

Self-paced guide

Producer's licence

Choose an item.

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Please note: Information about the law may have been summarised or expressed in general statements. This information should not be relied upon as a substitute for professional legal advice or reference to the actual legislation.

Topic 1 – Introduction

Introduction	<p>Complete this self-paced training guide to understand:</p> <ul style="list-style-type: none"> • what holding a producer's licence means for you • the standard conditions on a producer's licence • special conditions on some producer's licences.
Who should use this guide?	<p>Anyone who needs to know about a producer's licence and its conditions. This may include:</p> <ul style="list-style-type: none"> • new licensees or nominees • existing licensees who want to refresh their knowledge of their licence • company directors who hold a producer's licence • staff who work at a licensed premises with a producer's licence.
Learning outcomes	<p>Once you have completed this guide, you should be able to:</p> <ul style="list-style-type: none"> • identify when and where you are permitted to supply alcohol to customers • identify any special conditions that apply to your licence type • identify possible breaches to a producer's licence.
Topics	<p>The following topics are included in this guide:</p> <ul style="list-style-type: none"> • Introduction • About producer's licences • Producer's licence conditions <ul style="list-style-type: none"> – standard conditions – promotional event authorisation.
Before you begin	<p>Confirm the type of licence you have or have applied for. Locate and read your licence or a copy of the application form you submitted to the Victorian Gambling and Casino Control Commission (VGCCC).</p>
How to use this guide	<p>This guide is self-paced so you can work through it in your own pace.</p>
Icons you will see in this guide	<p>The following icons have been used throughout this guide:</p>

 <p>TIP</p>	<p>This is a tip – something you may find useful.</p>
 <p>CHECK YOUR UNDERSTANDING</p>	<p>Each topic has a Check your understanding. It includes questions on the content covered and in some instances, uses a scenario and questions.</p>
 <p>ANSWERS</p>	<p>Once you've completed the Check your understanding, this icon directs you to the answers at the back of the guide.</p>

Topic 2 – About Producer's licences

What this topic covers	This topic looks at the types of premises that hold a producer's licence and where alcohol can be served and consumed.
Introduction	A producer's licence covers a range of activities for those who want to produce wine, cider, beer, spirit, mead or sake.
Requirements of producer's licence	<p>To be eligible to hold this licence, it is a requirement that:</p> <ul style="list-style-type: none"> • where the product is beer: <ul style="list-style-type: none"> – it is brewed by or at the direction of the licensee; and – the licensee assumes the financial risk for its production. • where the product is wine, cider or a spirit that is brandy: <ul style="list-style-type: none"> – it is made from fruit grown by the licensee who has assumed the financial risk of production; or – it has been made under the direction of the licensee from fruit grown in Australia that was not grown by the licensee who has assumed financial risk of the production. • where the product is a spirit that is not brandy: <ul style="list-style-type: none"> – it has been distilled by or at the direction of the licensee; and – the licensee assumes the financial risk for its production. • where the product is mead: <ul style="list-style-type: none"> – it is made by or at the direction of the licensee; and – the licensee assumes the financial risk for its production. • where the product is sake: <ul style="list-style-type: none"> – it is brewed by or at the direction of the licensee; and – the licensee assumes the financial risk for its production.

