Better business
Training your staff might be the best investment you make. A safe and friendly atmosphere is good business because of:

- the enhanced reputation of the premises
- increased likelihood of repeat business
- greater staff morale
- reduced staff turnover.

About the program
This Responsible Serving of Alcohol program can be delivered at your premises at a time convenient to you – either during the day or in the evening. Alternatively, individuals wishing to attend an RSA program should contact their local TAFE or training organisation.

Please contact Liquor Licensing at Consumer Affairs Victoria on 9655 6082 for your nearest provider.

Legal responsibilities
It is important that licensees put in place responsible serving of alcohol policies. The RSA program is one way in which management can ensure their staff are aware of their responsibilities when serving alcohol.

If you have ever worked behind a bar or waited on tables, you will know one of the hardest parts of the job is refusing to serve someone who wants an alcoholic drink, because it might cost you over $6,000 in fines and place your licence in jeopardy. By implementing responsible serving strategies, your customers or club members should appreciate the friendly and safe atmosphere you provide. You are helping them have a good time, while you operate within the law.

The Responsible Serving of Alcohol program is one way in which management can ensure their staff are aware of their responsibilities, when serving alcohol.