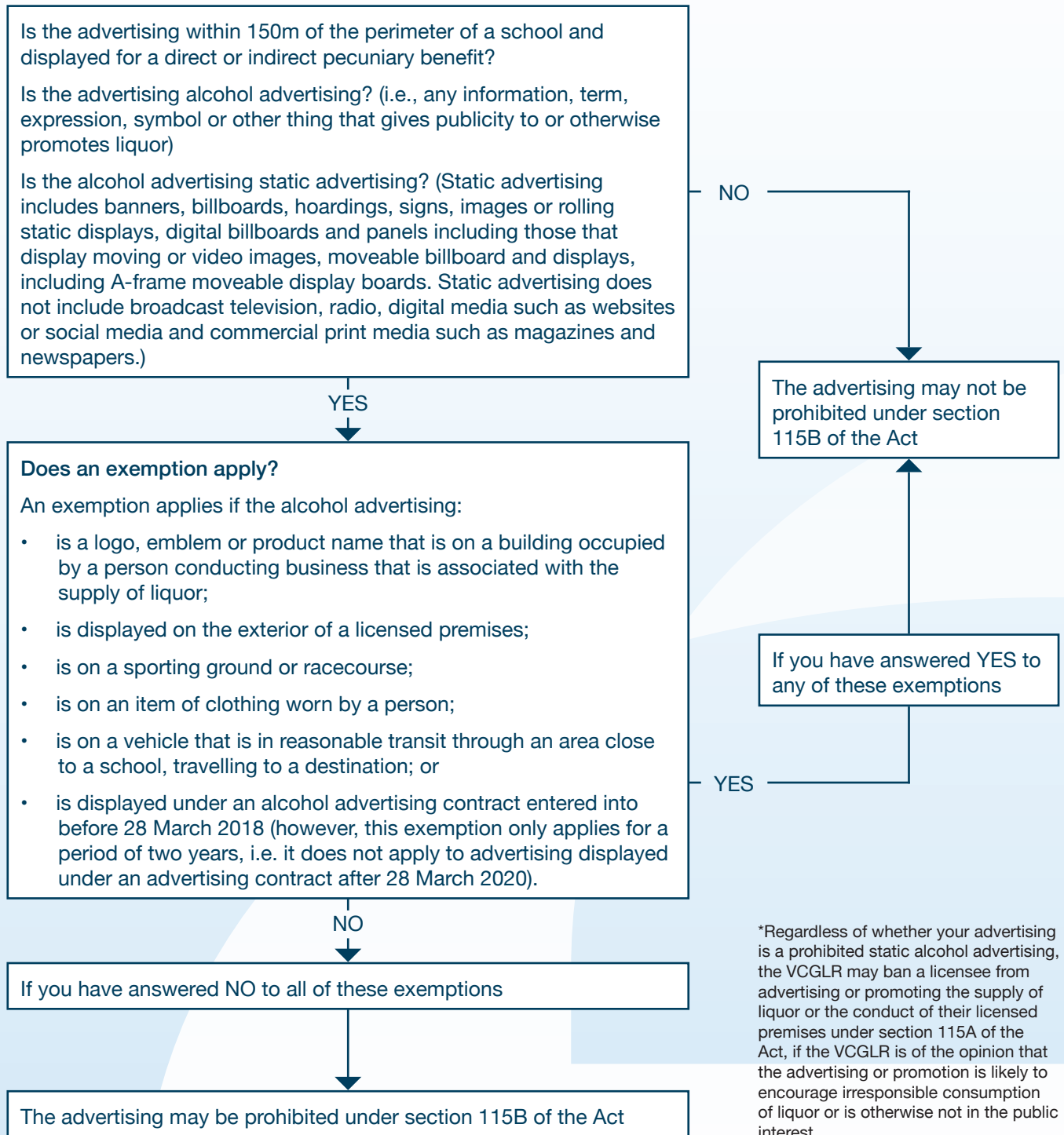




## Static alcohol advertising prohibition

This flowchart may assist you in determining whether your advertising may be prohibited under section 115B of the Liquor Control Reform Act 1998 (the Act). You are encouraged to use this flowchart to assess each advertising you intend to display.



\*Regardless of whether your advertising is a prohibited static alcohol advertising, the VCGLR may ban a licensee from advertising or promoting the supply of liquor or the conduct of their licensed premises under section 115A of the Act, if the VCGLR is of the opinion that the advertising or promotion is likely to encourage irresponsible consumption of liquor or is otherwise not in the public interest.