<p>Where can alcohol be supplied and consumed?</p>	<p>A producer's licence authorises the supply of:</p> <ul style="list-style-type: none"> • the licensee's own product to any other licensee at any time and at any place (wholesale) • the licensee's own product to the public from the licensed premises for both on and off-premises consumption • any liquor, including liquor that is not the licensee's own product, from the licensed premises for on-premises consumption • packaged liquor that is the licensee's own product to a person who makes an off-premises request (for example, orders by way of email, telephone, facsimile transmission, internet or other electronic communication) • the licensee's own product from an additional retail premises for consumption away from the retail premises. <p>Note: Minors are not allowed to be supplied or drink liquor on licensed premises under any circumstances.</p>
<p>Online orders and delivery of liquor</p>	<p>If you supply packaged liquor via orders that are taken online, it is a condition of your producer's licence that you notify the VGCCC before commencing to supply liquor via online orders.</p> <p>You will also need to comply with the conditions set out in section 18C of the <i>Liquor Control Reform Act 1998</i>.</p> <p>For online orders, section 18C of the Act requires the licensee:</p> <ul style="list-style-type: none"> • display their liquor licence number and any notice the VGCCC requires on its website, online platform or interface through which liquor can be ordered. • display their liquor licence number in any promotional or advertising material in relation to online ordering. • provide instructions to the person responsible for the delivery of liquor by orders placed online, and ensure delivery occurs within ordinary trading hours. <p>For liquor delivered via online orders:</p> <ul style="list-style-type: none"> • If the liquor order is not intended as a gift, for first-time orders you are required to: <ul style="list-style-type: none"> ○ request the customer who placed the order to confirm that they are 18 years old or older ○ provide instructions to the delivery person that the liquor must only be delivered and received by the customer who placed the order, and whose age must be verified by the delivery person via an evidence-of-age document. • For subsequent online orders made by the same customer, you are required to: <ul style="list-style-type: none"> ○ obtain instructions from the customer about where to leave the order if the customer is not present at the time of the subsequent delivery and provide these instructions to the delivery person ○ provide instructions to the delivery person that the order must only be delivered in accordance with the instructions obtained from the customer. • If the liquor order is placed by a customer to be delivered to another person as a gift, you are required to:

	<ul style="list-style-type: none"> ○ request the customer who placed the order to confirm they and the recipient of the gift are both of—or over—18 years of age ○ obtain the name and address of the recipient of the gift ○ provide instructions to the delivery person that the liquor must only be delivered to the recipient—or a person who is 18 years old or older and present at the address provided. The age of the recipient or the person must also be verified by the delivery person via an evidence-of-age document. <p>Note: The licensee must provide instructions to the person responsible for delivering the liquor that delivery must occur before 11pm.</p> <p>For further information, see the Act.</p>
<p>Promotional event authorisation</p>	<p>Producer licensees can apply for a promotional event authorisation to be included on the licence.</p> <p>A promotional event authorisation allows you to sell your product at farmers' markets, craft markets, festivals and other promotional events.</p> <p>A promotional event authorisation requires a special condition to be attached to the licence and attracts an additional annual fee.</p> <p>This does not include attendance at major events or horse racing events, for which a separate licence is required.</p>
<p>Retail premises</p>	<p>As a holder of a producer's licence, you may choose to specify a retail premises on your licence that is in addition to the primary address.</p> <p>At the retail premises, licensees are only permitted to sell their own product for consumption away from the premises. The retail premises must be in the same region as the primary premises on the licence.</p>
<p>What is your red-line plan?</p>	<p>The red-line plan (the plan) is the plan that you submitted with your application for your producer's licence and approved by the VGCCC, or if you are the transferee of an existing licensed premises, the plan submitted by the original or previous licensee and approved by the VGCCC.</p> <p>This plan is important as it shows where alcohol can be supplied and consumed on the licensed premises.</p> <p>If you intend to do renovations to your licensed premises, you may need to submit a new plan to the VGCCC for approval prior to making the proposed changes.</p> <p>If you are visited by Victoria Police or a VGCCC Inspector, they will likely request that you provide a copy of your plan and they may check that you are operating within the red-line area.</p> <p>It is an obligation under the <i>Liquor Control Reform Act 1998</i> that you:</p> <ul style="list-style-type: none"> • keep a copy of your red-line plan on your premises and • produce it if requested by Victoria Police or a VGCCC Inspector.
<p>Special events</p>	<p>You may from time-to-time hold special events (that are not promotional events) at your venue such as functions, or be part of a local festival or community event.</p>

