



# Plan of Management Guidance – Packaged Liquor Licence (delivery only)

If you are applying for a delivery only packaged liquor licence you will need a Plan of Management (POM).

A Plan of Management can also be used to support future applications to vary your licence conditions. It can also support any development application for redevelopment or change-of-use as required by local councils.

## What is a POM?

A Plan of Management (POM) provides guidance to you and your staff on actions that will be taken to ensure compliance with your obligations under the liquor laws and your licence.

You as the manager or licensee of the business must create the POM to ensure your business is compliant with the law and to help reduce harm. It will then be up to all staff to ensure this plan is followed.

## What is a same day delivery?

Same day delivery is the delivery of packaged alcohol, under a commercial arrangement, to a person in NSW on the same day it is purchased by retail. It is sometimes also known as 'express delivery' or 'on demand delivery'.

## What to include in your POM

When delivery option is available the following associated harms and risk need to be considered:

- ▲ the potential for minors or other vulnerable groups to use the easy online ordering system to access alcohol with limited restrictions
- ▲ the potential increase in alcohol consumption due to the increase availability this business model will offer
- ▲ same day delivery increases the risks further due to access to alcohol in various quantities at short notice being delivered to and consumed on unlicensed premises by persons who may already be partially or fully intoxicated.

A good POM is a statement of actions to be taken by your venue to ensure your operations will be run responsibly and can cover such things as:

- ▲ Not selling or supplying to minors or intoxicated patrons
- ▲ Ensuring that staff and delivery drivers are aware of their obligations

- ▲ Not conducting irresponsible alcohol promotions

Your POM should also include details of how these practices will remain current (including ongoing staff training, and how often the POM will be reviewed).

## POM checklist

The details below will help you:

- ▲ Create your document, and
- ▲ Review and keep it up to date.

## POM contents

A POM should outline what procedures are in place for staff to ensure the responsible service of alcohol (RSA). Some key areas you may wish to include are:

- ▲ Set out your trading hours – for making deliveries as well as for taking orders
- ▲ Where and how alcohol will be stored & what security measures will be in place
- ▲ Details of participation in a liquor accord
- ▲ Policies and procedures to manage employees, including details on how staff are trained
- ▲ Policy/procedures regarding RSA – what are the obligations of your staff and/or contractors (such as delivery drivers and couriers) in selling and supplying alcohol
- ▲ Policy/procedures regarding running responsible liquor promotions.

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### Include information about your business model:

- ▲ What type of alcohol will you be selling?
- ▲ What is your target market?
- ▲ Where is your premises located (residential, business suite, warehouse)?
- ▲ Will you be offering same day delivery?\*( see same day delivery table at the end of this fact sheet for further information). These requirements should also be addressed.

### Include how you will manage orders and deliveries:

- ▲ How orders will be taken?
- ▲ What proof of identity and proof of age measures are in place both on your website and for telephone sales?
- ▲ Will you limit the quantity of alcohol that can be ordered?
- ▲ How will you ensure alcohol deliveries are received by an adult?
- ▲ How will you ensure that alcohol deliveries are not made to intoxicated persons?

### Include how your website and social media will be managed:

- ▲ Promotions and marketing – how will you promote or encourage responsible consumption of alcohol?
- ▲ How will signage be displayed (including limiting the advertising and/or promotion of alcohol on the outside of delivery vehicles)?

### POM updates

Your POM should be updated each time you change your business model and/or liquor licence, e.g. change of trading hours.

#### Note:

Your POM **should**:

- ▲ Be dated, and include clear headings and page numbers (eg. 1 of 4)
- ▲ Include the contact details of your local Licensing Police
- ▲ Be easily accessible by staff.

Your POM **should not**:

- ▲ Include wording which may conflict with conditions imposed on your liquor licence
- ▲ Include trading hours which may conflict with hours imposed on your liquor licence.

