

# Media Release

**The Hon Melissa Horne MP**

Minister for Consumer Affairs, Gaming and Liquor Regulation

Minister for Ports and Freight

Minister for Fishing and Boating



Friday, 25 February 2021

## NEW LIQUOR REFORMS TO REVITALISE NIGHTLIFE

The Andrews Labor Government is helping the hospitality industry recover from the economic impacts of COVID-19, with new alcohol-related safety measures and liquor reforms coming into effect next month.

Under the reforms, licensed restaurants and cafes will be able to supply a limited volume of alcohol with takeaway or delivery meals without having to apply and pay for a second licence.

These changes mean that businesses with an existing licence can continue to include limited packaged liquor in their takeaway and delivery offerings – which many shifted to selling under a second licence during the pandemic – without imposing additional fees or red tape.

As part of the reforms, bars, hotels, restaurants and cafes wanting to extend their trading hours from 11pm to 1am will now be able to do so automatically, without having to apply for a change to their licence, subject to any relevant council approvals.

Businesses with Temporary Limited Licenses (TLLs) expiring in March will also benefit from a new streamlined process to apply for a new TLL, allowing them to continue serving liquor outdoors.

Licensees will be able to apply for a fast-tracked temporary outdoor area licence that will be determined within three business days, expiring in mid-December, and their fees will be fully refunded.

The reforms also include significant harm minimisation measures, with all online sales of alcohol now subject to the same conditions. This includes more protections for minors, with those supplying alcohol online having to deliver in-person to first time customers and verify their ID and age.

Other measures include greater clarity around alcohol advertising and promotions that are not in the public interest and can be banned, including advertising that is likely to appeal to minors, promotes violence or is of a sexual, degrading or sexist nature.

Further harm minimisation measures will come into effect throughout 2022, including making it an offence to deliver alcohol to an intoxicated person and making it compulsory for large, packaged liquor stores to undertake a community impact assessment as part of their licencing application.

### Quotes attributable to Minister for Consumer Affairs, Gaming and Liquor Regulation Melissa Horne

*“These important reforms balance supporting Victoria’s hospitality and entertainment industries post-pandemic while ensuring harm minimisation remains a key focus.”*

*“All changes have been assessed to reduce both harm to the community and unnecessary hurdles for small businesses, which we know did it really tough during the pandemic.”*

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