If the special event requires you to trade outside your producer's licence:

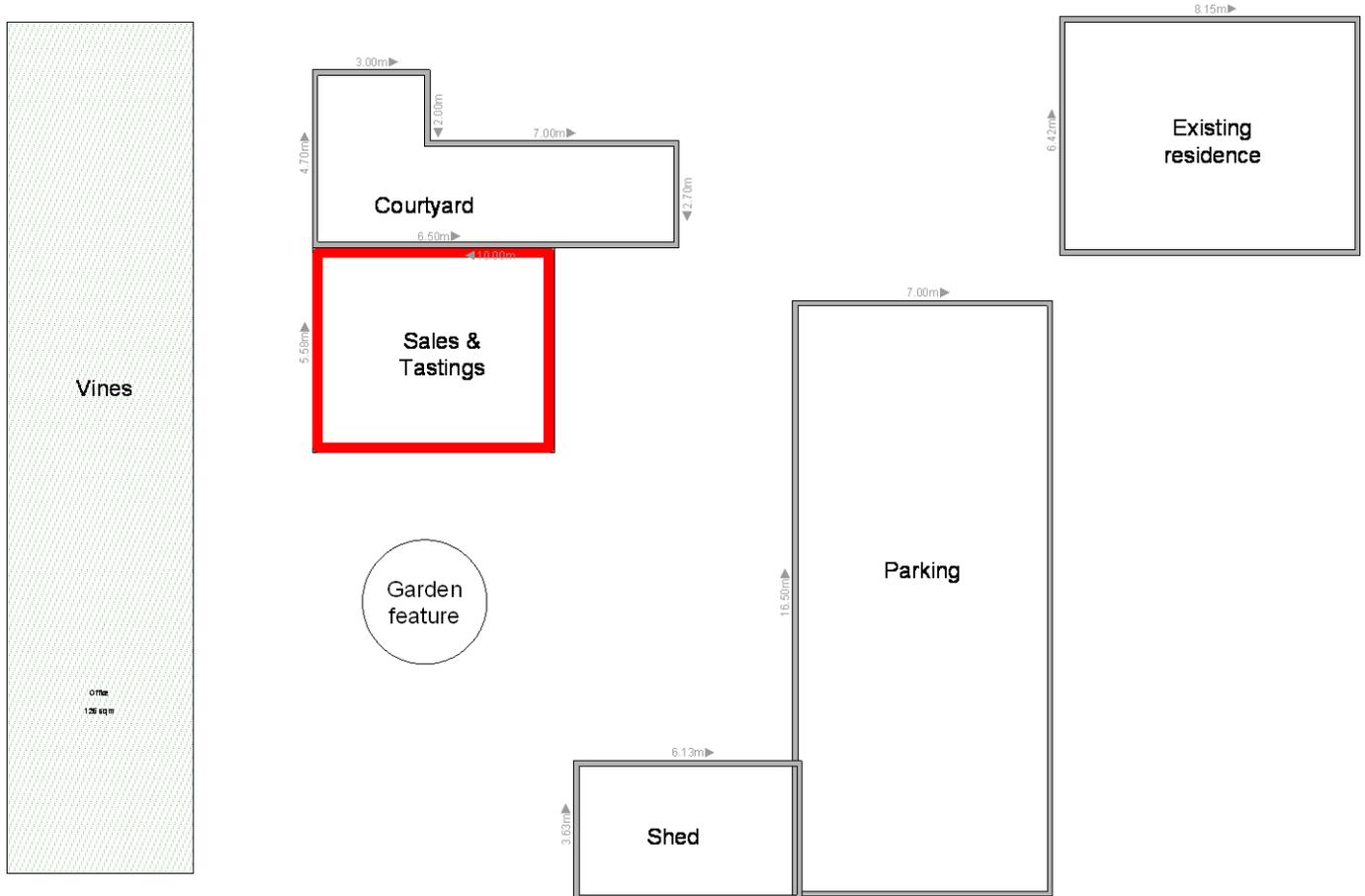
- trading hours,
- licence conditions or
- red-line area,

you may need to apply for a temporary limited licence or if it is a major event (5,000 or more people), a major event licence.

