Victorian Commission for Gambling and Liquor Regulation

49 Elizabeth Street, Richmond VIC 3121
GPO Box 1988, Melbourne VIC 3001
T: 1300 182 457
www.vcglr.vic.gov.au

Media Release

Friday 9 May 2014

The Hawthorn licensee issued banning notice for Mother's Day promotion

The Victorian Commission for Gambling and Liquor Regulation (VCGLR) has issued a banning notice to the licensee of The Hawthorn in relation to an all-day drinks promotion.

The advertisement on the venue's website promoted two drinks for the price of one all day on Sunday, and two drinks for the price of one on Mother's Day.

The Commission moved to ban the promotion as the trading hours for this venue on a Sunday amount to 13.5 hours and two drinks for the price of one was likely to encourage irresponsible drinking.

All licensees have an obligation to ensure liquor is served responsibly and in accordance with their licence conditions.

Section 115a of the Liquor Control Reform Act 1998 provides that the VCGLR may issue a notice to a licensee banning a promotion or advertising when those promotional activities encourage irresponsible drinking or are not in the public interest.

Venues which do not comply with a banning notice commit a criminal offence and can face penalties of up to $17,323.20.

Anyone concerned with the drink promotions being offered by Victorian licensed venues can contact the VCGLR on 1300 182 457 or email contact@vcglr.vic.gov.au

For further information please visit www.vcglr.vic.gov.au

Victorian Commission for Gambling and Liquor Regulation

Media contact: John Smith on telephone (03) 9098 5133 www.vcglr.vic.gov.au