



Public Interest Assessment

Form 2A

Under the *Liquor Control Act 1988* (LC Act), the Director of Liquor Licensing (DLL) has the discretion to grant or refuse any application if the DLL considers this to be in the public interest.¹ The DLL requires certain applicants to fill in this Public Interest Assessment (PIA) form and provide supporting evidence that their application is in the public interest.² If you are applying for the grant of any of the following licences, or the removal of one of these types of existing licence to another premises, you will need to complete a PIA to provide evidence that your application is in the public interest:

- hotel/hotel restricted
- tavern/tavern restricted
- liquor store
- nightclub.³

A PIA is also required if you are applying for an extended trading permit for extended hours, which has a duration of more than 3 weeks⁴, or for a temporary bar (refer to the [Temporary bars policy](#)). The DLL may also ask for a PIA to be prepared as part of any application under the LC Act, and will ask for one if it would assist in deciding whether the grant of the application is in the public interest.

The DLL will consider the following factors when determining whether granting the application is in the public interest, but this list is not exhaustive:

- the harm that might be caused due to the use of alcohol
- whether there might be a decrease in the amenity, quiet or good order of the locality
- whether people who live or work nearby might suffer offence, annoyance, disturbance or inconvenience
- how it might affect tourism, culture and the community.⁵

The level of detail required will be unique to each PIA. If you do not provide enough information, your application might not succeed or you might be asked to provide further information.

¹ LC Act s33(1).

² LC Act s38(3).

³ Liquor Control Regulations (LC Regs) r9EA.

⁴ LC Regs r9F.

⁵ LC Act s5 and s38(4).

Your completed PIA will be made publicly available and may be [advertised on the DLGSC website](#), allowing the community an opportunity to make submissions on it. Because it will be made public, do not include sensitive or personal information on this form. You can complete this PIA by taking a common-sense approach and you don't need a lawyer or a consultant to fill it in. The PIA form is a guide, and it is up to the applicant to satisfy the DLL that their application is in the public interest. If you do not have enough space, attach extra pages or prepare a separate submission. If you prepare your PIA as a separate submission, please refer to each of the question numbers on this form, so we know what question you are responding to. Lodge this form by submitting it with your application at portal.dlgsc.wa.gov.au

Part 1 — Application details

Applicant name:	<i>Endeavour Group Limited</i>
What licence or permit type are you applying for?	<i>Liquor store licence (conditional grant)</i>
Are you applying for:	<input checked="" type="checkbox"/> New licence <input type="checkbox"/> Removal of existing licence (which licence/permit type)
Premises trading name:	<i>BWS – Beer Wine Spirits Sienna Wood</i>
Address of proposed premises:	<i>Sienna Wood Shopping Centre, corner Forrest Road and Weatherley Way, Hilbert</i>

If you are lodging an application for an extended trading permit for extended hours at the same time as an application for the grant of a licence, you should submit separate PIAs for each. This is because the information required for each may be different and the DLL may approve the licence but not the extended trading hours.

Part 2 — Manner of trade

Please provide enough information for us to understand how you are intending to run your business, so we can understand the impact it will have on the community and the potential for it to cause alcohol related harm.

2.1 What is the proposed manner of trade and your target client base?

The Applicant proposes to operate a BWS – Beer Wine Spirits branded liquor store to sell and supply retail packaged liquor to the general public who live, work or reside in the local community, in accordance with Section 42 of the Liquor Control Act 1988. Further details are provided in Annexure 1.

2.2 Describe the premises/proposed premises. Include a map of the locality and a floor plan detailing the nature and layout of the premises, highlighting the unique aspects of the proposed facility. What is the maximum number of patrons permitted on the premises? How will the proposed premises contribute to the streetscape and atmosphere of the area?

Refer Annexure 1.

2.3 If you intend to sell packaged liquor, give the names and addresses of all existing licensed premises within the locality. The LC Act puts limitations on how many packaged liquor premises can be in a certain location. Refer to [Outlet Density — Packaged liquor premises](#) for more information.