A temporary limited licence or major event licence is granted in addition to your producer's licence and is only valid for the times and locations specified on the additional licence.

Sample red-line plan – The Yellow Grape Winery

The Yellow Grape Winery





CHECK YOUR UNDERSTANDING

Check you understanding - Producer's licences

It's time to check your understanding of what has been covered so far.

Please complete the questions below and check your responses against the answers provided at the back of this guide.

Q.1 A customer only drinks one glass out of a bottle of wine they've purchased with their lunch in your winery restaurant. Can they take the bottle of wine home with them?

Yes

No

Explain your answer:

Click or tap here to enter text.

Q.2 List one requirement of a producer's licence:

Click or tap here to enter text.

Q.3 What does a promotional event authorisation allow a producer licensee to do?

Click or tap here to enter text.



ANSWERS

Now check your answers at the back of this guide.

Topic 3 – Producer's licence conditions

What this topic covers	This topic looks at the conditions that may be imposed on a producer's licence.
Introduction	<p>Licence conditions outline the activities that can be conducted at the licensed premises.</p> <p>Licence conditions are monitored and enforceable by Victoria Police and the VGCCC.</p>
What do licence conditions specify?	<p>A producer's licence will include conditions that specify:</p> <ul style="list-style-type: none"> • how liquor may be supplied; • the authorised trading hours; • matters regarding the amenity of the area in which the licensed premises is situated; and <p>any other matters determined by the VGCCC.</p>
Ordinary trading hours	<p>Ordinary trading hours are defined in the Act for a producers' licence are:</p> <ul style="list-style-type: none"> • Sunday, Good Friday and ANZAC Day: 10am to 11pm • On any other day: 7am to 11pm.
Authorised trading hours	<p>A producers' licence authorises the licensee to supply liquor:</p> <ul style="list-style-type: none"> • that is the licensee's own product (wholesale) to any other licensee at any time and at any place. • for consumption on the licensed premises: <ul style="list-style-type: none"> ○ during ordinary hours; and ○ during any other times only if specified in the licence. • for consumption off the licensed premises: <ul style="list-style-type: none"> ○ licensee's own product during ordinary hours; and ○ licensee's own product during any other times only if specified in the licence. <p>Note: you will only be permitted to supply liquor until the times permitted under your liquor licence if your planning permit allows you to trade during those times. You will be in breach of planning laws if you fail to comply with planning permit conditions.</p> <p>Note: You have a 30-minute grace period after the end of the authorised trading hours for patrons to finish the drinks they have already purchased, but you cannot sell them any more liquor.</p>
Amenity	<p>Amenity is the effect that your venue and its patrons may have on the surrounding area.</p> <p>The <i>Liquor Control Reform Act 1998</i> defines amenity as:</p>

