

Complete Policy Title:
McMaster University Alcohol Policy

Policy Number (if applicable):

Approved by:
Senate

Date of Most Recent Approval:
May 11, 1998

Date of Original Approval(s):
May 11, 1998

Supersedes/Amends Policy dated:

Responsible Executive:
**Associate Vice-President (Student Affairs)
and Dean of Students**

Enquiries:
[University Secretariat](#)

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PREFACE

Many things are learned in the years spent as part of a University community. A primary goal is to gain knowledge and expertise in a particular academic area. However, there are other important goals, such as learning to take responsibility for one's life; gaining awareness of one's basic values, and making changes that are consistent with those values; and learning to live, work and play in thoughtful community with others. The intention of the University Alcohol Policy is to promote attitudes towards alcohol use that are consistent with an atmosphere of civility, and to discourage alcohol-related behaviour on campus which is abusive to one-self or to others. Students are accountable for their own decisions regarding alcohol use; they are also responsible for knowing, understanding, and complying with applicable University policies and provincial laws related to alcohol.

I. GENERAL GUIDELINES

The acquisition, possession, transportation and consumption of alcoholic beverages are governed by various statutes of the Province of Ontario and regulations of the Liquor Licence Act, Revised Statutes of Ontario, 1990.⁽¹⁾ In general, some of the more pertinent statutes and regulations provide that:

- A. No person, group or organization may sell alcoholic beverages except pursuant to a licence granted by the Province through the local government licensing authority.
- B. No person shall operate a motor vehicle while under the influence of alcoholic beverages. Violators are subject to arrest, fine, mandatory court education programs, loss of licence and/or imprisonment.⁽²⁾
- C. No person who is intoxicated shall be served an alcoholic beverage. Violators are subject to fine and possible disciplinary action.
- D. No person or group shall purchase or otherwise procure alcoholic beverages for consumption by a person under 19 years of age. Violators are subject to provincial Liquor Licence Act (LLA) charges and fine.
- E. No person under 19 years of age shall have, consume, attempt to purchase, purchase or otherwise obtain liquor. (Except an 18 year old person who may carry alcoholic beverages in the course of his/her bona fide employment in an establishment licensed to sell alcoholic beverages.) Violators are subject to arrest, LLA charges and fine.
- F. No person shall use the liquor identification card or driver's licence of another, or knowingly supply such cards to another, or furnish false information in obtaining such cards, or alter or deface such cards. It is a criminal offense and violators are subject to arrest by McMaster Security Officers or Hamilton-Wentworth Regional Police.

- G. In addition to the LLA penalties for wrongful handling and use of alcoholic beverages, individuals who furnish or sell alcoholic beverages to minors or to persons who are intoxicated may be liable to such persons and to anyone else who suffers personal injury as a result of such furnishing or sale. Violators can be subject to litigation and if found liable for the harm can be liable to pay large sums of money in damages.
- H. Licensed establishments, as occupiers, are required to exercise reasonable care for the safety of those who enter their facilities and land, including the intoxicated under the Occupier's Liability Act.

II. REGULATIONS

Statutes and regulations are numerous and subject to change. The above generalizations should not be considered as a complete and categorical statement of the present law. All members of the University community are expected to acquaint themselves with the laws and regulations relative to the possession, consumption, distribution, transportation, and sale of alcoholic beverages.

- A. *Authority:* These regulations are issued under the authority of the President and Vice-Chancellor of McMaster University with advice from the Senate.
- B. *Definitions:* The following words as used in these regulations, unless the context otherwise requires, shall have the following meanings:
 - 1 "Alcoholic beverage," means a product of fermentation or distillation of grains, fruits or other agricultural products, and includes synthetic ethyl alcohol.
 - 2 "Approved Event," any event that involves the sale or provision of alcohol organized in a licensed facility.
 - 3 "Organization," all Recognized Student Organizations, Student governments and groups of students, and all faculty, staff, alumni and external organizations using areas under University jurisdiction.
 - 4 "Responsible Officer" the individual or office designated as such by the President and Vice-Chancellor of the University for the implementation of these regulations. See K of this section for duties of the responsible officer.
 - 5 Individuals covered under this policy:
 - a. "Student," any person enrolled in a class or course at the University, whether full or part-time, graduate or undergraduate.
 - b. "Teaching Staff," any person employed as lecturer, assistant/associate or full professor at the University, whether on a full or part-time basis.

- c. "Staff," any person employed by the University in a professional or classified capacity whether on a full or part-time basis.
- d. "Alumni," any persons who have received from the Senate of the University a degree, diploma, or certificate in a certified programme of one year or more.
- e. Any person involved in activities or classes held at McMaster University.
- f. Any person who is a visitor of or who is a guest at the University.

6 "University," McMaster University

7 "Areas under jurisdiction of the University," includes all

- a. property occupied or used by (or used in the name of) the University; and
- b. property owned or jointly owned, occupied or used by McMaster University.

8 "McMaster University Licence Holder" shall mean those individuals, corporations, organizations and associations listed in Appendix C, paragraph 1 thereof.

