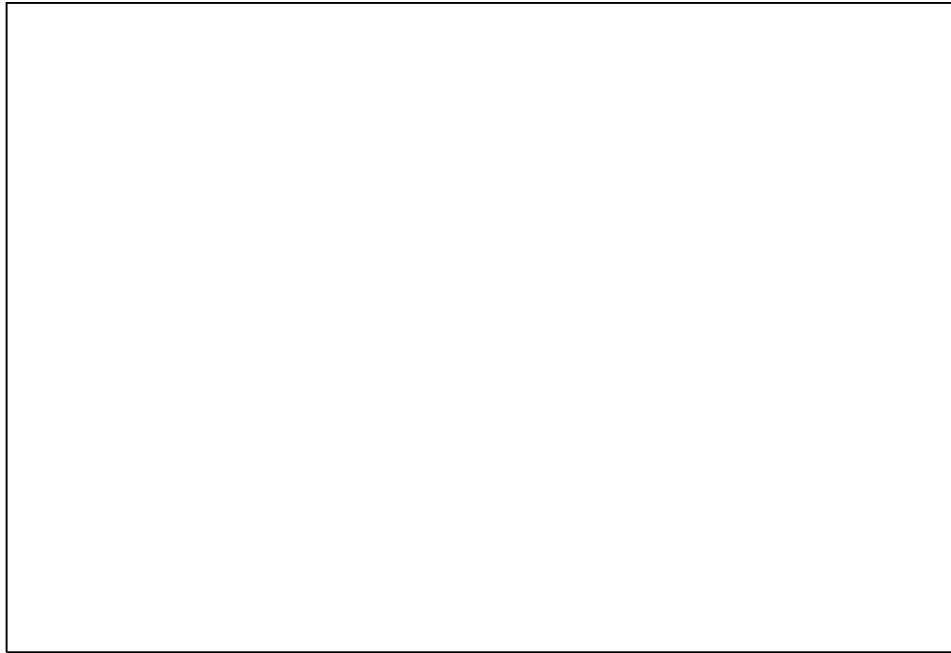


MELTON LIQUOR ACCORD

2024-2026



Date: February 2024 - Updated

Version No: 5

Author: A/Senior Sergeant Mark DUNNE & Sergeant Paul DOWLING

Table of Contents

Contents

- Introduction & aim of Melton Liquor Accord 3**
- Objectives 3**
- Stakeholders 4**
- Licensees 4**
- Local council 4**
- Victoria Police 4**
- Liquor forum chairperson/administration 4**
- Administration 5**
- Responsible Service of Alcohol (RSA) 5**
- Responsible advertising and promotions 5**
- Intoxication 5**
- Crowd controllers 6**
- Minors 6**
- Acceptable forms of identification 7**
- It is important to check ID before a person enters or at the bar 7
- Amenity 7**
- Staff training 7**
- Closed circuit television (CCTV) 8**
- Packaged liquor licence holders 8**
- Communication 8**
- Management of events 8**
- Melton Liquor Accord Members 10**
- LCV Accord Banning Guidelines 11**
 - Release of information for the purpose of enforcing an accord ban 11**
- Appendix 1 - LCV Intoxication Guidelines 12**
- Appendix 2 - LCV Advertising and Promotions Guidelines 13**
- Appendix 3 - LCV Public Intoxication Reform 20**

Introduction & aim of Melton Liquor Accord

- The aim of the Melton Liquor Accord (the Accord) is to contribute to the health, safety and wellbeing of residents and visitors to local area. This will be achieved by promoting the responsible service, sale and consumption of alcohol and encouraging high community behaviour standards.
- The Accord has been developed to promote best practice in licensed premises in the City of Melton and contribute to the safety and wellbeing of the local community by promoting the responsible service of alcohol and maintaining high standards of behaviour in and around licensed premises.
- A uniform code of practice enables licensed venues to educate members of the community as to what behaviour and conduct is acceptable in and around licensed premises and what is not. Furthermore, an accord developed and maintained in conjunction with licensees, local police and City of Melton allows transparency and open communication between all key parties ensuring beneficial relationships for all concerned.

Objectives

The following objectives are designed to prevent excessive alcohol consumption:

- 1) Eliminate practices that lead to alcohol-related harm.
- 2) Eliminate illegal underage patronage at all licensed premises.
- 3) Adopt and support the Responsible Service of Alcohol program and principles and implement them throughout the industry.
- 4) Maintain a free and competitive market between licensed venues whilst eliminating promotions and practices that encourage the irresponsible service and consumption of alcohol.
- 5) Adopt practices that will encourage all licensees to self-regulate and work with police, City of Melton, and other agencies to achieve positive outcomes through the accord.
- 6) Create a safe environment in and around licensed premises through a commitment to ongoing staff training and the proper use of professional and licensed crowd controllers.
- 7) Promote and encourage the use of designated 'Safe Driver' programs¹.
- 8) Agreement from all Melton Liquor Licensees Accord members to abide by the banning policy.