There are no existing licensed premises in the locality permitted to sell retail packaged liquor to the general public.

Part 3 — The profile of the local community

The better you capture the characteristics of the local community, the better the DLL will be able to understand the potential impact the grant of your application could have on the public interest. Your local government may have information about the area around the proposed premises, and you should seek useful data and statistics from a

variety of sites, such as: www.police.wa.gov.au/crime/crimestatistics and www.abs.gov.au

You need to provide profile information from the *locality* that is within a certain distance to your intended business. If your intended business is:

- within 15km of the Perth CBD, the locality is a radius of 2km of it
- anywhere else (unless remote), the locality is a radius of 3km of it
- in a remote area, you should make a submission on what the appropriate size of the locality should be. Remote areas are those where the nearest town is at least 200km away and Perth is at least 400km away.

If you think the above definitions of locality are not appropriate for your intended business, make a separate submission on what you think the size should be.

3.1 Please outline the population characteristics in the locality. Helpful demographic information will include the total population, estimated population growth, average age, income and employment status, and the type of people who live and work in the community.

Refer Annexure 1.

3.3 List the community buildings in the locality If any of the following are in the locality, please provide their names and addresses: schools and educational institutions, hospitals, hospices, aged care facilities, churches/places of worship, drug and alcohol treatment centres, short term accommodation or refuges, childcare centres, or a local government.

Refer Annexure 1.

Part 4 — Minimising the potential for alcohol to cause harm

Excessive consumption of alcohol can cause health problems, increase the risk of accidents and contribute to societal problems such as domestic violence. You must demonstrate how the responsible conduct of your business will minimise the potential for alcohol to cause harm. This could be through promoting a culture of responsible consumption of alcohol amongst staff and patrons, having strategies to prevent alcohol being served to juveniles, discouraging rapid or excessive consumption of alcohol, being alert for signs of intoxication and not serving drunk people.

4.1 What strategies will you use to minimise harm from the use of alcohol?

Refer Annexure 1.

Part 5 — Impact on the amenity, quiet or good order of the locality

A well designed premises will make it easier to prevent negative impacts on the locality. For example if a premises is:

- in good repair, well lit, with operational CCTV and designed to allow passive surveillance of areas such as the car park and entrances, it will tend to discourage anti-social behaviours such as vandalism or crime
- designed with sufficient parking and with good transport options available, it will allow patrons to leave the area quickly rather than potentially inconveniencing the neighbours
- provided with sound insulation sufficient for the proposed entertainment, it will prevent the surrounds from being exposed to unacceptable noise.

5.1 How will your premises design protect the amenity, quiet or good order of the locality?

Refer Annexure 1.

Part 6 — Impact on the people who live or work nearby, and whether they might suffer offence, annoyance, disturbance or inconvenience

You need to demonstrate how your business will be a responsible member of the community and minimise negative impacts on the people who live or work nearby. For example, this could include:

- keeping the premises and surrounds clean and tidy, monitoring patron behaviour and discouraging anti-social behaviour
- ensuring that any entertainment is in keeping with the locality, that those present are within the allowed accommodation numbers and licensed crowd controllers are used if required
- asking departing patrons to keep the noise down so they do not disturb the neighbourhood
- being responsive to any complaints from neighbours and working with them to resolve issues.

6.1 What actions will you take to minimise the impact on people who live or work nearby?

Refer Annexure 1.

Part 7 — Impact on tourism, culture and the community

When making licensing decisions under the LC Act, the DLL is required to consider the proper development of the liquor industry, the tourism industry and other hospitality industries in the State.⁶ This is your opportunity to expand on how the grant of your application would result in positive developments to tourism, culture and the community. This could include increased local employment opportunities, the provision of unique entertainment or food options, and the creation of new leisure opportunities in the area.

7.1 Are there any tourism, cultural and community benefits that would result from the grant of your application?

Refer Annexure 1.

7.2 If you have any other information to provide in support of your application, include it here.

Refer Annexure 1.

