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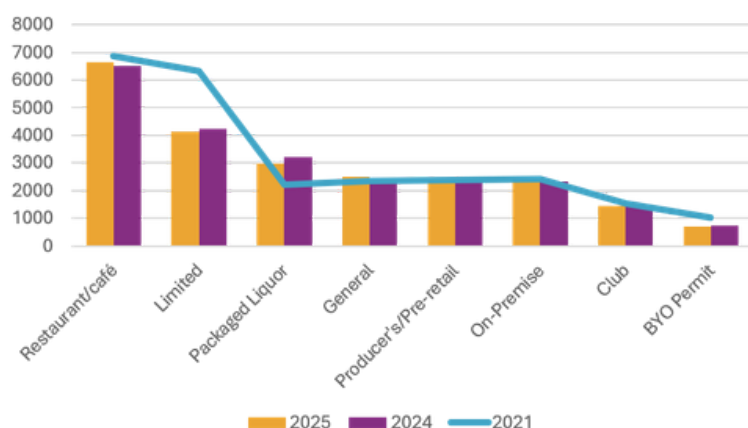
Bulletin #14

Key Messages

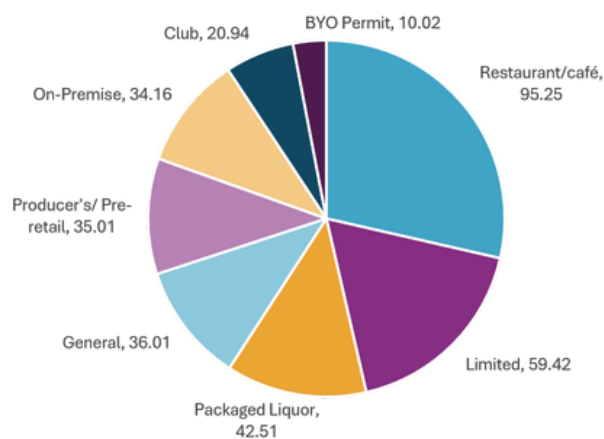
1. **Updated Licence Categories:** Liquor licence data on AODstats is now presented using updated categories.
2. **Dominant Licence Types:** Restaurants/Cafes, Limited, and Packaged Liquor licences accounted for the vast majority of venues in 2024 and 2025, leading in both absolute numbers and per-capita outlet density.
3. **Top LGAs by Density:** Queenscliffe, Alpine, Mansfield, Melbourne, and Buloke recorded Victoria's highest overall liquor licence densities per 100,000 population.

Liquor Licences:

Victorian Liquor Licences by Category: 5-Year Trend Comparison (2021 vs. 2024–2025)



2025 Victoria Liquor Licence Density per 100,000 Population by Category



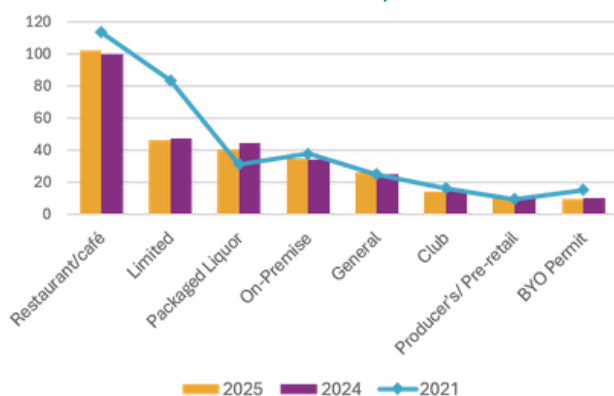
Victoria's total liquor licences remained stable at 23,261 across 2024 and 2025—a 7.4% drop from 2021 (25,107).

Key Category Trends:

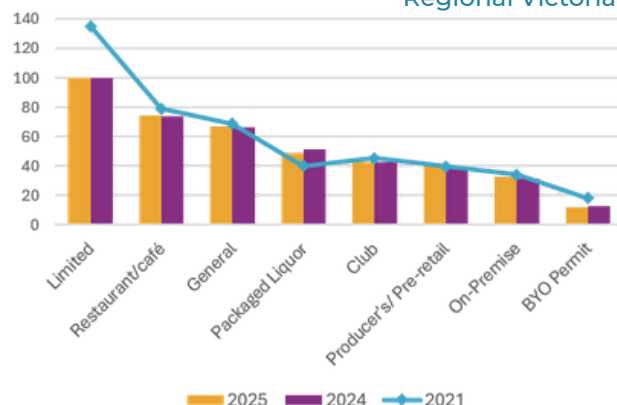
Restaurant/Cafe: Held the highest share in 2024 and 2025 at over 6,500 licences (a 3% decline since 2021). **Limited:** Remained second at over 4,000 licences, despite falling significantly by 34% compared to 2021. **Packaged Liquor:** Saw the highest growth, surging 35% from roughly 2,100 in 2021 to nearly 3,000 in 2025. In terms of density per 100,000 residents in 2025, Restaurants/Cafes led at 95.25, followed by Limited licences (58.42) and Packaged Liquor (42.51).