### For further information?

The following resources may be useful in helping you to prepare your POM:

- ▲ Same day delivery age verification requirements:  
[https://www.liquorandgaming.nsw.gov.au/resources/same-day-delivery-age-verification-requirements/\\_nocache](https://www.liquorandgaming.nsw.gov.au/resources/same-day-delivery-age-verification-requirements/_nocache)
- ▲ Responsible supply of alcohol training (RSAT):  
<https://www.liquorandgaming.nsw.gov.au/working-in-the-industry/training-to-work-in-the-industry/getting-trained/responsible-supply-of-alcohol-training-rsat>
- ▲ Intoxication guidelines:  
<https://www.liquorandgaming.nsw.gov.au/documents/gl/gl4003-intoxication-guidelines.pdf>
- ▲ Liquor promotions guidelines:  
<https://www.liquorandgaming.nsw.gov.au/documents/gl/gl4001-liquor-promotion-guidelines.pdf>
- ▲ Managing minors:  
<https://www.liquorandgaming.nsw.gov.au/working-in-the-industry/serving-alcohol-responsibly/managing-under-18s>
- ▲ Compliance checklists:  
<https://www.liquorandgaming.nsw.gov.au/resources/compliance-checklist>
- ▲ Signage:  
<https://www.liquorandgaming.nsw.gov.au/operating-a-business/running-your-business/signs-for-your-business>

To find out more about the liquor laws, contact L&GNSW:

 [liquorandgaming.nsw.gov.au](https://www.liquorandgaming.nsw.gov.au)

 [Contact us online](#)

 1300 024 720

You can also access the liquor laws at [legislation.nsw.gov.au](https://legislation.nsw.gov.au).

\*If you decide to offer same day delivery your application will be considered by the Independent Liquor & Gaming Authority.

### Same day alcohol delivery

A new regulatory framework will lift regulatory standards for the same day alcohol delivery market to:

- ▲ help manage the risk of minors or intoxicated people using same day alcohol delivery providers
- ▲ make regulatory obligations similar to takeaway alcohol businesses such as bottle shops.

The framework will apply to same day alcohol delivery providers including:

- ▲ licensed takeaway alcohol businesses offering online sales and delivery to customers in NSW
- ▲ food delivery businesses and platforms that deliver alcohol with or without food
- ▲ individuals offering same day alcohol delivery on task matching platforms
- ▲ any other businesses that deliver alcohol to the public.

Some exceptions apply.<sup>~</sup>

### Requirements for licensees and other providers - checklist

#### Same day delivery providers need to ensure:

your liquor licence number is displayed on the website or in any advertisement or information published in writing or electronically

written instructions are supplied by the licensee to the delivery person detailing the adult who has been specified or nominated to receive the delivery

employees or delivery agents aren't financially penalised for not completing a delivery because they think the recipient is under 18-years-old, is intoxicated or the recipient's details don't match the written delivery instructions

records of refused deliveries are kept for one year

customers can self-exclude from the alcohol delivery provider

orders from someone who has self-excluded are rejected

systems are in place for delivery people to check identity and age when they make the delivery

sale and delivery data is collected for the type and volume of packaged alcohol delivered to each NSW postcode.

data is to be reported to Liquor & Gaming NSW every six months.

approved responsible supply training and knowledge test has been successfully completed by all people engaged to make same day deliveries.<sup>†</sup>

a customer's age is verified when an online order is made by:

- age verification using the Trusted Digital Identity Framework (TDIF), or
- alternative artificial intelligence system, or
- requiring the purchaser to make a statement

### Requirements for delivery people - checklist

#### Providers, employees and agents making deliveries need to ensure they:

deliveries are not to be left unattended at the delivery address

only deliver alcohol to the adult in the written instructions received from the licensee/provider, and verify the recipient's age:

- for anyone who looks under 25-years-old, view their ID
- for anyone that looks 25-years-old or over, view their ID or take a signed declaration that states the person's name and that they're over 18-years-old

don't deliver alcohol to an intoxicated person

make a record when a delivery is not made because the recipient may be under 18-years-old, is intoxicated or if the recipient's details don't match the written delivery instructions

don't deliver alcohol in a public place in an alcohol-free zone, prohibited or restricted area

don't deliver alcohol between midnight (or 11pm on Sunday) and 9am.

have successfully completed the approved responsible supply of alcohol training (RSAT)

- ~ The framework does not apply to delivery of packaged alcohol to other licensed businesses (whether the alcohol is sold by wholesale or retail) or delivery of less than 1.5 litres of packaged alcohol in a food hamper such as a picnic basket or a gift hamper.