¹ The “Safe Drivers” program was developed by Liquor Accord members in 2016. It encouraged the use of designated drivers by allowing a person of 18 years or older who identified themselves as being responsible for driving two or more adults home access to free soft drinks.

Stakeholders

The success of the Accord relies on commitment from the following stakeholders:

Licensees

- Promote and support the Accord.
- Work with the other stakeholders and accord members to assist in maintaining compliance with relevant laws, licensing regulations and licence conditions.
- Participate in meetings and the monitoring and evaluation of the Accord.
- Work in partnership with other stakeholders in related community projects.

Local council

- Promote and support the Accord.
- Work with other regulatory authorities to ensure all licensed venues are monitored for compliance with relevant laws, licensing regulations and conditions.
- Participate in the monitoring and evaluation of the Accord.
- Work in partnership with key stakeholders in related community projects.

Victoria Police

- Monitor licensed premises compliance with the *Liquor Control Reform Act 1998* requirements and other relevant legislation.
- Provide appropriate data to the Accord relating to alcohol management and crime.
- Maintain membership of the Accord.
- Participate in the monitoring and evaluation of the Accord.
- Work in partnership with key stakeholders in related community projects.

Liquor forum chairperson/administration

- Maintain membership of the Accord, including up-to-date contact details.
- Send timely meeting reminders and minutes to members via email and distribute relevant information from Liquor Control Victoria to members.
- Organise guest speakers when applicable and maintain the momentum of the Accord.
- Update this Accord document as required.

Liquor Control Victoria (LCV)

- Monitor licensed premises compliance with the *Liquor Control Reform Act 1998* requirements and other relevant legislation.
- Provide on-going support and guidance for the Accord, licensees and their managers, on the *Liquor Control Reform Act 1998* requirements.
- Support the Accord by providing a bi-monthly newsletter, up-to-date information and advice and attend meetings where possible.

Administration

- Display current liquor licence in a position that invites public attention.
- Ensure staff understand licence conditions, including trading hours and other obligations.
- Ensure staff know what the red line plan is and where to find a copy so it can be provided to Victoria Police or LCV inspectors when requested.
- Ensure correct [LCV required signage](#) is on display.
- Record all incidents in an incident register book, noting the time, date and staff member involved in the incident if applicable.

Responsible Service of Alcohol (RSA)

- RSA training is mandatory for licensees and staff selling, offering or serving liquor for general, on-premises, late night and packaged liquor licences.
- Licensees and staff have one month from the date they first sell, offer for sale or serve liquor on a licensed premises to complete an approved RSA training course.
- The approved training course is the Nationally accredited RSA course (SITHFAB021). Ensure staff are undertaking the approved course, which issues the correctly branded certificate. Statement of Attainments are not sufficient.
- LCV's [free online refresher course](#) must be completed every three years.
- Have a copy of every staff member's most recent correctly branded RSA certificate available on request. Check staff know where to access the certificates.
- Display LCV's [RSA Principles poster](#) in staff room/back of house.

Responsible advertising and promotions

- Adhere to LCV's [Guidelines for Responsible Alcohol Advertising and Promotions](#).
- Refrain from pricing practices or promotions that encourage rapid consumption of alcohol or alcohol abuse.
- Keep 'happy hours' to a maximum of two hours per day.
- Serve drinks at standard measures.
- Promote and ensure free water is available for patrons.
- Remember advertising and promotions relate to in-house, social media/online and external promoters.

Intoxication

- It is against the law to serve alcohol to an intoxicated person.
- Ensure all staff, including security, are aware of LCV Intoxication guidelines.
- Remind staff about the early signs of intoxication and the importance of intervening early.
- Promote non-alcoholic beverages and snacks.
- Encourage patrons to drink responsibly and let them know they will be asked to leave if they become drunk, violent, or quarrelsome.

Crowd controllers

If licensees have a crowd controller condition on their licence, they must abide by certain requirements.

- Ensure crowd controllers have a current licence under the Private Security Act 2004 – status can be checked online.
- Maintain a crowd controller's incident register book (this is separate to an in-house incident book).
- Brief security before their shift about expectations, including conflict resolution and communicating with stakeholders.
- Ensure security maintain queues in an orderly fashion.
- Check ID of all patrons who look under 25 years old.
- Walk around the outside perimeter of the venue to look for potential risks e.g. patrons pre-loading, minors trying to access venue.
- This Accord requires all licensees who employ crowd controllers to be thoroughly conversant with their obligations under the Private Agents Act 2004, and to ensure that all persons employed in that capacity are properly licensed and work in a professional manner.
- Crowd Controllers must adopt effective conflict resolution and communication skills with the aim of reducing violence on or around licensed premises.

