objection to the application for an off-licence at 2 Miami Ave Waiheke. If a hearing takes place the board would like an allocated speaking slot please.

Kind regards

Mark Inglis | Local Board Advisor: Waiheke Local Board | Local Board Services | Auckland Council
DDI +64 (09) 980 5395 | Mobile 021 503 849
10 Belgium St, Waiheke, Auckland 1081

30 March 2020

The Secretary
District Licensing Committee
Private Bay 92-300
Auckland 1142
alcohol_licensing_central@aucklandcouncil.govt.nz

Cc: Rob Abbott, Principal Specialist Alcohol Licensing
Auckland Council
rob.abbott@aucklandcouncil.govt.nz

To whom it may concern,

Objection to a new off-licence application from A&N Enterprises Limited trading as Surfdale Liquor, 2 Miami Avenue, Surfdale Waiheke

In the opinion of the Board, there are a number of issues in relation to the direct environment of the proposed liquor store, which are as follows:

1. The amenity and good order of the neighbourhood is likely to be reduced by the effects of the issue of the licence to more than a minor extent due to nearby sensitive sites and the density of licensed premises in the area.
 - The locality of the proposed liquor store is in direct proximity - less than 500 metres - to the Living Without Violence Centre, the Waiheke Hope Centre which provides emergency accommodation to vulnerable island residents and to the local youth centre, which are all dealing with the effects of alcohol-related harm.
 - The addition of a liquor store would detrimentally affect the character of the small precinct and is likely to lead to an increase in levels of alcohol-related anti-social behavior, nuisance, litter, vandalism and public drinking at the neighbouring beach, which is less than 300 meters away.
2. Density of Liquor Licences in a small area. The precinct already has four adjacent businesses in an area less than 300 metres, with existing liquor licences at Miami Price Cutter, Found Café and Bar, Malones Irish Pub and The Middle Restaurant and Bar and therefore it is the board's opinion that is not desirable to issue any further licences. In addition to the high density of existing licences, existing businesses would also be materially disadvantaged by the introduction of another outlet selling liquor.
3. The Surfdale suburb has a high population of young families, and the liquor store is situated on the main walking/cycling route to the local high school and primary school as well as the kindergarten and community childcare centre. These sites are all located within 600 metres of the off-licence.
4. The board is concerned about the ability of Avondeep Singh to run the day to day operation of the business on Waiheke, given that he resides in Northland.

Yours sincerely



Chair
Waiheke Local Board

From: [Jenn Howell](#)
To: [Alcohol Licensing Central](#)
Subject: Objection to new liquor store in Surfdale, Waiheke Islams
Date: Monday, 30 March 2020 8:59:50 PM
Attachments: [surfdale liquor objection.docx](#)

Please find attached.

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 30/03/2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor’.
2. I live within a few kms of the proposed shop and travel on that road frequently.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
 - The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarten, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
 - I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.

Other concerns

The area would far better be served by a useful business, rather than a redundant liquor store. There is also already a lot of binge drinking going on with the lockdown. Not to mention that the curve and parking situation is difficult enough to navigate without a high volume liquor store.

Name Jenn Howell
Email celtchick@gmail.com
Contact phone 021311813
Address 11 Albert Crescent, Waiheke Island

I wish to attend the hearing on this issue.

From: [Margarita Wilson](#)
To: [Alcohol Licensing Central](#)
Subject: Objection
Date: Tuesday, 24 March 2020 9:52:12 AM

I object to Surfdale Fruit and Veg on Waiheke Island becoming alcohol only outlet. The island has more than sufficient alcohol outlets.

Margarita Wilson

Ostend

Waiheke Island

From: [nigel scanlon](#)
To: [Alcohol_Licensing_Central](#)
Subject: Re:
Date: Wednesday, 1 April 2020 8:08:38 AM

Hi
Surfdale fruit and vege ,
Surfdale Waiheke Island
Cheers

On Tue, 31 Mar 2020 at 5:22 AM, Alcohol_Licensing_Central
<Alcohol_Licensing_Central@aucklandcouncil.govt.nz> wrote:

Hello Nigel

Thank you for sending us below email. Could you please give us more details on the application or premises such as name of the premises and the address so that I could lodge your objection.

Kind regards

Kelly Lee | Regulatory Support Officer

Licensing & Regulatory Compliance Services

Phone: 09 301 0101

Visit our website www.aucklandcouncil.govt.nz

From: nigel scanlon <nigelscan@gmail.com>
Sent: Monday, 30 March 2020 6:28 PM
To: Alcohol_Licensing_Central
<Alcohol_Licensing_Central@aucklandcouncil.govt.nz>
Subject:

I disagree with this as the are a lot of recovering alcoholics living close by at living waters church cheers .

Unite against COVID-19



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Objection withdrawn

From: [Kylee Matthews \(Waiheke Local Board\)](#)
To: [Alcohol Licensing Central](#)
Subject: Objection to Liquor Licence Surfdale Thirsty Liquor Waiheke Island
Date: Sunday, 29 March 2020 3:08:27 PM
Attachments: [Application Objection Surfdale liquor \(002\).doc](#)

Please find attached my submission asking for the decline of the above application.

