

RSA MARSHALS

A guide to a new and effective approach to keeping customers safe and in your venue

*RSA marshals have helped us change our patron culture.
It helps us keep our patrons in our hotel longer,
Sydney Hotelier*

Introduction

Responsible Service of Alcohol is a whole of venue approach to attracting patrons to your venue, keeping them safe and ensuring they leave without disturbing the neighbourhood.

RSA is more than a house policy poster in a venue or directive not to serve drunks.

Good practice RSA programs require venue staff to constantly monitor patron intoxication levels and risk behaviours, and take proactive action. This can be beyond the core competencies of bar staff. In high volume trading periods front line bar and security staff are all under pressure to maintain RSA controls.

The RSA Marshal can be a practical voluntary initiative to reinforce RSA to patrons and lead and support security and bar staff.

However, employing a RSA marshal requires planning and preparation. So if you think an RSA marshal might work, follow these simple steps.

Identifying the issues

Look at your patrons in busy periods and then focus on those persons who have high levels of intoxication. Answer or examine these issues that directly relate to those persons:

1. What is the age and gender of these patrons?
2. Have they been stopped at the door or do they frequent a particular bar or area?
3. Are they regulars, or celebrating one off?
4. Have they pre-loaded? Is so where?
5. Have these patrons migrated from a particular venue, and if so at what time?
6. What is the drink of choice, and rate of consumption?
7. Is the ambient light, noise and venue design appropriate to assess and engage these patrons?
8. Is there a culture of risk drinking behaviours such as multiple drink purchases and drink stacking?

Employing a RSA Marshall

An RSA marshal is a front line customer oriented job and should have skills and experiences beyond general staff. Ideally, the person will be able to relate to the patron demographic. Obviously the RSA marshal must be RSA qualified, but you should consider these key skill sets:

1. Excellent communication skills with the ability to influence and negotiate with problem customers.
2. Experience in the management of staff.
3. Knowledge of the local environment and issues

Additionally, the RSA marshal should be appropriately tasked to be proactive and engage effectively. They should be in direct contact with venue staff, and have background knowledge to enable them to be alert for those problem issues identified in the planning stages.

Finally, the RSA Marshal should be distinguishable from general bar and security staff so consider a specific and high profile uniform.

Avoid these mistakes


The critical role of the RSA marshal cannot be overstated. The hiring and deployment should ensure that the person does not:

1. **Drink alcohol on duty** as the consumption of alcohol affects judgement and impairs skills. Additionally it erodes public confidence.
2. **Serve alcohol to customers** as this limits their ability to take a wider assessment of consumption patterns and patron behaviours beyond the sale point.
3. **Remain at a fixed bar or queue point** as persons lining up have little difficulty in presenting themselves as sober and orderly.
4. **Perform security related duties** as their primary focus is on early intervention and customer engagement.
5. **Be aggressive or authoritarian** as the RSA marshal intended to be customer focused and reliant on negotiation and influencing skills.
6. **Be tasked with other duties** as this impedes their ability to remain focused on their primary responsibility.

RSA HOST ID

A number of licensees use tasking and ID cards. You may use this template.

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	<h2>10 MUST DO THINGS</h2> <ul style="list-style-type: none">▶ Start shift report to manager▶ Talk politely to your patrons▶ Get to know the patrons▶ Watch for secondary supply▶ Watch for minors and drunks▶ Know the transport options▶ Know the local and venue risks▶ Stay in contact with bar / security staff▶ Carry in-venue promotional material▶ Know the venue eviction policy▶ Make notes of your actions▶ End shift report to the manager
<h1>RSA HOST</h1> <p><i>PLEASE</i> DRINK RESPONSIBLY</p>	