⁶ LC Act s5(1)(c).

Part 8 — Declaration

I declare that the contents of this document and attachments are true, correct and complete and that I have made all reasonable inquiries to obtain the information required.

I acknowledge that under section 159 of the *Liquor Control Act 1988* it is an offence to provide false, misleading or incomplete information in this document.



Signature of Anthony Smith
Business Development Manager
Endeavour Group Limited

Date

18.06.2025

Annexure 1

Form 2A Public Interest Assessment Additional Information



Applicant:	Endeavour Group Limited
Application:	Application for Conditional Grant of Liquor Store Licence
Premises:	BWS – Beer Wine Spirits Sienna Wood

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Introduction

1 Background

- 1.1 The Applicant has made an application to the Licensing Authority for the conditional grant of a liquor store licence for premises (the **Proposed Store**) to be located at the new Sienna Wood shopping centre (the **Centre**) to be constructed at the corner of Forrest Road and Weatherley Way, Hilbert.
- 1.2 This document provides information required in the Licensing Authority's Form 2A Public Interest Assessment. In particular, it provides information to address the Public Interest Assessment requirement under Section 38 of the Liquor Control Act 1988, together with the Applicant's other material and evidence lodged by the Applicant in support of the Application.
- 1.3 For ease of reference, where appropriate the heading of sections in this document refers to the question number on the Form 2A.

2 Terms

- 2.1 In this document the following terms have the following meanings:
 - (a) **"Act"** means the Liquor Control Act 1988.
 - (b) **"Applicant"** means Endeavour Group Limited.
 - (c) **"Application"** means the application under Sections 47, 62 and 68 of the Act by the Applicant seeking approval for the conditional grant of a liquor store licence for the Proposed Store.
 - (d) **"BWS"** means BWS – Beer Wine Spirits.
 - (e) **"Centre"** means the new Sienna Wood shopping centre.
 - (f) **"Market Survey"** means the market survey carried out by Painted Dog for the purposes of the Application.
 - (g) **"Form 2A"** means the Public Interest Assessment Form 2A the WA Licensing Authority requires the Applicant to complete for the Application and to which this document is annexed.
 - (h) **"Licensing Authority"** has the meaning given in the Act.
 - (i) **"Locality"** means the locality of the Application as set out in **clause 5**.
 - (j) **"Proposed Store"** means the proposed liquor store the subject of the Application, being the proposed BWS Beer Wine Spirits Sienna Wood liquor store.
 - (k) **"Regulations"** means the Liquor Control Regulations 1989.
 - (l) **"Supermarket"** means the Woolworths Supermarket at the Centre.

3 Supporting material

- 3.1 The Applicant has relied upon the following to inform and support this document:
 - (a) MGA Town Planners Report dated March 2025 (**MGA Report**).

- (b) Statement of Anthony Smith (the Applicant's Business Development Manager) dated 30 April 2025.
- (c) Statement of Karen Sheppard dated 29 June 2021.
- (d) Harm Minimisation Plan for the Store.
- (e) Market Survey.
- (f) Location IQ Trade Area Assessment dated April 2023.
- (g) Creative Design + Planning Hilbert Town Activity Centre Activity Centre Structure Plan.
- (h) Centre Development Approval MRA-14011.
- (i) Stockland Sienna Wood brochure.

Information responding to Form 2A questions

Part 2 – Manner of Trade

4 Q 2.1: Proposed manner of trade and target client base

4.1 The Proposed Store will be a modern, browse style liquor store that will operate under the Applicant's "BWS" brand.

4.2 BWS is a well-established, reputable and popular national retail liquor brand that is focussed on providing convenience retail packaged liquor services and facilities. Anthony Smith, Business Development Manager for the Applicant, comments on BWS as follows:¹

"Currently our range of BWS stores includes freestanding stores, stores associated with shopping centres; stores associated with a hotel or tavern; and stores associated with Woolworths Supermarkets.

