

Liquor Law Review

Andrew Hughes [REDACTED]

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To: Liquor Law Review <liquorlawreview@justice.nsw.gov.au>;

To whom it may concern,

Please find below my statement on the liquor law and licence changes that are affecting my business.

Louder is an independent consultancy specialising in marketing, data and technology solutions. We have a highly skilled team of global calibre, and as a business, we need to retain local talent, and continue to attract international talent to Sydney to continue servicing our enterprise clients who are going through extensive digital transformations.

Louder, and a great many media, technology and data businesses need to attract the best talent to Sydney as there is a chronic local talent shortage, and a dynamic, rich and easily accessible culture (arts, music, festivals, dining, events, accessibility and transport to and from the city/residential areas) are major factor in attracting talent to these shores, and to Sydney's CBD. These are people who could go to Berlin, San Francisco, London, New York or a plethora of other global cities, and the comments that we are receiving from candidates who we are trying to attract to Sydney are embarrassing. To have to even discuss with a potential candidate that one can't go out in the CBD after a certain time, or that alcohol is banned or limited (certain types, or measures) in a great many places including sports grounds, or that you have to go to the casino or out of the CBD for late night drinks is unacceptable.

We are in a business where people work abnormal hours, working on solutions with global teams and vendors, and consequentially are on calls at 7, 8, 9, 10 and later - and limiting their ability to eat, drink, party is an absurd concept. One that I as a business owner find is directly affecting my ability to bring top talent to the local market to serve demand from blue chip Australian businesses. Unfortunately the secret has got out and the conversations we are having are "you can't be serious that your civil liberties are being infringed in this manner" with highly skilled, intelligent and consequentially well paid people who we are trying to attract to work and live in Sydney.

Thank You, and I hope that a considerable change is made to the existing policies, as without change we envisage that the consequences will be an inability to attract global talent to Sydney due to the dead culture and nightlife.

Sincerely,

Andrew

andrew hughes

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