



PROVINCIAL GOVERNMENT
WESTERN CAPE

The 3rd Annual Western Cape Provincial Liquor Conference
Friday, 9 September 2011

Minister of Finance, Economic Development and Tourism, Mr. Alan Winde

Chairperson

Chairperson of the Western Cape Liquor Board, Mr. Raybin Windvogel

Programme Director

DRAFT PROGRAMME

No.	Items	Responsible persons	Time
	Registration	Staff	08h30 – 09h00
1.	Opening and Welcome	Mr. Solly Fourie Head of Department: Economic Development and Tourism	09h10 – 09h15
2.	Status on the liquor industry in the Western Cape – Provincial Government Perspective	Mr Alan Winde Minister of Finance, Economic Development and Tourism	09h15 – 10h00
4.	Question and Answer session	Panel: Mr. Alan Winde Minister: Economic Development and Tourism Mr. Raybin Windvogel Chairperson of the Western Cape Liquor Board: Adv. Sanet Botha Deputy Chairperson of the Western Cape Liquor Board	10h00 – 10h30

Tea/Coffee and refreshments			10h30 – 11h00
Minister Mr Alan Winde proceeds to media conference room.			
5.	Panel debate on alcohol advertising – to ban or not to ban ¹	Prof. Leslie London Mr. Derek Carelse Mr. Adrian Botha Provincial Minister participation (tbc)	11h00 – 12h00
6.	Question and Answer session		12h00 – 12h30
LUNCH 12h30 – 13h15			
7.	Introduction to the High street model ²	Dr Andrew Charman Sustainable Livelihoods	13h15 – 13h45
8.	Liquor traders perspective	Mr. Elton Oosthuizen Speaker from Liquor Traders Forum	13h45 – 14h00
9.	Breakaway group 1: High street model to be discussed Breakaway group 2: Alcohol advertising – to ban or not to ban	Mr. Raybin Windvogel Facilitator Adv. Sanet Botha Facilitator	14h00 – 15h00
10.	Feedback on breakaway sessions		15h00 – 15h30
11.	Question and Answer session		15h30 – 15h45
13.	Wrap up and way forward	Mr Alan Winde Minister of Finance, Economic Development and Tourism	15h45 – 16h15
14.	Closure	Mr. Raybin Windvogel Programme Director	16h15 – 16h30

¹ Alcohol advertising and the effect it has on liquor consumption is a contentious debate and given the recent reports from the National Department of Transport, which favours a ban on liquor advertising, this debate remains relevant. This will be discussed in the breakaway session.

² Arising from the 2010 Annual Western Cape Provincial Liquor Conference, the Liquor Task Team was mandated to discuss an alternative for liquor traders. The high street model is the alternative that has been discussed. This alternative will be discussed in the breakaway session.