Minors

Minors are not permitted to drink alcohol on licensed premises under any circumstances.

- Anyone under the age of 18 years is considered a minor.
- The legal drinking age in Victoria is 18 years. It's illegal for anyone to supply alcohol to a minor on licensed premises. It's also illegal for a minor to be on licensed premises to purchase, receive or consume alcohol.
- A minor may be on licensed premises if they are in the company of a responsible adult.
- A responsible adult is defined as a person who is 18 years or older and is:
 - the minor's parent, stepparent, guardian, grandparent, or
 - the minor's spouse who is over the age of 18 years, or
 - a person acting in place of a parent and who could reasonably be expected to supervise the minor – for example, a sporting coach.
- An unaccompanied minor cannot be on licensed premises unless:
 - there is a condition allowing them to be on the licence (for example, a junior sports club)
 - it holds a restaurant and cafe licence (until 11pm)
 - it holds an on-premises licence with restaurant conditions (until 11pm)
- Other circumstances that permit unaccompanied minors on licensed premises are if the minor is:
 - having a meal
 - a resident of the premises if accommodation is supplied
 - employed by the licensee but not involved in the sale or supply of alcohol
 - completing an LCV approved training program in hospitality, and they're on the premises as part of that training course (approval is provided in writing and it includes a condition the minor is closely supervised whilst serving).
- Prominently display LCV required signage about restrictions on minors.
- Brief staff on when minors can legally be there and the definition of a 'responsible adult'.
- Ensure underage staff are not involved in the sale or supply of alcohol, including taking orders/payment for alcohol or delivering alcohol to a table.

- A list/register of minors employed on the premises (which may be the time and wages record book) is maintained by the licensee and is available upon request for viewing by Victoria Police or an LCV inspector.

Acceptable forms of identification

It is important to check ID before a person enters or at the bar.

- [Acceptable forms of ID](#) are:
 - Australian driver licence (including digital drivers licence)
 - Victorian learner permit
 - Foreign driver licence in the English language or if not in the English language, must be accompanied by an official English translation or an International Driving Permit
 - [Victorian Proof of Age card](#) or an equivalent from another state or territory of Australia
 - Keypass card (incl. [digital keypass](#))
 - Australian or foreign passport
 - Victorian marine licence
- Apply the following standards when checking ID:
 - Remove ID from wallet/purse and hold the ID.
 - Check date of birth is accurate and hasn't been tampered with (check the back of the ID too).
 - Photo matches the person presenting the ID, paying close attention to physical features.
 - Photo is checked to ensure it has not been substituted or tampered with.
 - If staff believe an ID is false, defaced or not the person presenting the ID, confiscate it and forward to police ASAP (excluding a driver licence).

Amenity

Be considerate of your neighbours and respect the amenity of the area in and around your licensed premises.

- Ensure entrances and exits are well lit and clear.
- Ensure immediate surroundings are safe and allow good visibility of patrons arriving and departing.
- Minimise noise generated from the premises for example keep doors closed, be mindful of noise from beer gardens/courtyards.
- Encourage phased and orderly exit of patrons from premises when closing.
- Assist patrons in accessing safe transportation out of the area.
- Display signage about patrons respecting the neighbours when departing the venue.
- Ensure rubbish in the surrounding area is removed after closing – providing bins may assist.
- Be considerate of neighbours when emptying glass bottles into outdoor rubbish bins, avoid it late at night.

Staff training

- Have appropriate induction training for new staff.
- Provide ongoing training for staff e.g. first aid, emergency evacuation, conflict resolution
- Have regular team meetings to ensure staff are up to date with legislative requirements and management expectations.
- Share information and knowledge gained at liquor forums with all staff.

Closed circuit television (CCTV)

If applicable to the liquor licence:

- Abide by [CCTV requirements](#) as per licence conditions.
- Ensure CCTV equipment is serviced regularly.
- Ensure staff know how to access footage when requested.

Packaged liquor licence holders

- Do not allow unaccompanied minors on the premises.
- Develop a 'house rules' document for the venue.
- Be vigilant about secondary supply, for example decline the sale if alcohol is suspected of being purchased for a minor (third party).

Communication

- Have a policy or procedure for notifying other venues of problematic patrons or relevant incidents.
- Maintain a group chat or other communication between neighbouring venues – to be used in the event of ejecting or refusing entry to patrons.
- Ensure contact details of neighbouring venues are routinely updated.
- Maintain close liaison and open communication with all other Accord members and stakeholders.

Management of events

- Advise Victoria Police in advance of any events likely to increase patronage.
- Ensure you have appropriate staff and security rostered during events, including New Year's Eve, other public holidays, and School Leaver's period.
- Ensure staff are easily identifiable.
- Develop a house policy outlining how the event/function will be delivered and measures in place to manage alcohol responsibly.
- Provide information to patrons on safe transport options.
- Monitor the amenity of your venue regularly for any litter, damage, and noise – particularly at the end of the event.
- Use plastic glasses where possible to reduce glass injuries.