C. *Individual and Group Responsibility for Alcohol Related Behaviour.*

1. All individuals and groups covered under this policy are to observe Ontario provincial laws pertaining to alcohol, including the 19 year old drinking age law, and be aware of the legal ramifications of non-compliance.
2. Injury to person(s) or damage to or destruction of property which is caused by or can be shown to be related to the consumption of alcohol will be subject to disciplinary action. The association of alcohol with problem behaviour shall not be seen as a mitigating factor in the disciplinary process.
3. Employees or students who become the subject of campus security reports involving alcohol, and groups of individuals who violate campus rules because of alcohol, will be required to meet with the appropriate Vice-President Administration or Associate Vice-President Student Affairs or his/her designated representative for discussion of the incident(s) and possible referral. See Section L.
4. The sponsoring organizations of social events must abide by established procedures and standards as outlined in this policy. Failure to do so may result in action under existing University rules and regulations as may be amended from time to time and/or loss of University recognition of the organization, except where provincial law supersedes this action.
5. McMaster University affiliated residences activity/social groups are responsible for adhering to rules related to alcohol service at social events and for maintaining the guidelines in this policy. Failure to do so may result in action under existing University

rules and regulations as may be amended from time to time and/or loss of University recognition of the organization, except where provincial law supersedes this action.

6. Members of the University community who host social events in areas under jurisdiction of the University are responsible for the alcohol related behaviour of their guests.

D. Campus Groups Serving Alcoholic Beverages Without Charge; Rules and Regulations.

1. Campus groups may serve alcoholic beverages without charge within their respective premises and within established guidelines provided:
 - a. No alcoholic beverage is served to any person under the age of 19 years;
 - b. No fee is charged for any alcoholic beverage; use of chits as a substitute for cash is a violation of LLBO administrative regulations and is prohibited;
 - c. No individual under the age of 19 years shall contribute to any fund used to purchase alcoholic beverages;
 - d. No alcoholic beverage shall be served to any intoxicated person.
2. An appropriate fee may be charged for live entertainment; provided, however, that the fee is not used for the purchase of alcoholic beverages.
3. Admission and consumption of alcoholic beverages may be restricted by the organization to its members and their guests.
4. Campus groups may have other reasonable guidelines and regulations, consistent with the regulations provided herein, to further regulate the purchase and consumption of alcoholic beverages. See N of this section.

E. Campus Groups Selling Alcoholic Beverages Rules and Regulations.

1. All sales of alcoholic beverages on University property shall be subject to and in conformity with any restrictions or conditions imposed by the LLBO and the McMaster Alcohol Policy.
2. All persons who are hired to serve alcoholic beverages on campus must attend the LLBO approved Server Training Program.
3. No alcoholic beverage shall be sold to any person under the age of 19 years.
4. No alcoholic beverage shall be sold to any intoxicated person.

F. Alcoholic Beverage Container Regulations.

1. Kegs and other large volume containers are not permitted in areas under University jurisdiction except at Approved Events.
2. Open bottles and/or containers of alcohol are not permitted in public spaces inside or outside of the buildings on campus except at Approved Events.
3. All organizations are encouraged to provide alcoholic beverages in non-shatterable containers.
4. Safe disposal of any beverage container is required in all areas under University jurisdiction.

G. Regulations Pertaining to Outdoor Events.

The possession, sale, or use of alcoholic beverages outdoors is permitted only at licensed events.

H. Social Events/Advertising.

McMaster University adopted guidelines for the responsible promotion and/or marketing of alcoholic beverages on campus. These guidelines are available from the office of the Associate Vice-President Student Affairs. In general, social events which encourage drinking or drunkenness as themes, and the advertisement of such events, are considered inappropriate and will not be permitted. Any on campus or off campus group wishing to promote activities involving alcohol must obtain the necessary approvals as outlined in the University's Policy on *Advertising, Alcohol Sponsorship And Boosters* (refer to Appendix E). The promotion of specific brands of alcohol beverages is not allowed under any circumstances.

I. Responsibility for Providing Certain Attendant Functions.

Any person or organization providing alcoholic beverages in areas under McMaster University jurisdiction, whether or not a fee is charged, shall be responsible for providing the following:

1. Non-alcoholic beverages must be prominently displayed. No one should be coerced, even subtly, to drink or to overindulge. Persons who provide alcoholic beverages to guests bear a responsibility to see that alcohol is not served to intoxicated individuals.
2. Food (e.g., hors d'oeuvres, sandwiches or pizzas).⁽³⁾ This stipulation makes the event more balanced and reduces the probability of inebriation.
3. A clean, sanitary serving area with unused containers, cups, ice and other utensils.

