

Wine Geelong – Event Liquor Licensing

Thursday 19 September, 2019

Veronica Goluzza, Education Manager



Victorian Commission for
Gambling and Liquor Regulation



Producer's Licence

Covers all wine, beer, cider and spirit producers.

Introduced in October 2018 to replace the Wine and Beer Producer's Licence.

About 1100 active producer licences in Victoria.

48 in City of Greater Geelong.





A Producer's Licence authorises the licensee to:

- supply **any liquor**, including own, for consumption on your premises
- supply **own product** for on and off premises, eg online
- supply **own product** on a wholesale basis.

And if, **applied for as a condition**, allows the licensee to

- supply **own product** at Promotional Events.



Check and read your licence conditions

LIQUOR LICENCE

Section 101, Liquor Control Reform Act 1998

This licence must be displayed in a conspicuous place on the licensed premises, in a manner that invites public attention.

2019

Producer's Licence

Licence No. 32809167

Subject to the provisions of the Liquor Control Reform Act 1998 and any conditions specified in the licence, the licensee is authorised to supply liquor up to and including 31 December 2019.

Licensee	INTAIGROUP (AUSTRALIA) PTY LTD (ACN:164 622 253)		
Address for service of notices	83 WATERSONS ROAD GISBORNE 3437	Licensed premises address	83 WATERSONS ROAD GISBORNE 3437
Trading as	INTAIGROUP (AUSTRALIA)		

GENERAL INFORMATION

A liquor licence does not override local laws, planning schemes and conditions on planning permits. It is the licensee's responsibility to ensure they comply with these.

TYPE OF LICENCE

This licence is a producer's licence and authorises the licensee to supply liquor that is the licensee's product at any time and on any premises to a person who holds a licence under the Liquor Control Reform Act 1998.

This licence also authorises the licensee during the trading hours specified below to:

- supply liquor that is the licensee's product for consumption on or off the licensed premises; and
- supply liquor that is not the licensee's product for consumption on the licensed premises.

AMENITY

The licensee shall not cause or permit undue detriment to the amenity of the area to arise out of or in connection with the use of the premises to which the licence relates during or immediately after the trading hours authorised under this licence. The licensee shall ensure that the level of noise emitted from the licensed premises shall not exceed the permissible noise levels for entertainment noise as specified in the State Environment Protection Policy (Control of Music Noise from Public Premises) No.N-2.

TRADING HOURS

Saturday, Sunday, Good Friday and ANZAC Day	Between 11am and 7pm
On any other day	Between 10.30am and 7pm

End of Conditions - Printed on 21/08/2019

LIQUOR LICENCE

Section 101, Liquor Control Reform Act 1998

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2019

Producer's Licence

Licence No. 32809052

Subject to the provisions of the Liquor Control Reform Act 1998 and any conditions specified in the licence, the licensee is authorised to supply liquor up to and including 31 December 2019.

Licensee	REDHILL ORGANICS PTY LTD (ACN:169061161)		
Address for service of notices	67 BEAULIEU ROAD RED HILL 3937	Licensed premises address	67 BEAULIEU ROAD RED HILL 3937
Trading as	RED HILL FRESH ONLINE		

GENERAL INFORMATION

A liquor licence does not override local laws, planning schemes and conditions on planning permits. It is the licensee's responsibility to ensure they comply with these.

TYPE OF LICENCE

This licence is a producer's licence and authorises the licensee to supply liquor that is the licensee's product at any time and on any premises to a person who holds a licence under the Liquor Control Reform Act 1998.

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TRADING HOURS

Sunday, Good Friday and ANZAC Day	Between 10am and 11pm
On any other day	Between 7am and 11pm

AUTHORISATION TO SUPPLY LICENSEE'S PRODUCT AT EVENTS OFF THE LICENSED PREMISES

The licensee may supply liquor that is the licensee's product in sealed containers, bottles or cans and sales by the glass at events that are conducted off the licensed premises and that are not a major event within the meaning of Section 14B of the Liquor Control Reform Act 1998 and are not a horse racing event, subject to the following conditions:

- the licensee must keep a register of all events at which it has supplied its product and produce the records for inspection upon request by an authorised person.
- the licensee must have the consent of the event organisers to supply liquor at the event.
- any persons supplying liquor at a promotional event must have completed a responsible service of alcohol course approved by the Commission.
- liquor may be supplied at a promotional event between the hours of 7am and 8pm

End of Conditions - Printed on 21/08/2019





Promotional event authorisation

Key features of the promotional event authorisation are:

- allows producers to attend/supply **own product** at farmers' markets, local festivals, community events, craft market, food and wine event, agricultural show and gallery openings
- generally authorised to supply liquor between 7am and 8pm.