Membership

- Membership will include representation from Council and Victoria Police.
- Membership will be available to agencies with interest and expertise in liquor licensing and the reduction of harm within the accord area and at licensed venues.
- Membership is voluntary and open to all liquor licensees within the accord area.
- Membership requires attendance and participation at quarterly meetings, communication with other stakeholders and commitment to implementing any agreed changes within your own agency/premises.
- By agreement of Accord members at any Accord meeting, membership may be extended to any agency with an interest, expertise, or commitment to the reduction of harm.
- All meetings will invite a representative from Liquor Control Victoria.
- Licensees who agree to and sign the statement of commitment certificate will become members.
- A member may resign by written notice to the liquor forum chairperson/administrator or Victoria Police.
- A member is taken to have resigned if:
 - the liquor forum chairperson/administrator or Victoria Police has made a written request to the member to confirm that they wish to remain a member and
 - the member has not, within 14 days after receiving that request, confirmed in writing that they wish to remain a member.
- If the liquor forum chairperson/administrator or Victoria Police is satisfied that a licensee member (**relevant member**) has failed to comply with the Accord or refuses to support the purposes of the Accord, disciplinary action may be taken against the relevant member as follows:
 - A letter will be sent to the relevant member stating:
 - that it is proposed to take disciplinary action against the relevant member
 - the grounds for the proposed disciplinary action and
 - that the relevant member will be allowed to make submissions in writing or at the next Accord meeting.
 - The relevant member must confirm in writing within 14 days of receiving the letter if they wish to make any submissions in writing or at the meeting.
 - At the next Accord meeting, if the relevant member is in attendance, they will be given time to speak. If a written submission has been sent, then that will be read.
 - The members present at the meeting (other than the relevant member) may decide to:
 - take no further action against the relevant member
 - reprimand the relevant member, or
 - cancel the relevant member's membership of the Accord.
 - The discussion and any outcome will be recorded in the meeting minutes.
- If a licensee's membership of the Accord is cancelled, they may apply to become a member again after 12 months. The application may only be accepted by agreement of Accord members at an Accord meeting.

Melton Liquor Accord Members

Venue Names:

Mac's Hotel

Golden Fleece Hotel

Melton Country Club

Melton Valley Golf club

The Sugargum Hotel

West Waters Hotel Caroline Springs

Melton Entertainment Park

The Club, Caroline Springs

Xplosions Bar and Bowl

Gamekeepers Secret

LCV Accord Banning Guidelines

The *Liquor Control Reform Act 1998 (the Act)* provides that two or more licensees or permittees may enter into a liquor accord with the approval of the Chief Commissioner of Victoria Police and LCV. They may enter into such an agreement for the purpose of minimising harm from alcohol at their licensed premises.

The terms of a liquor accord may make provision for licensees or permittees to stop supplying liquor or allowing the consumption of liquor at their licensed premises. The terms may also make provisions for banning a person or the public access to licensed premises.

Liquor accord bans should be implemented only for the purpose of minimising harm from alcohol in relation to behaviour that has occurred in or around licensed premises. It is recommended that parties to an accord:

- ensure a decision to ban is fair and reasonable, including providing the banned person with an opportunity to respond to or request review of the decision to ban them
- ensure a ban is made for a clear harm minimisation purpose
- ensure the privacy of personal information in relation to banned persons is maintained
- ensure a ban is non-discriminatory and complies with the provisions of the [Charter of Human Rights and Responsibilities Act 2006 \(Vic\)](#)
- do not ban persons for unreasonable periods of time (maximum 12 months) unless clearly justified by the circumstances and
- appropriately notify the patron that a decision has been made to exclude them.

From 31 January 2022, the maximum period for which a person may be banned under a liquor accord is 12 months.

A licensee or permittee may consult with Victoria Police in developing or enforcing a liquor accord.

Release of information for the purpose of enforcing an accord ban

Section 146D of the Act allows for LCV or Victoria Police to disclose specific information about a banned person to a licensee or permittee who are party to a liquor accord which contains a liquor accord ban. It is an offence under section 146DA of the Act for a person to use or disclose any information received from LCV or Victoria Police regarding banned persons except for the purposes of enforcing a liquor accord ban or otherwise as required by law.

Information will only be disclosed by LCV where necessary for the purposes of the effective and efficient enforcement of the liquor accord ban. When determining whether to disclose information, LCV or Victoria Police may require a licensee or permittee who are a party to an accord to provide further details.

Appendix 1 - LCV Intoxication Guidelines

How can you decide if a person is in a state of intoxication?

- (1) Consider whether the person is displaying one or more of the signs of intoxication and;
- (2) Consider whether this is the result of the consumption of liquor, by taking into account information such as:
 - (a) How much alcohol have you witnessed the person drink? and/or
 - (b) Information about how much the person has had to drink and/or
 - (c) Does the person smell of alcohol?