Thank you

Nāku nei, me aku mihi nui

Kylee Matthews | Local Board Member

Waiheke Local Board

Mobile 021 0422 801

Auckland Council, 10 Belgium Street, Waiheke

Visit our website: aucklandcouncil.govt.nz

Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 30th March 2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor'.
2. I live within 1km of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
 - The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
 - I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.
5. Living without Violence is also located in Surfdale 200 meters from the proposed outlet. A lot of people go to living without violence due to alcohol related domestic violence incidents.

Name: Kylee Matthews
Email: kylee.matthews@aucklandcouncil.govt.nz
Contact phone: 021 0422801
Address: 21 Hamilton Road Surfdale Waiheke Island

I wish to attend the hearing on this issue.

Objection withdrawn

From: [Kylee Matthews](#)
To: [Alcohol Licensing Central](#)
Subject: Objection to Thirsty Liquor Surfdale Waiheke Island
Date: Sunday, 29 March 2020 4:23:24 PM
Attachments: [Application Objection Surfdale liquor_ \(002\).doc](#)

Kia Ora

Please find my objection to this application on behalf of residents of the Surfdale area.

Kylee Matthews
Awa Therapy
0210422801



Auckland District Licensing Committee
Private Bag 92300, Auckland 1142

Email: alcohol_licensing_central@aucklandcouncil.govt.nz

Date: 30th March 2020

OBJECTION TO NEW OFF-LICENCE APPLICATION

1. I object to the Application for a new Off-Licence made by A&N Enterprises Ltd for premises to be situated at: 2 Miami Ave, Surfdale to trade as Surfdale Liquor’.
2. I live within 1km of the proposed shop.
3. While I object to the Application on all the grounds under the Sale and Supply of Alcohol Act 2012, I particularly object as follows:
 - There is already a proliferation of liquor stores and alcohol is readily available in this shopping precinct from the dairy and from a bar (Malones) that also operates as an off-licence: I believe it is undesirable for any further alcohol licences to be issued in this area.
 - The target market area for the store is Surfdale but it is also a thoroughfare for the rest of Waiheke. It is a residential area with a varied demographic in close proximity of a high school, a primary school, a kindergarden, a daycare facility, a youth centre, Living without Violence premises and the Living Waters Church which runs programmes and shelters people who are dealing with alcohol related harm issues. All of these are within a 500 m radius of the proposed bottle shop.
 - I feel the amenity would be further compromised. There are already people who sit drinking in the bus stop unless they are moved on by the police.
4. The LAP for Auckland suggests a closing time of 9.00pm for alcohol outlets. We would prefer a closing time of 8.00 pm in line with the fact it is a residential area.
5. Living without Violence is also located in Surfdale, 200 meters from the proposed outlet. A lot of people go to living without violence due to alcohol related domestic violence incidents.

Name: Kylee Matthews
Email: awatherapy@gmail.com
Contact phone: 021 0422801
Address: 21 Hamilton Road Surfdale Waiheke Island

I wish to attend the hearing on this issue.

From: [Kylee Matthews \(Waiheke Local Board\)](#)
To: [Alcohol Licensing Central](#)
Subject: RE: Objection to Liquor Licence Surfdale Thirsty Liquor Waiheke Island
Date: Sunday, 5 April 2020 5:38:10 PM

Can I please withdraw my objection.

Thanks

From: Kelly Lee <Kelly.Lee@aucklandcouncil.govt.nz> **On Behalf Of** Alcohol_Licensing_Central
Sent: Saturday, April 4, 2020 9:43 AM
To: Kylee Matthews (Waiheke Local Board) <kylee.matthews@aucklandcouncil.govt.nz>
Subject: RE: Objection to Liquor Licence Surfdale Thirsty Liquor Waiheke Island

Hello There

Objection of Alcohol Licence Application

This email serves as confirmation that your letter of objection has been received by Alcohol Licensing. Your objection has been filed against:

8220052323_Surfdale Liquor

Your letter/email will be attached to the file sent to the District Licensing Committee. You will be notified if a public hearing is to be held.

Should you require further information, please contact the Alcohol Licensing inspector on 09 301 0101 or email alcohol_licensing_central@aucklandcouncil.govt.nz.

Kind regards

Kelly Lee | Regulatory Support Officer
Licensing & Regulatory Compliance Services
Phone: 09 301 0101
Visit our website www.aucklandcouncil.govt.nz

From: Kylee Matthews (Waiheke Local Board) <kylee.matthews@aucklandcouncil.govt.nz>
Sent: Sunday, 29 March 2020 3:08 PM
To: Alcohol_Licensing_Central <Alcohol_Licensing_Central@aucklandcouncil.govt.nz>
Subject: Objection to Liquor Licence Surfdale Thirsty Liquor Waiheke Island

Please find attached my submission asking for the decline of the above application.

Thank you

Nāku nei, me aku mihi nui

Kylee Matthews | Local Board Member
Waiheke Local Board
Mobile 021 0422 801

Auckland Council, 10 Belgium Street, Waiheke

Visit our website: aucklandcouncil.govt.nz

