

## Liquor Industry News Release For Immediate Publication

### Liquor Stores Association of Victoria merges with Master Grocers Australia

#### A new organisation has been formed – Liquor Retailers Australia.

The strength and voice of the independent packaged liquor sector in Victoria has been significantly bolstered with the announcement that Liquor Stores Association of Victoria inc. (LSAV) is merging with Master Grocers Australia (MGA). George Kovits, President of LSAV and Rod Allen, President of MGA Board of Directors, have jointly said “both organisations have represented and supported their members vigilantly over many decades. It is now time to combine resources and collectively work together to deliver better services and support to independent packaged liquor retailers in an ever increasing world of rigorous compliance and regulations. Coming together is about the future strength and survival of the independent liquor retailer.”

From 1 July 2009, a new organisation to be known as **Liquor Retailers Australia (LRA)** will be formed within MGA and will represent the interests of its members (stand alone liquor stores and licensed independent supermarkets) in all areas of liquor control and compliance in the states where it has members. Both Presidents agree that the combined membership strength of MGA, the LSAV and the balance of independent liquor retailers in Victoria (1,500) will enable a greater opportunity to work together to lift compliance and retailing standards in Victoria and other states.

**LRA** will have major benefits for all members. **LRA** will provide free call access to a professional workplace relations team who can advise on workplace issues, provide compliance training on RSA and OH&S and make strong industry representation to state and federal governments.

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Independent Liquor Outlets

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