© City of Stonnington 2016

This work is copyright. Apart from any use permitted under the Copyright Act 1968, no part may be reproduced by any process without written permission from the Manager.

Disclaimer

Any representation, statement, opinion or advice, expressed or implied in this publication is made in good faith but on the basis that Metropolis Research Pty Ltd, its agents and employees are not liable (whatever by reason of negligence, lack of care or otherwise) to any person for any damages or loss whatsoever which has occurred or may occur in relation to that person taking action in respect of any representation, statement, or advice referred to above.

Contact Details

This report was prepared by Metropolis Research Pty Ltd on behalf of the City of Stonnington. For more information, please contact:

Dale Hubner
Managing Director
Metropolis Research Pty Ltd

Level 1, 74 Victoria St
CARLTON VIC 3053

(03) 9272 4600
d.hubner@metropolis-research.com
## Table of Contents

**INTRODUCTION** ............................................................................................................................. 4

**METHODOLOGY** .......................................................................................................................... 4

**LIQUOR ACCORD ID SCANNER** .................................................................................................. 5

- **LIVE / ONLINE** ........................................................................................................................ 5
- **FAKE ID DETECTION** ............................................................................................................... 5
- **DETERRENT** ............................................................................................................................ 5
- **RATING** .................................................................................................................................. 5
- **OPERATION** ............................................................................................................................ 5
- **MANAGEMENT INFORMATION** ............................................................................................ 5
- **USAGE** .................................................................................................................................... 6
- **COST** ...................................................................................................................................... 6
- **BANS** ..................................................................................................................................... 6
- **SEARCH FUNCTION** .............................................................................................................. 6
- **POLICE** ................................................................................................................................. 6
- **IMPACT ON PATRONS** ......................................................................................................... 7
- **IMPACT ON PATRONAGE** ...................................................................................................... 7

**CASE STUDIES** ............................................................................................................................ 8

- **CIRCUS** ................................................................................................................................. 8
- **CHASERS** ............................................................................................................................... 8
- **JACKSONS** .............................................................................................................................. 8
- **LOVE MACHINE** ................................................................................................................... 8
- **ONE SIX ONE** ....................................................................................................................... 8
- **ATTIK** ..................................................................................................................................... 8
- **FUTURE** .................................................................................................................................. 9

**IMPROVEMENTS / RECOMMENDATIONS** .................................................................................. 9

**PARTICIPATION IN A TRIAL TO OTHER VENUES** ..................................................................... 9

**OTHER COMMENTS** .................................................................................................................. 10

**CONCLUSION** ............................................................................................................................. 10

**APPENDIX ONE: QUESTIONS** .................................................................................................... 11
Introduction

Metropolis Research was commissioned by the Economic and Cultural Development unit of Stonnington City Council to conduct an evaluation of the ID scanner trial project conducted by the Council in six different late night licensed venues as an Alcohol Harm Minimisation activity through the Stonnington Liquor Accord.

Methodology

Metropolis Research conducted telephone surveys with the venue managers of five of the venues and one venue manager (Attik) emailed the completed survey.
Liquor Accord ID Scanner

**Live / online**

The ID scanner was ‘live’ in five venues with Attik being the only venue where it was not ‘live’. The ID scanner was ‘online’ in all six venues.

**Fake ID detection**

The ID scanner detected fake IDs in all six venues.

**Deterrent**

All six venue managers felt that the scanner acted as a deterrent.

**Rating**

The ID scanner was rated 10 out of 10 by three venues and 9 out of 10 by 2 venues. Attik opted not to give a rating but said that it was ‘great to get an insight as to how the system could benefit us and we noticed a massive reduction in theft and anti-social behaviour’.

**Operation**

The ID scanner was operated by security personnel in all six venues. In addition to security personnel, the management in two venues (Circus and One Six One) also operated the ID scanner. One venue (Chasers) had RSA (Responsible Service of Alcohol) staff members operating the machine and another venue (Love Machine) had its reception staff operating it. Two venues (Circus and Attik) had the front door staff operating scanner.

**Management information**

None of the six venues used the management information for marketing and promotion. Three venues (Chasers, Jacksons and One Six One) used it for demographics and three venues (Chasers, Jacksons and Attik) used it for patronage and staffing purposes.

The management information was also used by one venue (One Six One) to review bans and problem patterns.
Usage

Three venues used the ID scanner for 10 - 12 hours per week, one used it for 16 hours per week and two used it for 25 – 35 hours per week.

Cost

- One venue said there was no additional cost to operating the scanner.
- One venue said that it has not increased the costs, but in fact reduced it because not as many security staff were required.
- Two venues were not sure about the impact on costs.
- One venue had to hire one staff member, which incurred $400 per week for the 6 month trial period giving an estimated total of $9,600.
- One venue estimated a total of $6,000 additional costs for the entire period.

Bans

All six venues noticed bans from other venues. None of the venues permitted entry to those who had bans. Three venues (Chasers, One Six One and Attik) contacted other venues to discuss the ban and rest did not.

Search function

Two venues (Circus and Chasers) used the ID scanner’s search function often and the other four used it occasionally.

The search function was mostly used by the venues to find people to ban and to hand police information. It was also used to help patrons look for their friends especially they left the venue. One venue also used the search function in conjunction with the security cameras to find potential problem patrons.

