

New Liquor License Fees For Victoria

As part of the Victorian Alcohol Action Plan, a new system of licence fees maybe introduced taking a “differential, risk-based approach” similar to NSW and Queensland. This means the licensing fee for licence types that are more costly to regulate will be more expensive.

As the current licensing fee regulations end in early 2009, Consumer Affairs Victoria (CAV) has proposed an interim regime of fees that will be in place for 12 months.

The proposed fees provide for recovery of costs incurred by CAV and Victoria Police in regulating the liquor licensing framework. Costs are estimated at \$15.02 million but liquor licensing fees generate only \$10.25 million. However, only the direct costs of processing, managing and regulating licenses are included while health and social costs, ambulance attendances etc., are not.

The proposed interim fee structure is for new licence application fees to stay the same while all other fees increase. MGA has forwarded a submission to CAV strongly urging that Packaged Liquor License fees should not rise at all. The proposed allocation of costs (Off Premise vs On Premise) is not reflective of the level of monitoring and enforcement related to On Premise types of licence (Bars, nightclubs, discos etc.). Thank you to all members who responded and contributed to the recent survey MGA conducted. Your views have been conveyed in MGA's submission. MGA will keep members informed of progress.

“ID 25” and “Don’t Buy It For Them” Campaigns

All Packaged Liquor Retailers must stay vigilant in complying with all Liquor Licensing laws in their respective states, particularly in the areas of selling alcohol to minors (any person under 18) and the secondary sale of alcohol for minors.

Exercise your voluntary code of conduct by clearly displaying “ID 25” and “Don’t Buy It For Them” signage in your store. Call MGA for your display pack.

New Varieties Now Appealing To Wine Drinkers

Kingston Estate’s aim to popularise the Petit Verdot grape variety has taken a giant leap forward after being recognised in the top five Australian wines under \$15.

Kingston Estate’s Petit Verdot has been listed by acclaimed Australian wine writer Peter Forrestal as ‘Bloody Good’ in the 2009 edition of his book Quaff, which categorises the best Australian wines under \$15 as Bloody Good, Good and Pretty Good.

Peter describes the wine as being robust with huge flavour and a beautiful texture.

The wine is made from grapes grown in the single largest Petit Verdot plantation in the world, planted eleven years ago in the South Australian Riverland by the winery founder and chief winemaker Bill Moularadellis.

**VICTORIAN LIQUOR
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