Promotional event authorisation must be a condition on your licence.



Promotional event authorisation



Licence conditions for promotional events include:

- may supply liquor between 7am and 8pm
- Responsible Service of Alcohol (RSA) certificate for any person supplying liquor – check IDs, no service to minors
- supply **own** product in **sealed containers, bottles or cans (opened) and sales by the glass**
- keep an events register of all events attended (have this with you)
- have permission to supply liquor by the event organiser.



Display signs at your point of sale

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Section 101, Liquor Control Reform Act 1998
2019

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Licence No. 32809052

Producer's Licence

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GENERAL INFORMATION
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This licence is a producer's licence and authorises the licensee to supply liquor that is the licensee's product at any time and on any premises to a person who holds a licence under the Liquor Control Reform Act 1998.

This licence also authorises the licensee during the trading hours specified below to:

- supply liquor that is the licensee's product for consumption on or off the licensed premises; and
- supply liquor that is not the licensee's product for consumption on the licensed premises.

AMENITY
The licensee shall not cause or permit undue detriment to the amenity of the area to arise out of or in connection with the use of the premises to which the licence relates during or immediately after the trading hours authorised under this licence.
The licensee shall ensure that the level of noise emitted from the licensed premises shall not exceed the permissible noise levels for entertainment noise as specified in the State Environment Protection Policy (Control of Music Noise from Public Premises) No.N-2.

TRADING HOURS

Sunday, Good Friday and ANZAC Day	Between 10am and 11pm
On any other day	Between 7am and 11pm

AUTHORISATION TO SUPPLY LICENSEE'S PRODUCT AT EVENTS OFF THE LICENSED PREMISES
The licensee may supply liquor that is the licensee's product in sealed containers, bottles or cans and sales by the glass at events that are conducted off the licensed premises and that are not a major event within the meaning of Section 148 of the Liquor Control Reform Act 1998 and are not a horse racing event, subject to the following conditions:

- the licensee must keep a register of all events at which it has supplied its product and produce the records for inspection upon request by an authorised person.
- the licensee must have the consent of the event organisers to supply liquor at the event.
- any persons supplying liquor at a promotional event must have completed a responsible service of alcohol course approved by the Commission.
- liquor may be supplied at a promotional event between the hours of 7am and 8pm

End of Conditions - Printed on 21/08/2019

LIQUOR LICENSING LAW
Liquor Control Reform Act 1998

Under 18? No supply*

It is against the law:

- for a licensee to sell liquor to under 18s
Penalty exceeds \$19,000
- for any person to supply liquor to under 18s
Penalty exceeds \$19,000
- for under 18s to purchase, receive, possess or consume liquor
Penalty exceeds \$800

*Caveat: apply

Staff have the right to request ID

We accept the following ID:

Australian driver license

Australian passport

Mature age card

Smartphone

Victorian ID card

Victorian Commission for Gambling and Liquor Regulation www.vcglr.vic.gov.au

LIQUOR LICENSING LAW
Liquor Control Reform Act 1998

Intoxicated? Drunk? Disorderly?

It is against the law:

- for a licensee to supply liquor to an intoxicated person
Penalty exceeds \$19,000
- for a licensee to allow a drunk or disorderly person on the premises
Penalty exceeds \$19,000
- for a drunk, violent or quarrelsome person to refuse a request to leave a licensed premises
Penalty exceeds \$8,000

Victorian Commission for Gambling and Liquor Regulation www.vcglr.vic.gov.au



Need a temporary limited licence?

If you hold a Producer's Licence with a **promotional event authorisation** you can also apply for a temporary limited licence to:

- supply product that is not your own
- vary your current licence conditions for a specific event
- supply liquor at commercial functions or **private** events like weddings.

