

LIQUOR LICENCE FACT SHEET

All exhibitors selling and/or sampling alcohol must apply for a **Major Event Liquor Licence**. Please follow the link below to apply for your liquor license for the 2026 Melbourne Royal Show by **31st July**. Once approved, please email a copy to sales@melbournerooyal.com.au. Noting there are updated details in 2026 around Major Event Licences and RSA's, please make your team familiar using the link below.

Application Portal: <https://www.vic.gov.au/apply-major-event-liquor-licence>

NB: A Major Event Licence only permits the supply of liquor at the event and does not override your need for council permission to sell alcohol at the event. Please ensure you also apply for a FoodTrader permit to be able to provide tastings and sell your products at Melbourne Royal Show.

APPLICATION GUIDE	
General Information	Name of event: Melbourne Royal Show Event description: 11-day major event showcasing agriculture, award-winning food and beverage, arts and crafts, live entertainment, carnivals, and Showbags. Are you the exclusive supplier of alcohol at the event? No Does this application relate to the premises covered by your selected license? No
Venue Details	Venue name: Melbourne Showgrounds Venue address: Building 8, Melbourne Showgrounds – Epsom Road, Ascot Vale VIC 3032 Local Council: City of Melbourne
Event Details	Are you the event organiser? No Contact details for event organiser: Melanie Orval Sales Manager Melanie.Orval@melbournerooyal.com.au 0481 769 837 Epsom Road, Ascot Vale VIC 3032 Has this event been held previously? Yes Details: Last held in 2025 at the Melbourne Showgrounds with over 400,000 attendees. Are tickets being sold for the event? Yes Maximum number of tickets for sale: 500,000
Trading Hours	24 th September – 4 th October 2026 9:30am – 7:30pm daily
Security	Will there be crowd controllers employed for the event? Yes How many? 90 Will there be minors attending the events? Yes

Alcoholic and Non-Alcoholic Beverage Tastings:

- Serve beverages when customers are present.
- Keep corks tightly bound on bottles when not in use.
- Single-use (disposable) cups/glasses should be used and thrown away after use.
- Single-use (disposable) cups/glasses should be stored upside down and covered until required and be handled carefully to minimise the risk of contamination.
- Sampling of spirits will only be served in containers filled to 15ml capacity
- Sampling of wine, beer & ciders will be served in containers filled to 60ml capacity

Conditions of Sale at the Melbourne Royal Show

Packaged Liquor Sales:

- A maximum of three sealed unchilled bottles of wine per patron (each up to 750ml); and or
- A maximum of six unchilled containers of beer (each up to 375ml) per patron.
- A maximum of two sealed unchilled bottles of spirits (each up to 750ml) per patron.

All packaged liquor sales must be in a sealed bag or box and sealed with a sticker outlining the conditions of sale (See **template** for sticker labels) The bag or box of packaged liquor must remain sealed whilst at Melbourne Showgrounds. Anyone found opening the bag or box will be evicted from the site.

Supply of free drinking water

Exhibitors selling alcohol must have free drinking water for patrons. A jug of water and disposable cups must be freely available to patrons who request water.

Responsible Service of Alcohol (RSA)

Exhibitors and their staff selling or serving alcohol are required to have RSA certificates available for inspection.

Further information on the responsible service of alcohol and how to obtain or renew RSA certificates can be found at: <https://www.vic.gov.au/get-new-liquor-licence>.

Signage is required to be displayed at your site, [please visit here](#) to see what signage you are required to print and have available for display on your site.