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4. Full control of access to the immediate areas where alcoholic beverages are served or stored.
 5. Sufficient supervision to insure compliance with Ontario Law, including a police officer or officers wherever appropriate and/or as requested (see J of this section).
 6. A thorough and complete cleaning of the premises within twelve (12) hours after the function has ended.
- J. Director of Security Services; Police Officers; Compensation.[\(4\)](#)
1. The Director of Security Services for the University shall provide police assistance to any organization requesting such assistance by assigning uniformed or non-uniformed officers. The individual or organization requesting such officers shall be responsible for their compensation. Any individual or organization requesting assistance shall make such request no later than one week prior to the commencement of the function.
 2. The Director or any security officer(s) assigned by him/her to provide assistance shall have authority to terminate any function where the possession, consumption or sale of alcoholic beverages is being conducted in violation of these regulation or the laws and regulations of Ontario, and he/she shall notify the Responsible Officer of any such violation.
- K. Designation of Responsible Officer; Duties.
1. The President and Vice-Chancellor of the University shall designate an officer or office of the University as the Responsible Officer for the implementation of these regulations. The President has delegated this responsibility to the Vice-President (Administration) who has delegated it to the Director of Hospitality Services.
 2. The Responsible Officer shall have the authority to:
 - a. establish administrative procedures and guidelines for the processing of applications to sell alcoholic beverages;
 - b. sign applications for licences to sell alcoholic beverages;
 - c. make application for, receive, and accept on behalf of any individual or organization licences for the sale of alcoholic beverages;
 - d. perform those acts necessary for the implementation and enforcement of these regulations

L. Violations, Penalties.

1. In addition to penalties applied under the Liquor Licence Act any violation of these regulations shall constitute a violation of University Alcohol Policy and shall be reported to and reviewed by an appropriate responsible officer of the University.
2. If a charge is filed by the University and a violation of this policy found under the Student Code of Conduct and/or appropriate employee policy, the designated University official may terminate, suspend or modify the liquor licensing privileges of the individual or organization found to have violated the provisions of these regulations.
3. For purposes of these regulations, in determining whether or not to hold any organization liable for the violations of its members at a sponsored event, due consideration will be given to the circumstances of the violation and the efforts of the organization as a whole to comply with the provisions of these regulations.
4. The designated University official shall notify the Responsible Officer of all actions taken by him/her relative to alleged violations of these regulations.
5. In addition, violations of these regulations may be reported to and acted upon by the civil authorities.

M. Violations of the Laws of Ontario; Civil and Criminal Liability.

Nothing contained in these regulations shall relieve any person or organization of the responsibility to comply with the laws of Ontario and the regulations of the Liquor Licence Board of Ontario nor from any civil or criminal liability which may result by reason of any such violation.

N. More Specific Guidelines from Other University Offices.

These regulations describe general and minimal requirements for the use of alcoholic beverages on campus. More specific guidelines concerning alcohol use are available from other offices on campus such as the Housing Office (for residence hall events), Vice-President (Administration)(for other events including faculty/staff events). All those who play any part in the organization or conduct of such events are responsible for obtaining and adhering to these additional guidelines.

III. COMMUNITY RESOURCES FOR ALCOHOL OR OTHER DRUG RELATED PROBLEMS

In accordance with the University's commitment to civility, services and resources are provided to support individual needs, to assist at crisis points and to provide accurate information -- all related to alcohol and other drugs.

Community resources include:

Alcohol, Drug and Gambling Services
Hamilton-Wentworth Regional Public Health Department
21 Hunter St. E., 3rd Floor
Hamilton, ON L8N 1M2
Tel: (905) 546-3606
Fax: (905) 546-3608

Addiction Research Foundation
20 Hughson St. S., Suite 804
Hamilton, ON L8N 2A1
Toll Free: 1-888-857-2876
Tel: (905) 525-1250
Fax: (905) 527-6957

Alternatives for Youth
337 Gage Ave. N.
Hamilton, ON L8L 7A8
Tel: (905) 549-2223
Fax: (905) 549-2796

Liquor Licence Board of Ontario
55 Lake Shore Boulevard East
Toronto, ON M5E 1A4
Tel: (905) 387-2948
Fax: (905) 387-9083

APPENDIX A - REGULATIONS CONCERNING LICENCED PREMISES

1. As prescribed by the Liquor Licence Act, liquor may be sold only in areas of the campus which have been specifically licensed by the Liquor Licence Board of Ontario. (See listing of licensed campus pubs, rooms, and patios below.)
2. All liquor served on campus, except in the Downstairs John and the Rathskeller, The Phoenix, and the McMaster Faculty Club, must be purchased through Hospitality Services.[\(6\)](#)
3. No liquor shall be sold or served in licensed premises except under the supervision of a bartender or other person authorized by the Licence Holders. All staff serving alcohol shall have completed the appropriate Smart Serve Training prior to commencing work in a licensed premise.

Liquor Licences at McMaster University

Capacity:

1. Operated by McMaster Students Union:

| | |
|--|-----|
| The Downstairs John | |
| Main Floor South, Wentworth House | 461 |
| The Rathskeller | |
| Sub-Basement: north west Section, The Refectory Building | 151 |
| Basement: north west Section, The Refectory Building | 106 |

2. Operated by Graduate Students Association:

| | |
|---|-----|
| The Phoenix | |
| Main Floor: north west Section, Wentworth House | 57 |
| Main Floor: south west Section, Wentworth House | 56 |
| Main Floor: south east Section, Wentworth House | 57 |
| Outdoor Areas: | |
| Main Floor: north Section, Wentworth House | 150 |

