



## New Liquor Laws for NSW

The Liquor Act 1982 is set to change again under sweeping changes that are being proposed via the Liquor Bill 2005.

While there has been some media coverage about these changes, the great majority of the changes will impact on the hotel and club sector rather than liquor stores.

Many of the changes relate to the operations of pubs and clubs and the LSANSW does not hold any grave concern for the majority of the changes.

However, as with any change to legislation, there is always some impact on the industry that it regulates. The fundamental changes that impact liquor stores are:

- Abolition of the Liquor Administration Board and replacement with a Liquor Licensing Director
- Changes to the Licensing Court under the Liquor & Gaming Court Bill 2005
- Change of category name from Off-Licence (Retail) to Package Liquor Licence
- An increase in the powers of the Department to impose Liquor Accord programs on a licensee
- An increase in the potential fines that apply when a breach is made

Unfortunately, at this time the Government has not issued the Liquor Regulations. The Regulations state a great amount of the detail as to the operation of the Act. For example the issue of the 10 per cent rule and redefinition conditions are contained in the regulations and at this stage of the review, we have not been made aware of what if any changes will be made.

Courtesy LSANSW (02) 9247 8388 i

## WorkChoices Legislation plus Responsible Service Of Alcohol Workshops - May 2006

Master Grocers Australia is conducting a series of one day seminars on WorkChoices and Responsible Service of Alcohol in Victoria in May. Please view the information and booking form on our web page [www.mgav.com.au](http://www.mgav.com.au) or contact Allison on (03) 9824 4111.

## Boony Creates a Summer Sensation

On Friday 13 January an army of Boonys awoke to ask: "When are we going to the pub?"

In January VB drinkers, cricket fans, and technology buffs led the stampede to liquor outlets around Australia to secure their own piece of the 2006 summer marketing sensation - a Boony.



The figurines were offered as part of the Summer VB Boonanza supporting the VB International Series. The promotion was a sell out with the collectible Boony figurine featuring the first Australian use of new interactive technology that excited media and consumer interest. An amazing anecdotal response resulted with Boonys appearing in online auctions and website debate on what made the Boonys tick.

The VB Boonanza reinforced VB's position as Australia's favourite beer, with a heavyweight advertising campaign piggybacking the highly successful VB Series, which Australia won. The promotion also included a prize pool of three utes and 90 flat screen televisions.

Victorian customers secured 60,000 Boonys for consumers in the "buy two slabs and receive a Boony" promotion. This supply was keenly sought with consumers travelling distances to make sure they had their very own Boony.

Boony was the hot topic over the summer in bars, bbqs and bottle shops as a media frenzy whipped up over the promotion. Sadly, Boony (the figurine) has spoken his last words and we'll have to wait to see what is offered for next summer. "Brings a tear to my eye," as the man himself would say.



## Training Sessions

(CUB, MGAV and ALSA supporting Independent retailers)

Call Kylie Paton  
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