Signs of Intoxication may include the following:

- (1) Becoming loud, boisterous
- (2) Becoming argumentative
- (3) Annoying other patrons and staff
- (4) Using offensive language
- (5) Spilling drinks
- (6) Fumbling and difficulty in picking up objects
- (7) Swaying
- (8) Difficulty walking straight
- (9) Bumping into furniture or customers
- (10) Rambling conversation
- (11) Loss of train of thought
- (12) Difficulty in paying attention
- (13) Not hearing or understanding what is being said
- (14) Drowsiness or dozing while sitting at a bar or table.

Conditions that exhibit similar symptoms and signs to intoxication

Sometimes physical and mental disabilities exhibit some of the same signs and symptoms as alcohol intoxication. You should consider the possibility of the existence of any conditions prior to refusing service on the basis that a person is intoxicated.

Legal definition of intoxication

Intoxication is defined in Section 3AB (1) of the Act:

For the purposes of this Act, a person is in a state of intoxication if his or her speech, balance, co-ordination or behaviour is noticeably affected and there are reasonable grounds for believing that this is the result of the consumption of liquor.

Appendix 2 - LCV Advertising and Promotions Guidelines

The way alcohol is promoted and sold influences patrons, the way they consume alcohol and how they behave. Some drink promotions can encourage the excessive and irresponsible consumption of alcohol, which in turn contributes to:

- anti-social behaviour
- alcohol-related violence and disorder, and
- adverse health effects.

LCV has the power to ban inappropriate advertising or promotions. LCV may also seek to vary, suspend or cancel a liquor licence. In utilising these powers, LCV will take into account whether the promotion is likely to encourage irresponsible consumption of alcohol or is otherwise not in the public interest. The following is a quick reference guide, more detailed information is available in the ['Guidelines for responsible liquor advertising and promotions'](#).

There are actions that licensees can take to reduce the risk by considering each of the elements below when planning liquor promotions:

Type and strength of liquor - Consider running promotions offering lower strength liquor products

Price – Consider limiting the discounting of liquor during a promotion, ensuring that reduction in price is not excessive.

Duration – By placing reasonable limits on the duration of your promotion, licensees can still provide opportunities to increase sales with reduced risk of irresponsible consumption (e.g. a 'happy hour' should not be '5 hours of happiness').

Frequency – Consider limiting the number of promotions that are held during a single trading period.

Timing/timeframe – After 10.00pm, the risk of patrons becoming intoxicated increases. Licensees are encouraged not to conduct promotions at high-risk times.

Type of activity – the nature of the promotion itself may contribute to a culture of excessive or irresponsible drinking. For example, competitions, games, dares or challenges can create incentives for patrons to drink more. Licensees should carefully consider the type of promotion they are conducting.

Unacceptable practices

| Principle | Rationale | Examples of unacceptable practice | Case studies |
|---|---|---|---|
| Principles regarding irresponsible consumption of alcohol | | | |
| <p>1. The advertising or promotion of alcohol must not encourage the rapid or excessive consumption of alcohol, nor should it use emotive descriptions, language or imagery likely to encourage irresponsible drinking.</p> | <p>This principle aims to prevent promotions that encourage people to drink in excess or faster than they normally would. It covers promotions such as games, competitions or "dares" that encourage excessive alcohol consumption or offer alcohol as a prize.</p> <p>Emotive language or descriptions such as "drink till you drop." may encourage rapid or excessive alcohol consumption.</p> <p>In the context of packaged alcohol, advertisements or promotions that place emphasis on the alcohol content of a product also have the potential to lead to excessive or irresponsible alcohol consumption.</p> | <ul style="list-style-type: none"> • Sculling or speed-drinking games, boat races, "toss the boss", and other challenges or "dares" to induce people to drink rapidly or sample a particular alcoholic drink because of its higher alcohol content. • Promoting binge-events such as "Mad Drinking Monday", or end-of-school-year celebrations, such as "Schoolies Week" or "after parties". • Using language, slogans, images, labelling, or titling a promotion so it encourages rapid or excessive alcohol consumption (for example, "beat the clock", "drink like a fish", "beer prices hammered", "we drink till we drop", "drink till you get smashed"). • Advertisements or promotions encouraging the consumption of a product by emphasising its strength (unless emphasis is placed on the product's low-alcohol content relative to the typical strength of similar beverages) or the intoxicating effect of alcohol (such as promotions highlighting the number of standard drinks in a product compared to the price of the product). • Portray the refusal of alcohol or choice of abstinence in a negative light. | <p>Previous advertisements or promotions banned by the Commission under this principle include:</p> <ul style="list-style-type: none"> • an advertisement published by a licensee that used the phrase "get trashed every week and get snapped", as well as imagery of people showing signs of intoxication or general anti-social behaviour • a promotion that encouraged customers to "get hammered" and to pretend to be sober if anyone asked • an advertisement on a licensee's social media channel that asked customers what flavour of a packaged-alcohol product made them "lose all their dignity" and asked them to raise their hand if they had been "personally victimised by that product". |