3. Operated by The Faculty Club:

| | |
|---|-----|
| Semi Basement: north centre Section, Alumni Memorial Hall | 121 |
| Semi Basement: north west Section, AMH | 49 |
| Main Floor: north centre, AMH | 153 |
| Main Floor: south west, AMH | 50 |
| Main Floor: south east | 50 |
| Out Door Area: | |
| Ground Level west, AMH | 87 |

4. Operated by McMaster University: Capacity:

| | |
|--|-----|
| Main floor: north section Rm 102, Refectory Bldg. | 180 |
| Level 0: south centre section: Rm B113 Togo Salmon Hall | 285 |
| Level 0: south cast section: Part Rm B163, A.N. Bourns Bldg. | 171 |
| Level 0: south west section: Rm B163, A.N. Bourns Bldg. | 20 |
| Level 0: north east section: Rm B113, Kenneth Taylor Hall | 202 |
| Level 2: south east section: Part Rm 273, A.N. Bourns Bldg | 99 |
| Level 2: south west section. Part Rm 274, A.N. Bourns Bldg. | 68 |
| Level 2: south east section, Rm 201, Commons Bldg. | 73 |
| Level 2: south section: Rm 201 A, Commons Bldg. | 45 |
| Level 2: north & west section: Rooms, 201B, 201C, 201D & 201F Commons Bldg. | 457 |
| Second floor: north west section, Burke Science Bldg. | 122 |
| Second floor: north section, University Hall | 254 |
| Main floor: Rm. 111, Council Chambers, Gilmour Hall | 162 |
| Second floor: north centre section, Physical Education Center | 32 |
| Level 1: north east section, Rm 102, Wentworth House | 80 |
| Level 2: north centre section, Rm 205, Psychology Bldg. | 66 |
| Level 3: centre section, Rm 328, Engineering Bldg. | 92 |
| University Hall: Room 317 | 47 |
| Main floor: centre section, Togo Salmon Hall | 222 |
| Main floor: east centre section, Togo Salmon Hall | 22 |
| Main floor: east section, Togo Salmon Hall | 55 |
| Level 2: north centre section: Psychology Bldg. | 29 |
| Ground Level: north centre section: Refectory Bldg. | 236 |

Note: * Level O = Basement

APPENDIX B - TEMPORARY LICENCES, SPECIAL OCCASION PERMITS AND CATERING ENDORSEMENTS

1. All applications for licence extensions (e.g. Special Occasion Permits or Caterer's Endorsements) must be processed through the McMaster University Licence Holder except for pre-approved Super Pub events. The use of Special Occasion Permit (hereinafter referred to as SOP) and caterer's endorsements off campus is subject to individual event approval by the Responsible Officer of the University License as per "L of this policy.

Consult with:

Director, Hospitality Services.
C-B101
Telephone: 525-9140 ext. 24836

The Director of Hospitality Services shall advise all applicants for liquor extensions of the Alcohol Policy, Risk Management Event Organizer Manual, and review their role and responsibility in organizing an event where alcohol is served.

APPENDIX C - AUTHORITY AND RESPONSIBILITIES OF THE LIQUOR LICENCE HOLDERS ON CAMPUS

1. The Liquor Licence Board of Ontario requires that the chief administrative officer of each Ontario university appoint a Liquor Licence Holder for sales areas on campus. The ultimate authority and responsibility for the administration of the Liquor Licence Act at McMaster University is the responsibility of the Vice-President, Administration and the responsibility for its compliance on campus rests with these licence holders:

Hospitality Services

McMaster Students Union

Graduate Students Association

McMaster Faculty Club

Tenants are required to adhere to all McMaster University policies. Any inquiries should be directed to the Director, Hospitality Services (525-9140 ext.24836)

2. The Licence Holders have the ultimate responsibility in their respective jurisdictions for the formulation and ongoing review of procedures to regulate:
 - a. the retailing, service, consumption and possession of liquor at the University;
 - b. the renewal and extension of Liquor Licences;
 - c. the review of all physical and financial aspects of the Licensed Premises; and
 - d. the monitoring of campus pubs and licensed events to prevent violations of the Liquor Licence Act and related McMaster University Campus Alcohol Policy regulations.
3. Hospitality Services on behalf of the University Licence Holder also oversees the following services:
 - a. interpretation of the Liquor Licence Act and Regulations, McMaster University's Alcohol Policy and Food Policy, and communicating any revisions in the foregoing to the other licence holders and the McMaster community.
 - b. receipt of all applications for temporary permits and licence extensions on campus.
 - c. continuing information services for pub managers and other University staff regarding changes to the Liquor Licence Act, regulations or policy, changes to smart serve programs or serving practices, etc.;

- d. advice in regard to the planning of special events where liquor is served;
- e. monitoring special events and premises to ensure that policies are being followed;
- f. ordering and issuing of all liquor products for McMaster University campus caterers and campus pubs with the exception of the Downstairs John and the Rathskeller, The Phoenix, and the McMaster Faculty Club; and activities in residence which are governed by the [Residence Alcohol Policy](#); and
- g. acting as a resource to the Alcohol Educational Programming Committee in order to assist in alcohol awareness programming on campus. For more information call, the Associate Vice-President Student Affairs, GH 207, Telephone 525-9140 ext. 27455.

