

Advertising packaged liquor licence applications

Under section 37 of the *Liquor Control Reform Act 1998* Liquor Control Victoria (LCV) 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 of a newspaper that is circulating in the area in which the premises are, or will be, situated or circulating generally throughout Victoria. The notice can appear in an online version of the newspaper.

Timing of newspaper advertisement

The notice in an acceptable newspaper must appear no later than seven days after advertisement is requested by LCV.

The notice must not appear prior to LCV requesting advertisement.

Evidence of compliance

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

The notice must be as follows:

Packaged liquor licence application

I/We [insert applicants name] applied to Liquor Control Victoria 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
- 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:

Liquor Control Victoria
GPO Box 4356
Melbourne VIC 3001

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