Responsible Alcohol Advertising and Promotion Guidelines

| Principle | Rationale | Examples of unacceptable practice | Case studies |
|---|---|--|--|
| <p>2. The advertising or promotion of alcohol must not involve extreme discounts that would encourage excessive consumption, encourage the stockpiling of drinks, or involve free or unlimited alcohol being provided without reasonable controls in place.</p> | <p>Extreme discounts on alcohol, such as 50% off the retail price, may lead to rapid or excessive alcohol consumption by customers, particularly when the discount is for a limited time within a trading period (which may also encourage stockpiling of drinks by customers) and there are no controls in place to limit the amount consumed by customers.</p> <p>For certain types of functions, alcohol, food and entertainment is included in the entry price (for example, race day functions, fundraising events, balls or special events). In some cases, the combination of the type of event and the unlimited supply of alcohol as part of a ticket or entry price can lead to excessive drinking over a period of time, especially if the promotion primarily focuses on the availability of free alcohol and appropriate measures have not been put in place to limit the amount of alcohol consumed.</p> <p>Promoting these functions as "all-you-can-drink" or "bottomless" events can encourage a culture of irresponsible alcohol consumption, especially where no controls are in place to minimise this type of behaviour.</p> <p>Similarly, extreme discounts on packaged alcohol, particularly packaged-alcohol products that are already inexpensive, may lead to irresponsible alcohol consumption, where reasonable controls are not in place to limit the amount of packaged alcohol customers can purchase.</p> | <ul style="list-style-type: none"> • Promoting "all you can drink" within a limited timeframe or providing drink cards that must be redeemed within a short period of time. • Any competition where unlimited free alcohol is the prize, or part of the prize, and consumption is expected to take place on the licensed premises. This includes free giveaways as part of a draw or something similar, which involves unlimited free alcohol (such as winning free bottomless brunches). • Advertisements highlighting the availability of free alcohol without promoting other services offered by the venue. • Promotions linked to unpredictable events (such as "free drinks after every goal scored"). • Promotions involving extreme discounts (such as \$1 shots of spirits). • Promoting packaged cask wine at 50% off the recommended retail price, without any limits on the number of casks that may be purchased by a customer. • Multiple promotions in one trading period (such as "open bar for the first 10 minutes of each hour" or multiple recurring "happy hours"). • Promotions that encourage or reward the purchase or drinking of large quantities of alcohol in a single session or transaction (such as "buy six drinks in one round and get the seventh for free"). • Discounted or free drink offers conducted in rapid succession (such as "two-for-one spirits for the first 15 minutes of every hour"). | <p>Previous advertisements or promotions banned by the Commission under this principle include:</p> <ul style="list-style-type: none"> • a promotion of "TWO FOR ONE ALL DRINKS ALL DAY" on Mother's Day • a promotion of "unlimited free beer and champagne" for two consecutive hours. |

Responsible Alcohol Advertising and Promotion Guidelines

| Principle | Rationale | Examples of unacceptable practice | Case studies |
|--|---|--|--|
| <p>3. The advertising or promotion of alcohol must not feature non-standard serving techniques, non-standard sized drinks or the availability of alcohol in receptacles that encourage rapid drinking.</p> | <p>There are well-recognised standard drinking receptacles used for drinking particular types of alcohol. While variations exist in different Australian jurisdictions, in Victoria, standard-size glasses are generally used for serving wine, beer and spirits, which are discussed in the approved Responsible Service of Alcohol (RSA) training course.</p> <p>In some cases, new and innovative ways of serving alcohol may encourage irresponsible drinking (for example, drinking receptacles such as test tubes encourage individuals to consume alcohol quickly by sculling or downing the drink in one).</p> <p>A new serving method may also mean people are less aware of how much alcohol they are consuming.</p> <p>When advertising or promoting the sale of alcohol, licensees are encouraged to use standard drinking receptacles to minimise the risk of rapid or excessive drinking.</p> | <ul style="list-style-type: none"> • Serving alcohol in a yard glass for sculling • Pouring alcohol straight into customers' mouths (such as pouring alcohol directly from a bottle or shooting alcohol from a water pistol). • Supplying multiple shot of alcohol for one person's consumption. • Serving spirits in a non-standard spirit's glass (such as a schooner glass). • Serving alcohol in test tubes or receptacles that are not free-standing and will thus likely be consumed rapidly. • Supplying large quantities of mixed spirits or other alcohol in jugs or other receptacles that are not intended to be shared (such as supplying champagne bottles with straws, or serving spirits, champagne or wine bottles without appropriate drinking glasses, or providing cocktails in buckets). Where the alcohol is intended to be shared, standard drinking receptacles should be provided with its purchase. | <p>Previous advertisements or promotions banned by the Commission under this principle include:</p> <ul style="list-style-type: none"> • a promotion of "TWO FOR ONE ALL DRINKS ALL DAY" on Mother's Day • a promotion of "unlimited free beer and champagne" for two consecutive hours. |