APPENDIX D - MINORS/AGE OF MAJORITY AND GUESTS

1. Age of Majority

McMaster University recognizes that its membership includes many individuals who are not yet nineteen years of age, and are thus not permitted to purchase or consume liquor. The University appreciates its responsibility to these individuals and will maintain appropriate operating procedures to ensure that these individuals do not violate the Liquor Licence Act. (e.g., These procedures include but are not limited to the issuance of appropriately coded wristbands/bracelets to identify those who have produced appropriate identification and are 19 years of age or older.)

2. Failure by any individual to comply with the age of majority regulations will result in severe penalties being imposed on both the offenders and the campus pub or caterer.

3. The following are excerpts from the Liquor Licence Act:

"No person under the age of nineteen years of age shall consume alcohol." (30.1)

"No person shall sell or supply liquor to a person who appears to be under the age of nineteen years of age." (30.2)

"No licensee or employee or agent of a licensee shall knowingly permit a person under the age of nineteen years of age to have or consume liquor in the licensee's licensed premises." (30.3)

"No licensee or employee or agent of a licensee shall permit a person who appears to be under nineteen years of age to have or consume liquor in the licensee's licensed premises." (30.4)

"No person under nineteen years of age shall have, consume, attempt to purchase, purchase or otherwise obtain liquor." (30.8)

"No person shall present as evidence of his or her age any documentation other than documentation that was lawfully issued to him or her." (30.12)

"The licence holder shall ensure that, before liquor is sold or served to a person apparently under the age of nineteen years, an item of identification of the person is inspected." (O.Reg. 546/90 s.41).

"The item of identification must include a photograph of the person and state his or her date of birth and must reasonably appear to have been issued by a government. (O.Reg. 546/90 s.41.3).

"The following types of identification are prescribed for the purposes of... the Liquor Licence Act (O.Reg. 546/90 s.41.5):

- a. A driver licence issued by the Province of Ontario with a photograph of the person to whom the licence is issued.

- b. A Canadian Passport
- c. A Canadian citizenship card with a photograph of the person to whom the card is issued.
- d. A Canadian Armed Forces identification card.
- e. A photo card issued by the Board."

Note: Licensed Premises on the McMaster Campus will also accept the McMaster University (Photo Identification) Card as long as the birth date appears on the card issued by the Registrar's Office. Door Control Staff may also require a Sessional Validation Card or other above-mentioned photo identification if deemed necessary.

"The University employee may make the request if he or she believes the person may be less than nineteen years of age." (O.Reg.546/90 s.42.2)

"The right under section 1 to equal treatment with respect to service, goods and facilities without discrimination because of age is not infringed by the provisions of the Liquor Licence Act, 1990 and the regulations under it relating to providing for and enforcing a minimum drinking age of nineteen years." (LLA, s.64.2)

4. Admission of minors to Licensed Premises.

- a. McMaster's licence holders may exercise their option under the LLA to allow minors to enter their premises. When exercising such an option, the licence holder is responsible for developing and following a system for checking all patrons, and identifying and differentiating between those who are of age and those who are under 19 (e.g., bracelets). The system chosen for age checks and identification should be reviewed with McMaster's Liquor Licence holder, or the Associate Vice-President (Student Affairs).
- b. Any patron, staff or licence holder who knowingly provides or supplies liquor (LLA, S.30.1-7) to a minor shall be referred to the appropriate University officials and be subject to the sanctions of the relevant disciplinary procedures (e.g. Student Code of Conduct, terms of the Liquor Licence holder's contract with the University, etc).

5. Procedures for Special ALL-AGES Events

- a. McMaster University students who are minors but have valid, University identification may enter Licensed Premises on campus during special ALL-AGES events so designated by the appropriate campus Licence Holder.
- b. Note that coded wristbands/bracelets must be used for all persons who are nineteen years of age or older during special ALL-AGES events. Patrons shall not be permitted to purchase or consume alcohol if the appropriately coded wristband/bracelet is not being worn.

- c. Minors who are children of McMaster students, faculty, or support staff in the accompaniment of at least one parent MAY be admitted to the McMaster University Faculty Club for special events as so designated by the Faculty Club Licence Holder.

6. Guests in Licensed Premises on campus

- a. Licensed Premises on campus may only be used by members of the McMaster University Community (i.e. students, faculty, support staff, alumni and tenants) and their invited guests.
- b. At all the facilities operated by the MSU (the Downstairs John and the Rathskeller) each student may sign in ONE GUEST ONLY when the Licensed Premise is operating primarily as a liquor service. The student shall accept full responsibility for the guest.
- c. All patrons are required to abide by the Liquor Licence Act and regulations, all McMaster University policies and regulations, as well as applicable Federal, Provincial and Municipal legislation while on campus.

7. Guest Sign-in Procedures in Licensed Premises

- a. All campus Liquor establishments must maintain a GUEST BOOK for door control purposes.
- b. All guests and their sponsoring members from the McMaster University Community must register in the GUEST BOOK to be provided by management. The guest book is to be prominently displayed at all times for inspection by any representative of the Licence Holder.
- c. Guests may remain on Licensed Premises only while accompanied by their sponsor. Sponsors will be held accountable for the conduct of their guests while on University property.

