

Advertising an Application

Author

Food
and
Health
Bureau

Message

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Forum members are invited to share with us your views on whether liquor licence applicants should be allowed to choose between advertising their application on newspapers or on a designated website maintained by the Liquor Licensing Board (“LLB”). Other suggestions or alternative means of advertisement are also welcome. For details, please refer to Chapter 3 of the Consultation Document.

Background

Currently, LLB adopts a three-pronged approach in notifying the public on liquor licence applications. They are -

(a) Advertisement required under Regulation 16 of the Dutiable Commodities (Liquor) Regulations (Cap. 109B) :

LLB requires all applicants for new liquor licences to advertise their applications on three local newspapers (two Chinese and one English) in a specified size and format. For transfer, renewal and amendment applications, the applicant is required to place an advertisement on one local newspaper only (either Chinese or English), but the size of the advertisement is twice that for a new application, and the content of the advertisement is bilingual.

(b) Posting of notice nearby the premises:

Staff of the Food and Environmental Hygiene Department (“FEHD”) posts three copies of the notice about the application for new liquor licence in conspicuous locations of the building (such as the entrance of the premises, lift, lobby, etc.) in which the premises under application are located; and

(c) Consultation through District Offices (“DOs”):

FEHD, on LLB’s behalf, also seeks the assistance of relevant DOs in gathering the views of nearby residents through residents’ organisations and District Councillors on the applications for LLB’s consideration. For each liquor licence application referred to the relevant DO by FEHD, DO staff would assist FEHD and play an advisory role as to which stakeholders should be consulted. DO will seek the views of those directly affected by an application as far as possible, which may, generally speaking, include the District Councillors, the relevant residents’ organisations and other local stakeholders (if any), depending on the characteristics of the neighbourhood concerned.

From past experience, residents are more likely to get to know the applications through the local consultation process conducted by FEHD and DO. The purpose of the present requirement to advertise liquor licence applications on newspapers is to enable notice of the applications to be given to the public at large. Since more and more people are getting their information on the Internet, there have been suggestions to replace the requirement for newspaper advertisement with alternative public channels like the Internet. This will keep the advertisement requirement up with the changes in the channels of communication of the society and will also reduce cost to the business.

One suggestion is to post the advertisement at a designated webpage maintained by LLB for new, renewal, transfer or amendment applications of liquor licence for public information. The current practice of posting notices at or near the premises and consultation through DOs will be maintained.

Ma Kam Wah Posted: 2011-08-01 12:16:10

Timothy

Posts:71

Votes:25

Credits:5

For the public concern and interest access, the authority should enforce and order the owners to place all adv. at all means, including local check list, newspaper, web sites as well as directories on Bars..., and also should stated obviously those under 18 would not be allowed