	<p>“The quality that the area has of being pleasant and agreeable”.</p> <p>As noted above, there will be a condition on your licence regarding amenity. This condition is explained below:</p>					
<p>Amenity Conditions</p>	<table border="1" data-bbox="464 376 1366 714"> <thead> <tr> <th data-bbox="464 376 908 432">Condition</th> <th data-bbox="908 376 1366 432">What this means</th> </tr> </thead> <tbody> <tr> <td data-bbox="464 432 908 714"> <p>The licensee shall not cause or permit undue detriment to the amenity of the area to arise out of, or in connection with, the use of the premises to which the licence relates during or immediately after the trading hours authorised by this licence.</p> </td> <td data-bbox="908 432 1366 714"> <p>You are responsible for what happens in and around your licensed premises. This includes the time that you are open for business and when patrons are leaving your premises.</p> </td> </tr> </tbody> </table> <p>Relevant considerations about amenity may include:</p> <ul style="list-style-type: none"> • Parking facilities Do you have a car park? Do patrons park in nearby residential streets? • Traffic movement and density Is there a lot of traffic in the surrounding area from patrons coming and going to your winery or brewery? • Noise levels What measures do you have in place to minimise noise from your venue if you have amplified music or from patrons leaving your winery or brewery? • Possibility of nuisance or vandalism Is your clientele likely to cause a nuisance to nearby residents? Is there a potential that they may cause noise, nuisance or damage to property or cars? • Harmony and coherence of the environment What general effect does your venue have on the local community and neighbouring businesses/residents? 		Condition	What this means	<p>The licensee shall not cause or permit undue detriment to the amenity of the area to arise out of, or in connection with, the use of the premises to which the licence relates during or immediately after the trading hours authorised by this licence.</p>	<p>You are responsible for what happens in and around your licensed premises. This includes the time that you are open for business and when patrons are leaving your premises.</p>
Condition	What this means					
<p>The licensee shall not cause or permit undue detriment to the amenity of the area to arise out of, or in connection with, the use of the premises to which the licence relates during or immediately after the trading hours authorised by this licence.</p>	<p>You are responsible for what happens in and around your licensed premises. This includes the time that you are open for business and when patrons are leaving your premises.</p>					
<p>Delivery of liquor via online orders</p>	<p>Liquor delivered via <u>online orders</u>:</p> <ul style="list-style-type: none"> • If the liquor order is not intended as a gift, for first-time orders you are required to: <ul style="list-style-type: none"> – request the customer who placed the order to confirm that they are 18 years old or older – provide instructions to the delivery person that the liquor must only be delivered and received by the customer who placed the order, and whose age must be verified by the delivery person via an <u>acceptable form of ID</u>. • For subsequent online orders made by the same customer, you are required to: <ul style="list-style-type: none"> – obtain instructions from the customer about where to leave the order if the customer is not present at the time of the subsequent delivery and provide these instructions to the delivery person – provide instructions to the delivery person that the order must only be delivered in accordance with the instructions obtained from the customer. 					

- If the liquor order is placed by a customer to be delivered to another person as a gift, you are required to:
 - request the customer who placed the order to confirm they and the recipient of the gift are both of—or over—18 years of age
 - obtain the name and address of the recipient of the gift
 - provide instructions to the delivery person that the liquor must only be delivered to the recipient—or a person who is 18 years old or older and present at the address provided. The age of the recipient or the person must also be verified by the delivery person via an acceptable form of ID.

Note: The licensee must provide instructions to the person responsible for delivering the liquor that delivery must occur **before 11pm**.

Promotional event authorisation	If you have a promotional event authorisation on your licence, there will be several restrictions that apply. These include but are not limited to the following:	
	Condition	What this means
	The licensee must keep a register of all events at which it has supplied its product and produce the records for inspection upon request by an authorised person.	<p>You must keep records of all the promotional events at which you have supplied your product.</p> <p>The register could be in the form of a diary, electronic spreadsheet or a dedicated notebook.</p> <p>The register needs to be easily accessible and must be produced on request to an authorised person (i.e., Victoria Police or VGCCC inspector).</p>
	The licensee must have the consent of the event organiser to supply liquor at the event.	You must have the consent of the organiser of the farmers' market, craft market, festival or other promotional event you are attending, prior to serving or supplying your product at the market or event.
	Any person supplying liquor at a promotional event in most circumstances must have completed an approved Responsible Service of Alcohol (RSA) training program.	<p>Any persons involved in the supply of liquor must have completed an approved Responsible Service of Alcohol (RSA) training program.</p> <p>You must provide relevant RSA information to Victoria Police or VGCCC inspectors upon request. Information may include:</p> <ul style="list-style-type: none"> • the name of the responsible person • the name of each person who is engaged in the sale and service of liquor • A copy of the most recent RSA certificate.
Liquor may only be supplied at a promotional event between the hours of 7am and 8pm.	The sale and supply of liquor at a promotional event is generally authorised between the hours of 7am and 8pm, even if the event extends beyond these times.	