APPENDIX E -ADVERTISING, ALCOHOL SPONSORSHIP AND BOOSTERS

General and Event Advertising

1. "No person shall advertise liquor except in accordance with the regulations." (LLA, section 38)
2. McMaster University does permit on-campus advertising for special events at which liquor will be served but a number of restrictions apply:
 - a. The poster, flyer or advertisement MUST be approved by the appropriate campus Liquor Licence Holder prior to posting; and include the following statement:
 - i. "Proof of Age and McMaster University ID required; only a limited number of tickets are available for guests who are sponsored by a member of the McMaster University Community."
 - b. No more than 45% of the tickets for a special event may be sold or provided to guests.
3. Posters, flyers or announcements to the public must not have alcohol advertising as their primary focus.
4. The promotion of specific "brands" of alcoholic beverages is not allowed under any circumstances.

Note: Failure to comply with advertising regulations could result in the cancellation of the advertised event.

APPENDIX F - GUIDELINES FOR THE RESPONSIBLE PROMOTION AND/OR MARKETING OF ALCOHOLIC BEVERAGES ON CAMPUS

McMaster Policies

All university policies are listed and available for review on McMaster's web site.

Related policies include McMaster's code of advertising which stipulates that McMaster University does not accept advertising or donations from liquor or tobacco manufacturers. Additionally, "No university, nor any of its agents, will accept gifts of liquor or promotional items from manufacturers, except as permitted by the regulations of the Liquor Licence Act and Liquor Licence Board of Ontario directives." (President's Executive Committee, 1990)

The Prospect Clearance and Prospect Management Policies give authority to McMaster's Advancement Office to ensure that the fund raising initiatives of McMaster University are approved and receipted in accordance with University and Revenue Canada Charitable Giving Policies. Individuals who wish to engage in fund raising activity on behalf of the University must complete a "*McMaster University - Fund Raising Form*" available from the Development Office. Gift receipts will not be issued for projects that fail to receive approval. Names of prospective donors, individuals or organizations for solicitation of gifts of more than \$1,000 per annum must be submitted on an "*Application for Prospect Clearance*" to the University Advancement Office prior to solicitation. For gifts of less than \$1,000 and/or additional information, please contact the Advancement Office.

Guidelines for Student Groups

McMaster student leaders seeking and providing recognition for sponsorship and/or advertising for their organization's print publications and visual material (e.g., T-shirts) are encouraged to consider the following guidelines:

- the advertising and/or visual image is in good taste
- the advertising and/or visual image is appropriate to the event or activity in which the reader or observer will be engaged
- the advertising and/or visual image supports the educative principles of the McMaster University Alcohol and Residence Community Alcohol Policies
- the income justifies the time and effort

Sponsorship may be recognized by a straightforward statement:

"*Organization name* thanks *company name* for providing financial support to the *activity/event*" and/or manufacturer's logo.

Any sponsorship from alcoholic beverage manufacturers or companies selling alcoholic beverages must comply with the Liquor Licence Act regulations pertaining to this matter. The following excerpts from the Liquor Licence Board of Ontario Advertising Guidelines, November 1994 are pertinent:

- "A manufacturer of liquor or an agent or employee of a manufacturer shall not directly or indirectly offer or give a financial or material inducement to a person who holds a licence or permit under the Act or to an agent or employee of the person for the purpose of increasing the sale or distribution of a brand of liquor." (Section 11 (1))
- "It is prohibited for a manufacturer to provide a licensee or permit holder with cash, cash rebates, product (alcoholic), product rebates, price discounts, or abuse the refunding for leaking kegs, etc." (Section 11 (1) i)
- "A manufacturer may provide items which could be viewed as beneficial to the operation of the business provided the volume is insignificant... and the purpose is to raise the profile of the manufacturer or manufacturer's product with the consumer and not for the benefit of the licensee. This would allow a manufacturer to provide a small quantity of branded glassware... licensee signage etc. provided it identifies the manufacturer." (Section 11 (1) iii).
- "A manufacturer may mention a manufacturer's name ... however, a manufacturer may not pay for a licensee's advertising." Section 11 (1) iv)

Questions/Answers

- Q. May we accept sponsorship money from the Snooty Fox or Crobar to offset the costs of our newsletter and/or yearbook? If yes, how should we recognize that sponsorship?
- A. *Yes. See guidelines above for appropriate print and visual recognition.*
- Q. May we accept gifts of alcoholic beverages from manufacturers?
- A. *No. This contravenes the LLA.*
- Q. May we accept cash donations/sponsorships from manufacturers and use it to purchase alcohol?
- A. *No.*
- Q. May we accept promotional items from manufacturers to be used as door prizes e.g., mugs, T-shirts?
- A. *Yes, if the quantity and value are insignificant and in accordance with LCBO Advertising Guidelines listed above. Products which are conducive to and/or support the message of responsible use of alcohol are most appropriate.*
- Q. May we use a banner supplied by the manufacturer to decorate the room in which the event is being held?
- A. *Yes. Many manufacturers create banners that promote educational messages related to the responsible use of alcohol which would be very appropriate for your events. Banners and/or promotional items must not promote specific brands as specified in the McMaster Alcohol Policy.*

Q. How can we advertise our event if we get a Special Occasion Permit?

A. "*Event name licensed under the Special Occasion Permit*"

The Special Occasion Permit stipulates:

"THE AVAILABILITY OF LIQUOR CANNOT BE ADVERTISED FOR RECEPTION EVENTS."