Total Outlet Density (per 100,000 population) by Region: 2024 vs. 2025

Metropolitan Melbourne

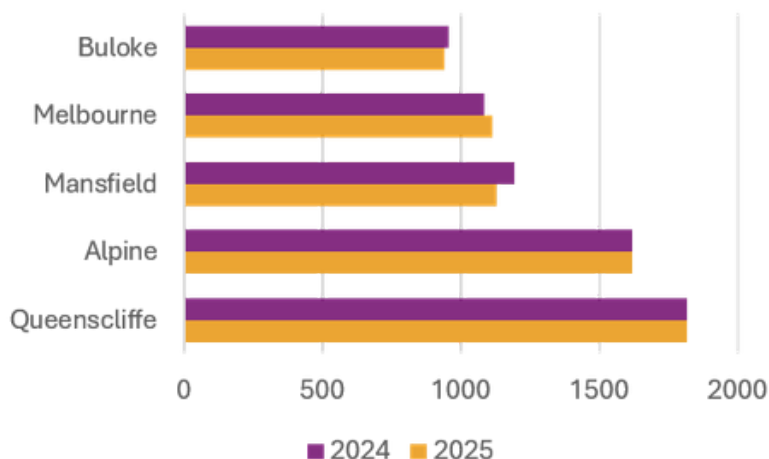


Regional Victoria



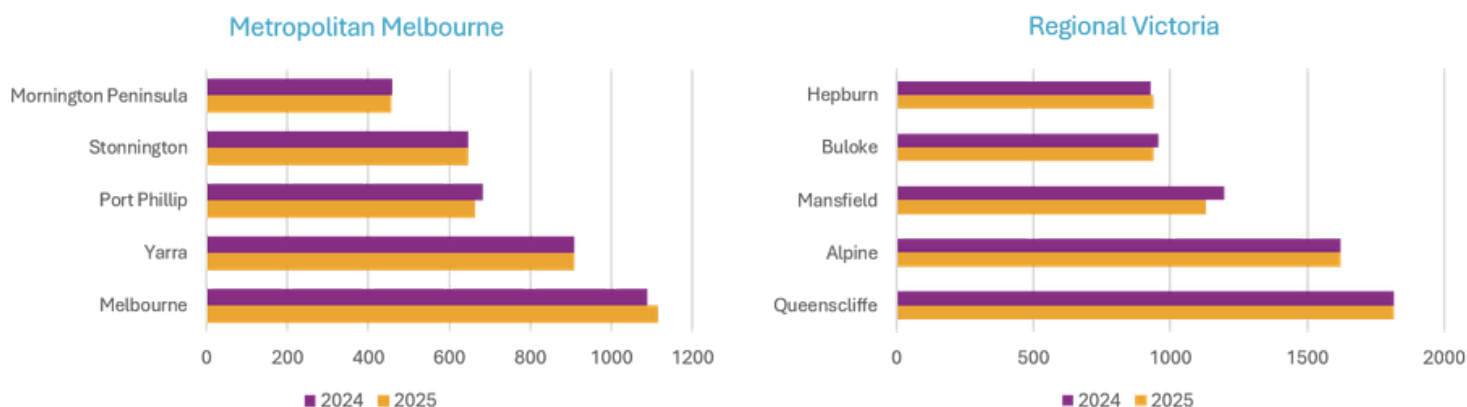
In both 2024 and 2025, Metropolitan Melbourne recorded its highest licence densities across the Restaurant/Cafe, Limited, and Packaged Liquor categories. By contrast, Regional Victoria's density was led by Limited licences, followed by Restaurant/Cafe and General licences.

Victorian LGAs with the highest numbers of total licence outlet densities per 100,000 population in 2024 and 2025.



In 2024 and 2025, Queenscliffe, Alpine, Mansfield, Melbourne, and Buloke led Victoria in total liquor licence density per 100,000 population. This shifts slightly from 2021, when the top LGAs were Queenscliffe, Alpine, Melbourne, Mansfield, and Yarra (not shown).

Distribution of Total Liquor Outlet Densities (per 100,000 Population) by Metropolitan and Regional LGA: 2024–2025



Top liquor licence densities per 100,000 residents remained remarkably stable between 2021 and 2024–2025. In Metropolitan Melbourne, Melbourne, Yarra, Port Phillip, Stonnington, and Mornington Peninsula consistently led all LGAs. In Regional Victoria, Queenscliffe, Alpine, Mansfield, Buloke, and Hepburn recorded the highest densities across both timeframes.

Licence Categories:

- **On-premises Licence** includes On-premises and Late night (on-premises) licences.
- **Restaurant and Café Licence** includes venues where primary activity is serving meals.
- **General Licence** includes General and Late night (general) liquor licences.
- **Packaged Liquor Licence** includes remote sellers', packaged, and late-night (packaged) liquor licences.

- **Limited Licence** includes Renewable and Temporary limited liquor licences.
- **BYO Permit Licence** allows customers to bring their own alcohol to a venue.
- **Club Licence** includes Full and Restricted club liquor licences.
- **Producer/Pre-retail Licence** includes Pre-retail and Producer's liquor licences.

For more information about Liquor Licences or any of the other 11 datasets on AODstats please visit [us here](#).