



## Victorian Commission for Gambling and Liquor Regulation

### Liquor Licensing Guidelines

# Advertising packaged liquor licence applications

Under section 37 of the *Liquor Control Reform Act 1998* the Victorian Commission for Gambling and Liquor Regulation (VCGLR) is required to issue guidelines with respect to the display, advertisement and notification of applications.

The following guidelines apply to all applications for the grant, variation or relocation of a packaged liquor licence.

### Advertisement of application in an acceptable newspaper

The applicant will ensure that a notice of the application appears within the 'Notices' section

The notice must be as follows:

#### Packaged liquor licence application

I/We [insert applicants name] applied to the Victorian Commission for Gambling and Liquor Regulation on [date] for the [insert grant/variation/relocation] of a packaged liquor licence at/to [insert the address of the premises to which the application relates, in the case of a relocation, insert the address to which the licence is to be moved]. [In the case of a variation, insert the nature of the variation, i.e. increase in hours, increase in licensed area].

Any person may object to the grant of this application on the grounds that:

- it would detract from, or be detrimental to, the amenity of the area in which the premises are situated, and/or

of a newspaper generally circulating in the area in which the premises are situated or are to be situated.

### Timing of newspaper advertisement

The notice in an acceptable newspaper must appear no later than seven days after the application is lodged at the VCGLR.

The notice must not appear prior to the lodging of the application.

### Evidence of compliance

A copy of the printed notice, extracted from the newspaper and showing the date of publication, must be provided to the VCGLR by the applicant before the application may be determined.

- it would be conducive to or encourage the misuse or abuse of alcohol.

An objection must state the reasons for the objection.

All objections are treated as public documents.

Objections must be made in writing to:

Victorian Commission for Gambling  
and Liquor Regulation  
GPO Box 1988  
Melbourne VIC 3001

Objections must be made no later than 30 days after the date of this notice.

This publication avoids the use of legal language. Information about the law may have been summarised or expressed in general statements. This information should not be relied upon as a substitute for professional legal advice or reference to the actual legislation. Authorised by the Victorian Government.