CHECK YOUR UNDERSTANDING

Check your understanding – Producer's licence conditions

It's time to check your understanding of what has been covered so far.

Please complete the questions below and check your responses against the answers provided at the back of this guide.

Q.1 What time do ordinary trading hours finish?

- 10pm
- 11pm
- 12 midnight.

Q.2 Simone sells your wine in her restaurant. She calls to arrange to collect her next order at 8am on Sunday morning.

Is it a breach of your licence to sell Simone wine at that time on a Sunday?

- Yes
- No

Explain your answer:

Click or tap here to enter text.

Q.3 What is the definition of amenity in the *Liquor Control Reform Act 1998*?

Click or tap here to enter text.



ANSWERS

Now check your answers at the back of this guide.

Conclusion

Congratulations!

You have completed the producer's licence self-paced guide.

Breaches and fines

Holding a liquor licence comes with legal obligations.

The way you run your business has a direct impact on the safety of your customers and the community. You have a responsibility to ensure that liquor is promoted and sold in a way that encourages responsible and appropriate drinking.

The Act provides for the issue of fines for specified breaches .



TIP

General information

A liquor licence does not override local laws, planning schemes and conditions on planning permits. It is the licensee's responsibility to ensure they comply with these.

Helpful links

- [Producer's webpage](#)
- [Accredited Responsible Service of Alcohol providers](#)
- [Producer's checklist](#)
- [Safe Function Guidelines](#)
- [Intoxication guidelines](#)
- [Advertising and Promotion Guidelines](#)
- [Required signage](#)
- Subscribe to the [VGCCC News](#) - free monthly newsletter

Answers



ANSWERS

Check your understanding – About Producer's licences

- Q.1 A customer/s only drinks one glass out of a bottle of wine they have purchased with their lunch in your winery restaurant.
Can they take the bottle of wine home with them?
- A. Yes, they may take it home providing it is within the off-premises trading hours listed on your licence and is the licensee's own product.**
- Q.2 List one requirement of a producer's licence.
- A. Any of the following answers:**
- **where the product is beer:**
 - **it is brewed by or at the direction of the licensee; and**
 - **the licensee assumes the financial risk for its production.**
 - **where the product is wine, cider or a spirit that is brandy:**
 - **it is made from fruit grown by the licensee who has assumed the financial risk of production; or**
 - **it has been made under the direction of the licensee from fruit grown in Australia that was not grown by the licensee who has assumed financial risk of the production.**
 - **where the product is a spirit that is not brandy:**
 - **it has been distilled by or at the direction of the licensee; and the licensee assumes the financial risk for its production.**
 - **where the product is mead:**
 - **it has made by or at the direction of the licensee; and the licensee assumes the financial risk for its production.**
 - **where the product is sake:**
 - **it is brewed by or at the direction of the licensee; and the licensee assumes the financial risk for its production.**
- Q.3 What does a promotional event authorisation allow a producer's licensee to do?

- A. A promotional event authorisation allows a producer's licensee to sell their product at as many farmers' markets, craft markets, festivals and promotional events as they wish.



ANSWERS

Check your understanding – Producer's licence conditions

Q.1 What time do ordinary trading hours finish?

A. **11pm.**

Q.2 Simone sells your wine in her restaurant. She calls to arrange to collect her next order at 8am on Sunday morning.

Is it a breach of your licence to sell Simone wine at that time on a Sunday?

A. **No, it is not a breach of your licence.**

She has a liquor licence too, so you can sell her wine at any time on any day.

Q.3 What is the definition of amenity in the *Liquor Control Reform Act 1998*?

A. **The quality that the area has of being pleasant and agreeable.**