

PUBLIC NOTICE

Liquor licence application

Details of liquor licence application lodged
with Liquor Control Victoria (LCV)

Liquor Control Reform Act 1998

Applicant name: (person/partnership/company/ incorporated association)			
Display period for notice:	Start date (dd/mm/yyyy):	End date (dd/mm/yyyy):	
Type of application (Please include the application type and licence category)			Application number:
Trading name and street address where liquor will be supplied:			
If moving a licence, the address of the prior premises:			
Description of the business: (Include info such as any entertainment that will be provided, how liquor will be supplied and any changes being made to the licence)			
Proposed days and hours liquor will be supplied:			
Will these hours apply to any external areas?	YES	NO	Will liquor be supplied on a kerbside or footpath?
			YES
			NO
If changing an existing licence, describe the current days and hours of trade:			

How to object to a liquor application

All information in the objection is considered public information. Full details of the objection including full name and addresses will be given to the applicant.

When you can object

You have **30 days** from the first date this notice was displayed. You can check the date at the 'Start date' field of this notice.

Grounds you can object to an application

When objecting you **must** state the reasons for your objection **and** provide supporting information. This may be how you are personally affected or examples of prior incidents.

You can object to a liquor licence application if:

- you believe it would detract from or be detrimental to the amenity of the area surrounding the premises.
- the application is for a packaged liquor licence, you can also object if you believe the application would increase the risk of alcohol related harm in the area.

You cannot object for the following reasons:

- that the business would not be successful.
- that another business will be affected if this business is allowed to supply liquor.
- that there is no need or demand for this business in the area.

LCV may refuse to accept an objection if:

- the person making the objection is not affected by the application.
- the objection is frivolous or vexatious.
- the objection is not otherwise in accordance with the *Liquor Control Reform Act 1998*.

How to send your objection to LCV:

- **Online:** fill out our online objection form at liquor.vic.gov.au
- **Email:** send us your full name, home address and details of your objection to contact@liquor.vic.gov.au
- **Post:** mail us your full name, home address and details of your objection to:
Liquor Control Victoria, GPO Box 4356, Melbourne VIC 3001

Display requirements

This public notice **must** be displayed:

- as A3 size or larger.
- continuously for the whole display period as specified by LCV.
- at the address where liquor will be supplied.
- in a way that attracts public attention, such as on a main window or another surface, preferably at eye level.

Printing the notice

If you are unable to print the public notice yourself, you can ask LCV to send you one. Email us at contact@liquor.vic.gov.au or call 1300 182 457.

You can print this notice in black and white.

Next steps

Once your display period has finished, you must send us a completed Statement of Display. You must not send it before the display period has finished.

This form can be found at liquor.vic.gov.au under 'Explore all forms'.

Liquor Control Victoria



Guidelines for displaying public notices

Liquor Control Reform Act 1998

Example of completed public notice

Enter the **full name** of the applicant.
Make sure it **matches the name** on your application form.

LCV will tell you in writing the **start and end date** after your application is accepted.
Keep your **public notice displayed for this entire period**.

Describe the **type of application** you are making. You must include the name of the application and the licence category.
For example: variation of a general licence or new restaurant and cafe licence.

External areas include rooftops, courtyards or beer gardens.

HOW TO DISPLAY THIS NOTICE



You must display this notice at your premises as part of your application.

The notice must:

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- be displayed at the address where you will supply liquor.
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Liquor Control Reform Act 1998

Applicant name: (person/partnership/company/ incorporated association)	Alphabet Pty Ltd	
Display period for notice:	Start date (dd/mm/yyyy): 01/02/2025	End date (dd/mm/yyyy): 28/02/2025
Type of application (Please include the application type and licence category)	Variation of a general licence Application number: 12345A12	
Trading name and street address where liquor will be supplied:	Alphabet Bar, 400 Smith Street, Smithville, 3333	
If moving a licence, the address of the prior premises:		
Description of the business: (Include info such as any entertainment that will be provided, how liquor will be supplied and any changes being made to the licence)	To operate a restaurant and bar, to extend my red line area to include an external courtyard, increase my patron numbers from 200 to 300 and extend my trading hours. I will have some quiet background music playing during opening hours.	
Proposed days and hours liquor will be supplied:	Sunday 10am to 9pm, Good Friday and ANZAC Day 12noon to 10pm On any other day 7am to 11pm	
Will these hours apply to any external areas? If changing an existing licence, describe the current days and hours of trade:	☒ YES ☐ NO	Will liquor be supplied on a kerbside or footpath? ☐ YES ☒ NO
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Liquor Control Victoria

GPO Box 4356, Melbourne VIC 3001
P: 1300 182 457 E: contact@liquor.vic.gov.au
liquor.vic.gov.au



July 2025

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You must include your **application number** here. LCV will give this number to you when your application is accepted.

You must describe your business and how it will operate. You should include details such as:

- How you will supply liquor
- If you will provide entertainment (and if yes, what kind of entertainment)
- What conditions of your licence you may be changing

If you are varying an existing licence, make sure to describe what is changing.

This information is used by the public to understand how your business will operate.

This section must be completed for **all applications**.
You must include **the hours you want to supply liquor**.

Hours for sale of **packaged liquor and drinking at the premises** must be listed **separately**.

If you are not changing the hours of your existing licence, you can enter 'No change'.