Police

All the venues had Police requesting information from the ID scanner. Two venues (Jacksons and Attik) had up to 10 requests whereas the other four had one or two requests from the Police. The requests for information were for case investigations (two venues), follow-up of inquiries (one venue), to find out if someone had been in the venue (one venue), to identify suspects and establish timelines (one venue).
**Impact on patrons**

Four venues (Circus, Chasers, Love Machine and Attik) felt that the patrons felt a lot safer and more secure with the use of ID scanners. Of these, one venue felt that in addition to safety, patrons also felt more comfortable, another venue felt that it gave peace of mind to the patrons and another venue noticed an increase in female patrons. One venue (Jacksons) felt that there was no effect on the patrons whereas, one venue (One Six One) felt that it slowed down the entry process.

**Impact on patronage**

Five out of the six venues reported having no impact on the patronage. One (Attik) reported that the numbers increased to the venue as the people felt protected.
Case studies

Circus

“There were three men who were aggressive and a couple of people got injured. We used the scanner to find their ID and gave the information to the Police and it helped to keep them out of the venue.”

Chasers

“We found some men who had been banned in other venues and asked them to leave.”

Jacksons

“We caught people trying multiple use of their driver’s license / ID, selling versions of their ID, re-issue was caught by the scanner.”

Love Machine

“One person/patron assaulted a staff member, we tracked him down with the help of the ID scanner and put a ban on him. This helped other venues as well.”

One Six One

“We used to have a graffiti problem on Thursdays from younger patrons. The scanner was effective as a graffiti deterrent.

On three or four occasions, we had to ask patrons to leave, we just had to remind them of the ID scanner and they left quickly without argument.

We used the scanner as a tool to refuse entry to problem patrons.”

Attik

“We used the scanner to identify credit card fraud, assaults and thefts.”
Future

- Two venues said that they would have explored the use of the ID scanners if Council had not funded the trial.
- Three venues said that they would not have explored the option. Of these, one venue said it was because it was too expensive to run it on your own.
- One venue was not sure.
- Of the six venues, two were most likely to continue using the ID scanners (Circus and Jacksons), three said it would depend on the costs and Council funding and one venue was not sure.

Improvements / recommendations

The following improvements / recommendations were made by respondents.

- Two venues recommended that more venues or all venues in the area should get included in the process.
- One venue recommended group training at the start of the trial period as it took a bit of time to figure out the system. They also recommended formalising the training process.
- One venue recommended that Council and government should encourage the use of ID scanner.
- One venue recommended that the process to be better run and managed with communication between venues and meetings.
- One venue said that it’s been a good trial and that they would like to see what trend it brings over a longer period of time.

Participation in a trial to other venues

All six venues strongly agreed that they would definitely recommend participation in a trial to other Stonnington Liquor Accord venues.
Other comments

“If the evaluation had been sooner, it would have been better.”

“If the cost of the unit is within our budget we will continue to use the system to curb anti-social behaviour on a community level with other venues. However being a small venue it is hard to outlay the cost without funding.”

“This is definitely great for the community and safety. However, the cost is too much for the business to bear on our own. Since, this is not a requirement by law, people would rather risk it if they can, instead of buying the ID scanner.”

“It would be great if Council assists venues to have the ID scanner for a safer environment for partying.”

“It should be made mandatory for late night venues.”

Conclusion

It is clear from the feedback provided by the six venues that the ID scanner trial has had a positive impact by acting as a deterrent, reducing anti-social behaviour in the venues and helping patrons feel safer and more secure in their surroundings. The only deterrents to continued use seem to be the high cost and the lack of legislation requiring venues to use the ID scanner.
Appendix one: questions

Assessment and Impact

(Y/N questions)
Was your ID scanner LIVE?
Was your ID scanner ONLINE?
Did your ID scanner detect fake Ids?
Do you feel the ID scanner acted as a deterrent?

Rating
(Rating 1 – 10)
How would you rate the trial?

Operator
(Multiple choice questions)
Who operated your ID scanner?
Security
Other (please specify)

Management information
Did your venue use management information
Marketing / Promotion
Demographics
Patronage/ Staffing
Other
(Text box/number questions)
Approximately how many hours did you operate the ID scanner?
Estimated cost of ID scanner trial to your business?

Bans
(Y/N questions)
Have you noticed bans from other venues?
If yes, did you permit entry?
If yes, did you contact other venues to discuss the ban?

Search
Did you have occasion to use the search function? (Y/N question)
If yes (multiple choice)
Never
Rarely
Occasionally
Often
For what purpose? (Comment)

Police
Did Police request information from your ID scanner? (Y/N question)
If yes, how many times? (Text box/number questions)
And for what purpose? (Comment)

Impacts
What were the impacts of the ID scanner to:
Patrons: (Comment)
Patronage: (Comment)

Case Study
Please provide any story about the ID scanner that could be useful when assessing/evaluating the use of the ID scanner at your venue?
(Comment)

Future
(Y/N questions)
Would you have explored the use of ID scanners if council had not funded this trial?
Is your business likely to continue using the ID scanner?
What improvements/recommendations would you make to any future trials?
Would you recommend participation in a trial to other Stonnington Liquor Accord venues?

Other comments
Please provide any other comments that may be relevant to the evaluation of the trial.
(Comment)