

## Media Release

23 September, 2019

### VCGLR supporting Geelong wine producers

*(Quotes attributable to Veronica Goluza, Manager Education, VCGLR)*

The Victorian Commission for Gambling and Liquor Regulation (VCGLR) launched a new education campaign at Wine Geelong's General Meeting last week.

The campaign, to be rolled out over the busy Victorian events season, is designed to help wine, beer, cider and spirit producers better understand their responsibilities and clarify the ins and outs of their liquor licences, including obligations for promotional events such as farmers' markets and festivals.

Manager for Education, Veronica Goluza said "Collaborating with industry associations is really important and presenting at Wine Geelong was an opportunity to learn directly from licensees to inform our educational approach and develop targeted resources. This campaign will highlight how licensees can remain compliant and encourage them to adopt best practice".

Wine Geelong is a non-profit industry association that was formed with the purpose of furthering and strengthening the development of viticulture, winemaking and tourism in Geelong and its sub-regions. Jo Wealands, Executive Officer and Event Manager for Wine Geelong said "It was great having the VCGLR present to our members about their liquor licences and off-site events".

"It can sometimes be a daunting task fully understanding your obligations and everyone wants to know they are covered by the correct licence, whether it be for their cellar door, restaurant or participating in a wine festival," Jo said. "It was really easy for our producers to ask questions, discuss concerns and understand their licensing obligations for the future".

The VCGLR Education team will continue to visit as many venues as possible in both metro and regional areas for its Street Talk program to help licensees keep everyone safe from alcohol related harm.

The VCGLR is committed to ensuring Victorians and visitors enjoy safe and responsible gambling and liquor environments.

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### Victorian Commission for Gambling and Liquor Regulation

**Media contact:**

**Brooke Wilson on telephone (03) 9089 5655 or 0428 334 504**

**Strategic Communications**

[vcglrmedia@vcglr.vic.gov.au](mailto:vcglrmedia@vcglr.vic.gov.au)

[www.vcglr.vic.gov.au](http://www.vcglr.vic.gov.au)