

Alcohol Licensing

Remote sales – internet, mail order or phone

New requirements for selling alcohol using the internet, telephone or mail order came in to force in December 2013. These are all classified as remotes sales.

These requirements apply to:

- Premises that hold an off-licence endorsed under section 40 for remote sales only (no direct sales); and
- Premises that hold a general off-licence but also have an internet site or catalogue.

Licensees must now take reasonable steps to verify the age of the purchaser and display certain information on the website or in a catalogue.

Regulation 14 - reasonable steps to verify purchase age

Licensees must take reasonable steps to ensure that the person purchasing the alcohol is 18 years of age or over. This must be done in the following ways:

Internet	Telephone	Mail order
Ask the buyer to tick an on screen box declaring that they are of 18 years of age or over when they first enter the internet site.	Ask the buyer to declare orally that they are of 18 years of age or over when the conversation begins.	Ensure that the form requires the buyer to sign the form at a place or near its end

AND

Ask the buyer to tick an on screen box declaring that they are of 18 years of age or over immediately before the sale of any alcohol is completed.	Ask the buyer to declare orally that they are of 18 years of age or over immediately before the conversation is completed.	Have two requests on the form (tick boxes), one at the beginning and one immediately before the buyer is required to sign, declaring that they are of 18 years of age or over.
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Regulation 15 - Information to be provided by remote sellers

The licensee must ensure that the licence holder's name, licence number and expiry date of the licence are:

- Displayed on the internet site in a prominent place; or
- Displayed in every catalogue used to sell alcohol remotely; and
- Printed on every receipt issued for alcohol sold remotely.

Internet sellers must also display on their web page either a legible image of the licence or a clearly identified link to such an image.

Reminders

- It is a \$250 infringement offence not to comply with these requirements.
- Alcohol sold by remote sale can be sold at any time on any day but cannot be delivered after 11pm or before 6am.
- Licensees endorsed under section 40 (remote sales) cannot make direct sales. Alcohol can only be sold over the internet, by telephone, or by mail order.
- Irresponsible promotion of alcohol - all license holders must comply with section 237 requirements.