"Receptions are private events for invited guests only. Advertising is limited to public notice to members and invited guests only. Do not mention availability of liquor. The general public is not to be admitted."

PROCEDURES FOR STUDENT EVENTS INVOLVING ALCOHOL

Addendum to Residence Community Alcohol Policy

Start planning your event well in advance. Decide on date, location, number of people expected; complete event organizer/risk management forms and take all information to the Director, Housing and Conference Services, Common 101. Deadlines: 30 days in advance if you want to book Hospitality Services to run an outdoor event for you; 15 days in advance if you are seeking approval to obtain a Special Occasion Permit.

Once approved, bring all information to Hospitality Services who will assist you in deciding which option 2A or 2B (as per the alcohol policy), you would like to pursue. If option 2A Caterer's Endorsement is chosen follow Student Event procedure 2A and contact the University Catering Manager to set it up for you. If option 2B is chosen bring a completed Special Occasion permit to Hospitality Services for approval and then follow procedure 2B as per the alcohol policy.

Student Events: Procedure 2A

To be used when a student resident group is having an alcohol related event in one of the residence building rooms.

Procedure for option 2a: Caterers Endorsement

Under a Caterers Endorsement, Hospitality Services can arrange to extend the University's regular licence to the room where the event is to be held. The Caterer's Endorsement stipulates that the caterer, in this case Hospitality Services, must provide the food and bar services, is responsible for all cash control and that all servers must be employees of the caterer. Therefore, Hospitality Services would handle this as a normally licensed event, and would use their student catering staff whenever possible.

The primary event organizer will supply security staff at doors to check and monitor proof of age and sign-in procedures, be responsible for room setup and clean up and follow all guide lines set out by the risk management/event organizer manual. In addition to all food and beverages, Hospitality Services will provide plastic cups, paper plates, etc. Reduced rates for food and beverages will be established on an individual basis. All guests must vacate the party room within 45 minutes after the end of the event. Wristbands will be supplied and used by all guests appropriately and any infractions of LLBO regulations or university policy will be grounds to close the event down.

Procedure for Option 2b: Special Occasion Permit (S.O.P.)

When an event has been approved by the Directors of Housing and Conference Services and Hospitality Services, the S.O.P. application must be submitted to one of three local LCBO outlets for approval. (Dundurn Street, Main Street West, Cootes Drive, Dundas) When granted, a copy must be given to the Catering Manager, Hospitality Services with a copy of alcohol purchased, menu being offered, names of all volunteers and their responsibilities.

Hospitality Services will assign an 'Event Coordinator' who will act on behalf of the University to monitor the event and ensure the group is adhering to its policies as well as the LLA. The fee for this service will be \$25.00, and will be the responsibility of the primary event organizer to pay to Hospitality Services in advance of the event. At the end of the event it will be the primary event organizer's responsibility to return unused beverages to the store as per the requirements of the S.O.P.

QUICK REFERENCE GUIDE

- Q. When do we start planning?
A. *The sooner the better. You will need to give 30 days notice if you want to book Hospitality Services to operate a licensed outdoor/tent event on campus for you. You will need to give 15 days notice if you want to obtain either a Caterer's Endorsement or a S.O.P. for any indoor event.*

- Q. Who is our first contact?
A. *The Director of Housing and Conference Services. Submit completed event organizer forms and S.O.P. application to Commons Building 101 by the above deadlines.*

- Q. Can we buy a keg(s) from a beer rep? What about delivery on campus?
A. *Yes. The keg(s) may only be purchased through the permit/licence. The beer representative must ensure that the transaction is proper and that the cost includes the required 16% levy.*

The primary event organizer ordering/purchasing the keg (alcoholic beverages) must be of age. Access to campus by the delivery agent will only be permitted when the primary event organizer advises Parking and McMaster Security Services in advance of the delivery, ensures that the delivery agent has the documentation to indicate that the product is for an approved licensed event and/or is present when the delivery agent attempts to gain access to the University. The primary event organizer should be prepared to show proof of age at any time in this process.

- Q. What will the Hospitality Services 'Event Coordinator' be looking for when they attend our event?
A. *Hospitality Services is developing a checklist for their Event Coordinator to complete. This checklist will be shared with the primary event organizer so that there will be no surprises for the organizers. One component will address the requirement to post visibly the Special Occasion Permit as well as the proper receipts for all of the alcoholic beverages verifying that all product was purchased at a LCBO, manufacturer's wine store or beer store through the permit.*

- Q. Can we advertise our event if we get a Special Occasion Permit (SOP)?
A. *Refer to the sample completed SOP, Appendix B in the Residence Community Alcohol Policy (RCAP). You may use only this wording on signs posted within your residence:*

'Event Name licensed under the authority of Special Occasion Permit'

You may choose to post this advertising in other residences, keeping in mind that each member of your hall attending is allowed to sign in only one guest. The SOP stipulates:

"Receptions are private events for invited guests only. Advertising is limited to public notice to members and invited guests only... The general public is not to be admitted."