At the core of the BWS brand is convenience. This convenience is provided through aspects such as location, e.g., being located in the local, neighbourhood shopping centre or next to a Woolworths Supermarket, and/or facilities, e.g. having a drive-through service."

4.3 Key features of the Proposed Store include:²

- (a) It will be medium sized store (approximately 200m² in total).
- (b) A product offering of a comprehensive range of approximately 1,600 liquor products featuring a selection of products across all liquor categories, that includes:³
 - (i) 221 beer products and 116 cider products (including some products sold in duplication quantities i.e. single, six pack, carton);
 - (ii) 823 wine products (comprising 308 white wines, 314 red wines, 111 sparkling wines and 90 cask wines);

¹ Statement of Anthony Smith clauses 3.3 to 3.4

² Statement of Anthony Smith clauses 5.8

³ Statement of Anthony Smith clause 5.8

- (iii) 285 bottled spirit products and 146 “Ready to Drink” products (including some products sole in duplication quantities i.e. single, six pack, carton);
 - (iv) local, Australian and international products; and
 - (v) around 700 products that are exclusive to the Applicant.
- (c) Free on-site parking in the Centre car park with easy access to/from the car park.
 - (d) Trolleys from the Supermarket available for customer use to carry their purchases.
 - (e) Competitive product prices, with weekly specials and discounts available on bulk purchases.
 - (f) Modern, well-laid out premises with wide aisles.
 - (g) A spacious walk-in cool-room.
 - (h) Numerous refrigerated display cabinets offering a large range of already chilled products.
 - (i) A “direct to boot” facility.
 - (j) Extensive and effective harm minimisation policies and procedures.
 - (k) Qualified and well-trained staff on duty during all trading hours of the store.

Further details are provided in Anthony Smith’s statement (refer clause 5).

- 4.4 The Proposed Store is specifically designed to provide convenience and complementary services to the local community and in particular, customers of the Supermarket at the Centre. Being located in the Centre, within close proximity to the Supermarket, provides consumers with the opportunity for one-stop shopping for groceries and packaged liquor. As noted by MGA Town Planners:⁴

“The proposed BWS store will be positioned outside of the shopping centre building, adjoining the south western side of the supermarket, and fronting onto a pedestrian pathway adjoining the main carpark.

The pedestrian path will extend south from the BWS Store to the main shopping centre and supermarket entry, facilitating the movement of trolleys between the supermarket, BWS liquor store and carpark, enabling single – trolley grocery and packaged liquor purchases.”

- 4.5 Such ease of access is particularly useful for customers when the weather is inclement, people are in a hurry, have mobility issues or are wheeling heavy shopping trolleys.⁵

⁴ MGA Report clauses 3.3 and 3.4

⁵ Statement of Anthony Smith clause 5.3

- 4.6 The Proposed Store will be fitted out in the BWS corporate livery, which consists of high quality, fixtures and fittings and modern, contemporary décor. It is specifically designed to ensure a safe, secure and pleasant shopping environment.⁶ Below are some images showing as an example, how the store will present.



- 4.7 Customers of the Proposed Store will have access to the Applicant's other services and facilities such as:

- (a) on-line purchasing;
- (b) gift card facilities;
- (c) "Direct to Boot" pick up; and
- (d) home delivery.

⁶ Statement of Anthony Smith clause 5.4

- 4.8 As the Proposed Store is located on the exterior of the Centre, it will trade after Centre hours.⁷ While the Applicant is seeking approval to the permitted statutory trading hours for the Proposed Store, it is proposing to trade the standard BWS trading hours.⁸ These are shorter hours than the permitted hours and are as follows:⁹

Monday to Friday: 8am to 9pm.

Saturday: 8am to 5pm.

Sunday: 11am to 5pm.

