

Subject: **Proposed Electronic Dance Music Concerts Protocol - Sale of Alcohol**

Summary:

Appendix N provides information about the practices on the sale of alcohol at EDM Events.

Comments:

Exhibition Place held 2 EDM concerts in 2013. The first one held in the Better Living Centre on September 20, 2013, was booked with the promoter INK Entertainment. At this event the Board's exclusive caterer, Ovations, operated three bar areas on the event floor serving beer, wine and other premixed alcohol beverages using the Board's liquor license. Two of the bar areas were separated from the general admission areas by a double line of barriers with numerous security guards between the barriers. The third bar area was separated by a solid glass wall from floor to ceiling. Ovations provided *smart serve* certified serving staff and deployed extensive security inside the bars and at each entrance to the licensed areas to ensure ID was checked before patrons any could enter the areas.

The second EDM concert was booked in Direct Energy Centre, Halls A and Heritage Court for December 27, 2013. At that event, the promoter, INK Entertainment, purchased the F&B rights from the Board and operated one bar area on the event floor serving beer, wine and other premixed alcohol drinks using an extension to a liquor license owned by INK Entertainment. The bar was separated from the general admission areas by a double line of barriers with numerous security guards between the barriers. INK Entertainment provided *smart serve* certified serving staff and deployed extensive security inside the bars and at each entrance to the licensed area to ensure ID was checked before patron any could enter the area.

For each of these two EDM events, Exhibition Place senior management has been on site and the Board's EDM protocol was followed that ensured the provision of sufficient security, medical, trained serving staff & lighting was provided in the licensed areas.

Staff discussed with the Alcohol and Gaming Commission (AGCO) the issue of any risks to the Board if the event promoter operates the bar service at Exhibition Place using an extension of their own permanent licence. The AGCO advised:

- The event promoter is responsible and bears risk to their permanent licence based on their diligence in serving alcohol within the rules set out by the AGCO and other relevant laws.
- The venue (such as Exhibition Place) which holds a permanent licence on the space but is not serving alcohol does not have risk to the Board's license however the Board would hold civil liability risk.
- This risk is mitigated through ensuring proper procedures are followed including but not limited to:
 - promoter has sufficient security, medical, emergency plans etc.
 - promoter's servers are properly trained (i.e. smart serve)
 - sufficient lighting in serve area
 - having venue management on site during the event

The AGCO has not indicated that there have been any significant issues related to the sale of alcohol at the two EDMs held at Exhibition Place.