

Media Release

Friday, 26 October 2012

High School Muck Up Day Promotion in Bendigo Banned

The Victorian Commission for Gambling and Liquor Regulation has issued a notice to the licensees of the Universal Hotel in Bendigo banning the promotion of an event known as “War of the Worlds – Muck Up Day” that had been planned for this evening, 26th October.

The ban also applies to the promotion of the game “Beer Pong” and “Jelly Wrestling” that was advertised for the event.

The Commission decided the advertising and promotion of the event was not in the public interest and not consistent with the responsible service of alcohol requirements contained in the *Liquor Control Reform Act 1998*. The advertising and promotion of this event was likely to encourage irresponsible consumption of alcohol.

The Commission made the decision after an advertisement of the event was brought to its attention yesterday.

Following contact with the venue’s nominee by a VCGLR Gambling and Liquor Inspector yesterday, the Commission received advice that the event had been cancelled.

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

Promotional activities that encourage inappropriate attitudes towards women, may appeal to minors or increase risky drinking may not be in accordance with the Commission’s guidelines on liquor advertising and promotions.

The Commission has the power to ban licensees from advertising or promotions that are likely to encourage irresponsible consumption of alcohol or are not in the public interest.

Venues who do not comply with a banning notice commit a criminal offence and can face penalties of up to \$16,900.80

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.

Further information about responsible alcohol advertising and promotions can be found at vcglr.vic.gov.au.

Victorian Commission for Gambling and Liquor Regulation

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