Responsible Alcohol Advertising and Promotion Guidelines

| Principle | Rationale | Examples of unacceptable practice | Case studies |
|---|---|--|--|
| Public interest principles | | | |
| <p>4. The advertising or promotion of alcohol must not contain any directly or indirectly sexual, degrading, sexist, offensive or discriminatory content, such as sexual, degrading, sexist or offensive images, symbols, figures or innuendo which imply sexual or social success.</p> | <p>Linking alcohol promotion explicitly or implicitly with messages about achieving sexual or social success may contribute to a culture around alcohol use that places pressure on people to either drink more or to rely on alcohol as a "social lubricant" and a way of achieving social acceptance.</p> <p>Using sexual imagery in alcohol promotions or advertisements can foster message about sexual availability being linked with alcohol consumption.</p> <p>Advertisements or promotions that are insulting, offensive, or discriminatory are also not in the public interest.</p> <p>When considering whether an advertisement is offensive or not, the Commission will consider what an ordinary reasonable person within the general community would consider offensive. The use of humour is not an excuse for offensive advertisements or promotions.</p> | <ul style="list-style-type: none"> • Promotions providing incentives for customers to dress provocatively or remove their clothing (such as wet T-shirt competitions, "free drinks for women wearing bikinis", "take off an item of clothing for a free drink" or "\$50 drink card for women who hang their undies behind the bar"). • Using images that objectify women's and men's bodies, portraying men or women as sex objects or using sexual innuendo or sexual images, such as images depicting nudity. • Connecting alcohol consumption with achieving social or sexual success (such as "drink x brand and be the envy of all your friends"). • Discriminatory promotions based on gender or race, etc., (such as free drinks for women only) • Using language or images that are likely to insult or offend a reasonable person, or language or images that are discriminatory, vilifying or demeaning. This includes language or images that mock, ridicule or deride certain personal characteristics, such as disability. • Advertisements or promotions that use stereotypes to highlight racial differences. | <p>Previous advertisements or promotions banned by the Commission under this principle include:</p> <ul style="list-style-type: none"> • a promotion encouraging customers to expose themselves in exchange for free alcohol during a drinking competition • a video advertisement on a licensee's website depicting dialogue which uses the term "slut" with reference to animated female patrons who are handed containers of vomit after asking for any drink specials • an advertisement depicting female genitalia giving birth to a licensee's business logo. |

Responsible Alcohol Advertising and Promotion Guidelines

| Principle | Rationale | Examples of unacceptable practice | Case studies |
|--|--|---|--|
| <p>5. The advertising or promotion of alcohol must not encourage or suggest any association with risk taking, or with violent, aggressive, dangerous or anti-social behaviour.</p> | <p>The link between alcohol misuse and violence and anti-social behaviour is well established.</p> <p>Reducing the impact of alcohol-fuelled violence and anti-social behaviour on public safety is an important community goal, and there is clearly a public interest in breaking the link between alcohol and aggressive behaviour.</p> <p>For the purpose of this guideline, anti-social behaviour covers a range of conduct including acting in a manner that causes or is likely to cause harassment, alarm or distress to other people, such as intimidating, bullying, aggressive or threatening behaviour. It also includes socially unacceptable behaviour (such as vandalism, rowdy or noisy behaviour, creating a public nuisance) or offensive behaviour (such as urinating in public).</p> | <ul style="list-style-type: none"> • Using images or messages associating alcohol consumption with risky or dangerous activities (such as sky diving, motor racing, drink driving or speed boating). • Using stereotypes that link the advertising or promotion of alcohol with celebrating aggressive or risk-taking behaviour. • Associating alcohol with activities that encourage or condone aggressive behaviour towards others (such as competitions or challenges that pit customers against each other, for example, arm wrestling). | <p>A previous advertisement or promotion banned by the Commission under this principle include:</p> <ul style="list-style-type: none"> • a meme posted by a licensee on social media featuring an image of a man driving a car, accompanied with the text "Clean and sober, just means that I'm showered and heading to the alcohol store". |
| <p>6. The advertising or promotion of alcohol must not suggest any association with, acceptance of, or allusion to, illicit drugs, nor encourage breaking of the law.</p> | <p>In addition to being illegal, taking illicit drugs can have serious health consequences and poses risks, particularly when combined with alcohol. There is a strong public interest in upholding the law.</p> <p>Licensees should ensure they are not advertising or promoting alcohol in a way that could be seen to be encouraging or condoning breaking the law.</p> | <ul style="list-style-type: none"> • Using images, text or language that allude to taking drugs. • Using props, settings or scenarios that link the promotion of alcohol to illicit drugs. • Linking alcohol consumption to drink driving. • Linking alcohol consumption to breaking the law, depicting people intending to break or actually breaking the law. • Showing contempt for the law. | <p>A previous advertisement or promotion banned by the Commission under this principle include:</p> <ul style="list-style-type: none"> • a video promotion posted on a social media site that included comments by the licensee encouraging customers to "snort" salt from the chest of customers before drinking a tequila shot. |