5 Q 2.2: Description of the Locality and the Store

- 5.1 The Act does not specify the area that should be adopted by an applicant when assessing Public Interest considerations pursuant to Section 38 of the Act, except in relation to amenity issues. Therefore, the critical first step is to identify the overall geographic area that should be used by the Applicant in completing the Public Interest assessment.
- 5.2 Part 3 of Form 2 states that if the intended business is not within 15km of the Perth CBD or in a remote area, generally the relevant “locality” is the area within a 3km radius. However, it also provides that another area can apply where it is considered the specified area is not appropriate.¹⁰
- 5.3 As a general principle, the “locality” is the area surrounding the proposed licensed premises, which is most likely to be impacted by an application is granted. Consideration needs to be given to the specific circumstances of the store, including its size and location, and its proposed manner of trade.
- 5.4 For a liquor store licence, such as the Application, a critical factor is liquor will be purchased by a customer who will take the liquor home, or somewhere else, to consume at a later time. This is quite distinct from a premises where liquor is permitted to be consumed on the premises.
- 5.5 The Applicant engaged an expert, MGA Town Planners, to ascertain the relevant geographic area for the purposes of the Public Interest assessment for the Application. MGA Town Planners determined this to be the area shown outlined by the thick red dotted line on the map below (**Locality**).¹¹
- 5.6 This Locality is the area the Applicant has applied to address the Public Interest requirement for the Application. It is also the area used for the purposes of Section 36B. Separate submissions have been lodged by the Applicant addressing this.

