INSTRUCTION (delete this once read) Use this template to invite licensees to join your Accord, or use the content to produce marketing and promotional materials (e.g. brochures). You may wish to include posters of strategies you have implemented or photos from any strategy launches you have undertaken. Update the logo in the header with your region’s Liquor Accord Logo.

Dear Licensee,

We would like to invite you to join our Liquor Accord.

Joining the [*insert accord name*] Liquor Accord enables you to network and have access to information and initiatives relevant to our local area, which can help deliver real benefits to our community.

# What do we do?

* Consult our members, local service providers, community groups and residents to understand local issues and collaborate to find solutions.
* Develop strategies and initiatives to address local issues.
* Promote our activities and strategies across networks and in our local community.
* Work together as a network to improve our compliance with the liquor laws.
* Keep our members up to date with regulation changes, industry news and Liquor Accord initiatives.

# Why join?

* We collaborate to target and reduce under-age drinking, anti-social behaviour and crime, and alcohol-related violence in licensed premises in our community.
* We promote and encourage safe, enjoyable entertainment and social environments for venue patrons.
* Improve your reputation as a compliant premises.
* Be a part of a collaborative network of licensees, local councils, residents and Police.
* Get access to the latest Liquor Accord news, regulatory changes and industry updates.

# Want more information?

Should you have any questions about [*insert accord name*] Liquor Accord, what we do, or how to join, please contact:

|  |  |
| --- | --- |
| **[insert Accord coordinator details]**  **Name**  **Phone**  **Email address** | **[insert Accord secretary details]**  **Name**  **Phone**  **Email address** |

Kind Regards,

**[*insert name and role of signatory Accord*]**