Responsible Alcohol Advertising and Promotion Guidelines

| Principle | Rationale | Examples of unacceptable practice | Case studies |
|--|--|--|---|
| <p>7. The advertising or promotion of alcohol must not encourage underage drinking or otherwise be likely to appeal to minors (persons under 18 years of age).</p> | <p>It is illegal under the Act to sell or supply alcohol to minors. Young adults are at high risk of alcohol-related injury, including road trauma, violence and sexual coercion.</p> <p>There is a clear public interest in preventing the harms associated with drinking by minors. Licensees should exercise particular care to minimise children's exposure to alcohol advertisements and promotions.</p> <p>In addition to this principle, the Act also prohibits placing static alcohol advertisements within 150 metres of the perimeter of a school. Further information on this prohibition is available on Liquor Control Victoria's website at vic.gov.au/responsible-alcohol-advertising-and-promotions</p> | <ul style="list-style-type: none"> • Using imagery, designs, motifs, language, interactive games, animations, or media likely to appeal to minors. • Using role models, celebrities or other testimonials that primarily appeal to minors. • Using names or packaging that could be confused with confectionary, non-alcoholic drink, or otherwise appeal to minors. • Using settings primarily used by minors (such as schools or playgrounds), including depicting models in settings primarily used by minors, even where the model used in the advertisement or promotion is over 18 years of age. • Depicting models in school uniforms or other clothing typically worn by minors, or models who are or look under 18 years of age. • Using props or characters commonly associated with minors or their interests or activities (such as cartoon characters or TV characters targeted at minors). • Showing alcohol consumption and minors in the same frame. • Advertising or promoting alcohol in connection with non-related products or services typically purchased or used by minors. • Brand identification, including logos, on clothing, toys or other merchandise for use primarily by minors. • Advertising non-alcoholic drinks that have the look and feel of an alcoholic drink to minors (such as non-alcoholic beer or wine). | <p>Previous advertisements or promotions banned by the Commission under this principle include:</p> <ul style="list-style-type: none"> • the promotion of a product with packaging similar to a well-known chocolate beverage brand consumed by minors • a post by a licensee on a social media site featuring an image of a toddler, accompanied with the text "When the vodka kicks in and your confidence skyrockets". |

Appendix 3 - LCV Public Intoxication Reform

Liquor Control Victoria



Public Intoxication Reform

Dear Licensee

As part of critical reforms coming into effect from tomorrow, 7 November 2023, it will no longer be a criminal offence in Victoria to be intoxicated in public. **This means that being intoxicated in public will be treated as a health issue, not a crime.**

To ensure people who are intoxicated in public can access culturally appropriate and effective supports that prioritise their health, safety and wellbeing, a new evidence-driven, health-based service model will replace the current criminal justice approach.

A centralised intake, referral and dispatch service will triage incoming referrals relating to a person who needs support for being intoxicated in public.

To support a person who is intoxicated in public, licensees can call the centralised response service on **03 7043 9175**. Please note this is not a public phone number and is not for public distribution. The health service will be available 24/7 and will provide assistance as per the [service coverage area](#).

The [Public Intoxication Reform information sheet](#) provides additional information for licensees and includes further information on the centralised response service.

For more information about the public intoxication reform visit [Department of Health's website](#).

Liquor Control Victoria

MELTON LIQUOR LICENSEES ACCORD

AIM:

To encourage and promote best practice in licensed premises in the City of Melton and contribute to the safety and wellbeing of the local community by promoting the responsible service of alcohol and maintaining high standards of behaviour in and around licensed premises.

OBJECTIVES:

- To promote the City of Melton and its venues as a safe location.
 - Work co-operatively to protect the welfare of the community
- To monitor and discourage anti-social behaviour both in and around licensed premises.
- To discuss and resolve relevant issues that impact the community of the City of Melton.
- At all times have due consideration for the surrounding amenity of the area, residents, and neighbours.
 - Manage premises in a safe and responsible manner.

As the Licensee / Nominee of xxxxxxxxxxxxxxxxxxxx I am committed to upholding the aims, objectives, and policies of the Melton Liquor Licensees Accord.

Licensee / Nominee

Licensing Inspector
(Lisa PRENTICE EVANS)

..... / /2024

..... / /2024