- Q. Can we call our event a keg party?
A. *No. The RCAP enables you to apply for a Special Occasion Permit - Reception - Sale. The SOP application stipulates the following:*

*"THE AVAILABILITY OF LIQUOR CANNOT BE ADVERTISED FOR RECEPTION EVENTS"
and,*

"Do not mention the availability of liquor."

In addition, the LLA stipulates that the event cannot be promoted or portrayed in any way that could be perceived as promoting drinking. Event names or descriptions such as "bash", "bender", "ender-bender", "kegger", "drunk" are not permitted.

- Q. Bars can now stay open until 2:00 a.m. What time can our event go until?
A. *All S.O.P./Caterer's Endorsement alcohol events must stop selling and serving alcohol at 1:00 a.m.: guests must depart by 1:45 a.m.*
- Q. Can we serve homemade wine and beer at our event licensed under the SOP?
A. *No. The SOP application form/information sheet stipulates that this practice is only permitted at a no-sale reception such as a wedding or for specific associations who receive approval for same.*
- Q. Are there any other guidelines that we should know about?
A. *Yes. "Guidelines for the Responsible promotion and/or Marketing of Alcoholic Beverages on Campus" are available from the Director, Housing and Conference Services and the Associate Vice President, Student Affairs.*
- Q. Where can we hold an event involving alcohol?
A. *Special Occasion Permits normally will be granted to areas within the residences identified in Appendix D of the "Residence Community Alcohol Policy". There a number of campus locations that have permanent licences: these are listed in Appendix A of the "McMaster University Alcohol Policy". Other locations may be licensed by a caterer's endorsement McMaster Hospitality e.g., outdoor/tent events.*
- Q. Can our S.O.P. licensed event in the Hedden Ravine Room or Moulton EMR room be extended out of doors?
A. *No. The S.O.P. can only be approved for indoor events. Outdoor events must be licensed by a Caterer's Endorsement through Hospitality Services.*

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- Q. Do we have to have food available?
A. *Yes the LLA/S.O.P. requires that food be made available to guests. Note: chips, popcorn or snacks are not considered a food order. A light meal of pizza, salad, sandwiches, subs, hotdogs etc. are good examples of acceptable food items. Sufficient quantities to serve every attendee must be made available.*
- Q. May we bring our own wine, beer or other alcoholic beverage into a licensed event?
A. *No. The LLA requires all alcoholic beverages to be purchased through the S.O.P. or the University License.*
- Q. Can we make a profit at these events?
A. *No. You may sell the beverages and/or charge an entrance fee but only to recover the event costs.*
- Q. Are minors permitted to attend the events?
A. *When filling out the S.O.P. application indicate that you wish to allow minors to the event. They will normally be allowed but you must have a system in place to check and monitor proof of age in order to ensure that minors are not served nor permitted to consume alcohol e.g., wristbands for all of age participants .*
- Q. What are the costs involved?
A. ***Option: 2B Special Occasion Permit***
Permit Fee: \$75.00 payable to LCBO
Alcohol Levy: 16% on total purchase, payable to approved outlet
Event Coordinator: \$25.00 payable to Hospitality Services
Option: 2A Caterer's Endorsement
Under a catering endorsement there are no set fees. Events are booked through Hospitality Services and costs will be negotiated based on beverages and menus selected.
- Q. Do we still have to follow the procedures in the Risk Management/Event Organizer Manual?
A. *Yes. It is mandatory for all student groups to follow these procedures for all non-alcohol and alcohol events.*
- Q. Can we use our own volunteer students to staff our event?
A. *a) If you have an event licensed under a Caterer's Endorsement, the bar and food service staff must be employees of Hospitality Services. The primary event organizer can use their volunteers to check and monitor proof of age, oversee sign-in procedures and provide security as per the requirements of risk management. The ratio of non-drinking volunteer monitors to event participants should be 1:25.*

b) If you have an event licensed under the authority of a S.O.P., you may use your own staff for bar and food services if they are smart served trained/certified. You may also use volunteer staff for the monitoring/security functions outlined in (a) above. Hospitality Services will also assign an 'Event

Coordinator' who will act on behalf of the University to monitor the event and ensure the group is adhering to all policies as well as the LLA.

Hospitality Services, Housing and Conference Services, July, 1998.

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1. Regulation most recently amended February 1997.
 2. Sec. 253(b) Criminal Code, deals with operating a vehicle while impaired, or when a person has consumed alcohol in such a quantity that the concentration in his/her blood exceeded eighty milligrams of alcohol in one hundred millilitres of blood.
 3. Potato chips and pretzels do not satisfy the definition of "food" in the LLA.
 4. It should be noted that McMaster Security have Peace Officer status and function under a protocol with the Hamilton-Wentworth Regional Police.
 5. Note: [Residence Alcohol Policy](#)
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