

Decision Notification

Application Details

Application no.	216810
Licence No.	57711042
Licence Class	Packaged Liquor Sales
Premises Name	Vic Gem
Contact Address	Unit 3 2A Camroc Avenue Tranmere SA 5073
Applicant	Vic Gem Pty Ltd
Application Type	Application for a Liquor Licence
Representative	Hugh Davidson - David Watts and Associates

Outcome

Decision	Granted
Effective Date	08 Aug 2022

Requirements

The following requirements in support of the application have been satisfied:

- The application has been advertised

People

Position of Authority

The following persons are approved to occupy any position of authority in the entity holding the licence:

- Huan Wang (159163)

Conditions

The following conditions are added to the licence

- Any delivery agreements and despatch sites must be made available for inspection by an authorised officer.
- The licensee shall not, as part of, or in connection with, the business authorised by this licence, invite or admit prospective purchasers of liquor to any premises or place at which liquor is displayed or stored by the licensee.

Authorisations

The following authorisations/restrictions are added to the licence

- Sale of liquor restricted to sale by direct sales transactions only

Reasons for Decision

In reaching my determination, I have had regard to the objects of the *Liquor Licensing Act 1997*.

The application is for the grant of a packaged liquor sales licence restricted to sale by direct sales transactions only. The applicant noted:

The business intends to support producers by purchasing bulk wine and other liquor products and selling this under the licensee's new brand.

The licensees will source the liquor they intend to sell-initially through the bulk wine market and existing relationships they have in the industry.

The licensee hopes the brand will grow to include sales to both other licensees and the general public. The licensee anticipates that the majority of sales in the business's infancy will be to the general public.

The licensee hopes that the brand will grow to interstate and overseas sales The licensees intend to market the business with a focus on Direct to Consumer advertising through social media platforms. There might be small volumes through wholesale/retail but the focus initially will be on DTC.

The applicant has addressed the objects of the Act in their application and I am satisfied that the sale and supply of liquor will be undertaken safely and responsibly, consistent with the principle of responsible service and consumption of liquor and the expectations and aspirations of the public.

Pursuant to section 56 of the Act, I am satisfied the applicant is a fit and proper person to hold the licence.

Pursuant to section 57(3) of the Act, I dispense with the requirement the applicant satisfy the licensing authority as to matters referred to in that section.

I am satisfied the grant of this licence would not be contrary to the public interest or inconsistent with the objects of the Act.

Under Delegation from the Liquor and Gambling Commissioner



Ben Johns
Manager, Liquor & Gambling
08 Aug 2022