

Major Event Liquor Licence Application 2026



31 AUG-3 SEP 2026
MCEC MELBOURNE

Exhibitors wishing to sample wine, beer or spirits at Fine Food Australia must complete and upload the Major Event Liquor Licence Application to the Online Exhibitor Manual by **Monday, 20 July 2026**. **Applications made after this date are not guaranteed to be processed by Liquor Control Victoria.**

Please use the template below as a guide to completing your application.

The final approved licence will be issued to Diversified Communications and provided to you onsite during move-in.

Any questions on this application, please contact the Event Organiser at finefood@divcom.net.au

For further assistance with completing an application, please do not hesitate to call the Liquor Control Victoria Client Services Team on 1300 182 457 or email contact@liquor.vic.gov.au

Major event liquor licence application

If you plan to sell alcohol at an event that is likely to attract more than 5000 people or have a significant impact, you will need a major event liquor licence.

This type of licence authorises the licensee to supply liquor in relation to a major event at times determined by us and specified in the licence. You should complete this application if you intend to supply liquor at the venue or site of a major event, or in conjunction with a major event.

Some events with multiple applicants (such as the St Kilda Festival), are coordinated via local council or a central event coordinator and should not use this online form. If you are unsure if you should use this form, contact your event coordinator or phone us on 1300 182 457 or email contact@vcglr.vic.gov.au

Before you apply

Applications for a major event liquor licence should be made at least three months before the event. Before you complete your application, please ensure you:

- confirm your event meets the major event criteria
- are authorised to submit the application
- have a redline plan of the area where alcohol will be supplied and consumed ready to upload
- have your event management plan (how you will manage the risk of alcohol and amenity related harm) ready to upload, and
- have your credit card details handy to pay your (non-refundable) application fee upfront, see: [Liquor licence application fees](#).

Please note that once you begin the application process, you cannot save and return later. The application process should take you around 15 minutes to complete.

Who can make the application

Applications for a major event liquor licence should be made by an authorised person. An authorised person includes:

- where the applicant is an individual: the individual only (not someone acting on their behalf)
- where the applicant is a company: one current director or person authorised to execute documents by the company's current board of directors on behalf of the company
- where the applicant is an incorporated association: is an executive committee member.

Please ensure the following details are correct before selecting Next. You will not be able to change your answers once you are beyond this point.

Name of event:

FINE FOOD AUSTRALIA

Provide a description of the event indicating any entertainment or activities:

The event is a trade B2B only event that caters to the foodservice industry promoting food & wine products of local and international exhibitors to the retail, foodservice and hospitality sector. There will be a number of feature areas conducting demonstrations, masterclasses and presentations.

4 Venue Details

Important Information

In order to submit the application you will have to provide at least the following information.

- All fields below must be complete.

Venue

Venue Name:

Melbourne Convention & Exhibition Centre

Venue Address

Address:

2 Clarendon Street, South Wharf

Suburb/Postcode:

3006 SOUTH WHARF (VIC)

Previous Events

Has this event been held previously?

NO

YES

Could you provide some details in relation to the previous event such as year last held, licence numbers or venue details (if previously held at different venue)?

The applicant submits that this event has been successfully conducted at the premises for the last 20 years without incident.

The event is low risk in nature and the focus of the event is the promotion of regional and international food and wine producers in a safe and controlled environment to trade visitors only.

The host of the event, Diversified Communications Australia Pty Ltd has extensive experience in managing the event since 1984 and also has extensive experience managing similar events throughout Australia

Patrons

Are tickets being sold for the event?

NO

YES

What is the overall maximum number of patrons that will attend the event?

26,000

Trading Hours

Monday 31/08/2026
10:00 AM - 05:00 PM

Tuesday 01/09/2026
10:00 AM - 05:00 PM

Wednesday 02/09/2026
10:00 AM - 05:00 PM

Thursday 03/09/2026
10:00 AM - 03:00 PM

7 Liquor

Important Information

In order to submit the application you will have to provide at least the following information.

- [All fields below must be complete](#)

Service of Liquor

How will alcohol be served?

- In sealed containers (packaged liquor) for customers to take home
- In open containers for customers to consume at the event

Other Details

Please provide details of the following:

- Types of alcohol
- Types of containers that will be used i.e open plastic containers/cups, open cans or glassware?
- Container sizes in (ml)

(for example - beer in open cans and plastic cups with maximum size 375 ml)

Open disposable cups
Wine, beer and cider – 30ml
Liquor spirit – 10ml

8 Security

Important Information

In order to submit the application you will have to provide at least the following information.

- If you are planning to have crowd controllers at your event, you will need to include how many there will be.
- If you are unsure, select NO and this will allow you to provide an explanation in the text field.
- If you select YES, this field cannot be left blank and you cannot enter a written response, only numbers can be entered. The licensing division can provide you with further advice and information on the application assessment process.

Crowd Control

Will there be crowd controllers employed for the event?

 NO YES

How many?

There will be approx 8-10 guards onsite throughout the exhibition each day and they will be responsible for monitoring the entrances and exits, responsible service of alcohol and the behaviour of visitors onsite

Minors

Will there be minors attending the event?

 NO YES

Will all minors attending be accompanied by a responsible adult?

 NO YES

9 Documents

Important Information

In order to submit the application, you will need to upload the following documents:

- A red line plan
- You are also encouraged to upload additional documents/information which might assist with your submission.

Allowed File Types

Document file types we can accept include: .pdf .doc .docx .txt (.png, .gif, .jpg, .jpeg for single page documents). A maximum size of 10MB per file is allowed.

Red Line Plan Documents


When a liquor licence is granted, it is for a defined area. This defined area is where liquor can be supplied and consumed and is shown by a red-line drawn on a plan of the premises (a red-line plan).

You must provide a red-line plan as part of your application. For more information about red-line plans, see: [Plans of licenced premises](#)

 Upload File...


Management Plan Documents

Please upload relevant management plans including event management plan, traffic management plan or risk management plan if available.

 Upload File...

Additional Documents

You may upload additional documents to support your application

 Upload File...

***The Red Line Plan MUST be provided as part of your Major Event Application. Please contact the Event Organiser: finefood@divcom.net.au to receive your unique Red Line Plan PDF and upload the file in this section.**

***The Event Organisers will send the Management Plan directly to the VGCCC. You do not need to provide one.**

Applicant Declaration only to be completed by an 'authorised person'

Please read the below carefully to check if you are an authorised person.

An **authorised person** for an individual is the individual only (not someone acting on their behalf).

An **authorised person** for a company is one current director or a person authorised to execute documents by the company's current board of directors on behalf of

An **authorised person** for an incorporated association is an executive committee member.

I declare that

- I am authorised to lodge this application as above;
- I am over the age of 18;
- The applicant has the right to occupy the premises which is the subject of this application;
- The information in this application and any attachments are true and correct;
- I understand that it is an offence under Section 118 of the Liquor Control Reform Act 1998 to make a statement that is false or misleading in relation to this application;
- I understand that an offence under Section 118 carries a maximum penalty of over \$8000; and
- I acknowledge that this declaration is true and correct and is made in the belief that a person making a false declaration is liable to prosecution for making a misleading or deceptive statement.

Signature (type your name to formalise the declaration):

Date:

14/12/2023

Cancel 