If you hold a Producer's Licence but **don't** have **promotional event authorisation** you can apply for:

- six one-off events over 12 months
- three events per application (nine months in advance or less)
- a series of events over a limited season
- **supply your own product for up to 12 farmers markets and/or craft markets for tastings only and bottles not chilled.**

Lodge your application online 8 weeks ahead.



Major event licence

The **Promotional Event Authorisation** doesn't cover:

- major events
- horse racing events.

A major event licence is required for events that:

- attract more than 5000 people and/or
- significantly impacts local amenity – such as road closures or traffic diversion, police or emergency services resourcing required.

Think about the event you're attending or hosting – expected numbers, required logistics, live music, nature of event and type of council permits required.

Always contact the VCGLR if in doubt.



Hosting special events at your venue

A producer's licensee may from time-to-time host special events on their licensed premises that are not promotional events or major events.



But you must check your red-line plan and what it allows you to do.

You may need to apply for a temporary limited licence to:

- extend the red-line plan area
- extend trading hours.



Public vs private events

The intention of the promotional event authorisation is for licensees to be able to supply their own product at **public** events off-premises.

But some licensees are being asked to supply their own product at **private** events like weddings, birthdays or religious celebrations off-premises.

These events are more like commercial functions or private events. They are not promotional events.

It's best to apply for a temporary limited licence for these one-off events.

Contact the VCGLR and we can let you know if you're correctly licensed for the event you're attending.





Liquor licensing information

1. Online liquor sales – Condition for licence number to be prominently displayed on your website. Must match the number on your Producer's Licence.

The following should also be prominently displayed on your website:

"WARNING
Under the Liquor Control Reform Act 1998 it is an offence

- To supply alcohol to a person under the age of 18 years (Penalty exceeds \$17,000)
- For a person under the age of 18 years to purchase or receive liquor. (Penalty exceeds \$700)"

Follow the Packaged Liquor Code of Conduct (point 8) as best practice.



Liquor licensing information continued.

2. Always read your liquor licence and compare it with your council planning permit. You must follow the stricter conditions of the two.

Liquor licence = 10pm,

Planning permit = 8pm.

You must stop trading at 8pm.

Otherwise you could be in breach of the Planning Act and be fined by council.

OR you could be in breach of the Liquor Control Reform Act and be fined by the VCGLR or Victoria Police.



Breaches

Serious penalties apply under the ***Liquor Control Reform Act 1998***.

Maximum penalties for:

- permit consumption of liquor not in accordance with licence - \$9913
- supply liquor to minor - \$19,826
- supply liquor to intoxicated person - \$19,826
- sell liquor without a licence - \$39,653 or 2 years imprisonment.

VCGLR Inspectors and Victoria Police do conduct inspections at events and festivals.



E-licensing: We're moving to digital

- **Step 1:** Create an account, see: [VCGLR Liquor Portal](#)
- **Step 2:** Associate your licence or permit using your licence number and individual four-digit PIN.
- **Step 3:** Click eLicence and add the email you want your renewal notice and liquor licence sent to (this can differ from the email address used to create your Liquor Portal account).





Question

Q: If I'm attending an event that's in two different locations, am I covered by the same temporary licence?

A: No, you need to have two separate licences as each licence is specific to a licensed premises. For example, if you attend the Pako Famers Market in Geelong West your temporary licence can only be for this event. To attend a different market you will need another temporary licence.



Question

Q: There are two producers who both have the Promotional Event Authority on their licences. If producer A is hosting an event at their venue and invites Producer B, can Producer B use Producer A's licence?

A: This is a complex issue and there is no simple answer. These scenarios often require our Client Services to ask a series of more specific questions. Please call them 1300 182 457 and provide as much as information as possible to make sure you're correctly licensed.



VCGLR resources

[Obligations as a liquor licensee](#)

[Temporary Licence](#)

[Event register](#)

[Safe function guidelines](#)

[Optional signage](#) (Minors, ID checks)

[VCGLR Liquor portal](#)

[Packaged liquor code of conduct](#)



VCGLR connect

For more information you can reach us on:

phone: 1300 182 457

email: contact@vcglr.vic.gov.au

online: vcglr.vic.gov.au

Find us on [social](#) and
learn about industry
news in our [newsletters](#).