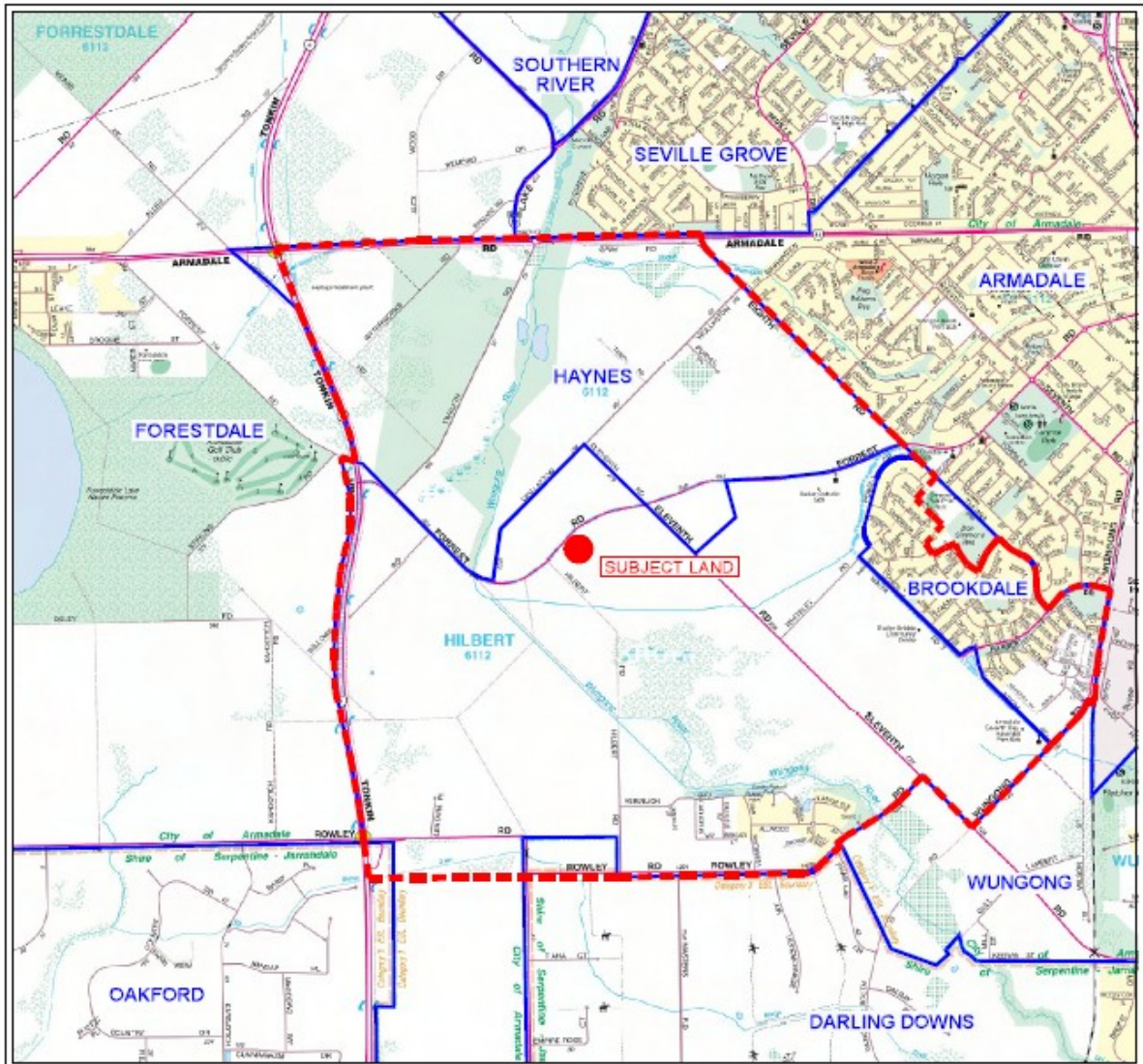
⁷ Statement of Anthony Smith clause 5.7

⁸ Statement of Anthony Smith clause 5.8

⁹ Statement of Anthony Smith clause 5.8

¹⁰ Form 2A Part 3

¹¹ MGA Report Section 4 and Figure 1



- 5.7 The Locality includes the suburbs of Haynes, Hilbert and Brookdale.¹² It is a “greenfield” area located approximately 26km south of the Perth CBD, that is experiencing significant growth and development.¹³ It is characterised by
- 5.8 Currently the Locality is undergoing development. A large amount of vacant land currently surrounds the site of the Centre (and Proposed Store) which has been set aside for new community development.¹⁴
- 5.9 Below is an aerial image and an image showing the consolidation of Structure Plans approved to date prepared by MGA Town Planners that provides an indicative overview of the planned pattern of urban development to be established in the Locality.¹⁵

¹² MGA Report clause 2.3

¹³ MGA Report clauses 2.14 and 4.8

¹⁴ MGA Report clause 4.8

¹⁵ MGA Report clauses 4.9 and 4.10, Figures 3 and 4



5.10 Central to development of the Locality is the Hilbert Town Centre. A local structure plan for the Town Centre has been created in which the Centre (and Proposed Store) is endorsed.¹⁶

5.11 MGA Town Planners reports as follows:¹⁷

“The Hilbert Town Centre is a district activity centre (DC), being a planned activity centre identified as such in the Hilbert Town Activity Centre Structure Plan (2020)(HACSP). The HACSP indicates in paragraph 7.3.1 that the ultimate size of the Hilbert DC will be 16,900m2 nla. The new Woolworths supermarket and associated

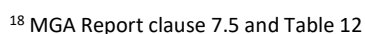
¹⁶ MGA Report clause 4.14

¹⁷ MGA Report clauses 7.2, 7.3 and 7.4

The intended scale of development and range of goods set out in the HACSP reflects those set out in Table 3 of SPP4.2 ... which describes district activity centres as having a greater focus on servicing the daily and weekly needs of residents. Their relatively smaller scale catchment enables them to have a greater local community focus and provide services, facilities and job opportunities that reflect the particular needs of the catchments.

5.12 MGA Town Planners further reports that district activity centres such as the Hilbert Town Centre are intended to service a catchment of between 20,000 to 50,000 persons and that the population of the Locality is projected to have a population of approximately 27,721 persons by 2036.¹⁸

5.13 Below is a copy of the Sienna Wood Estate master plan which shows the extent of planned development in and around the Hilbert Town Centre. The Town Centre is the area coloured in pink, being where the Centre and Proposed Store will be located.



- 5.14 The Hilbert Town Centre will be the only activity centre in the Locality for the foreseeable future.¹⁹ That is, it will be the only place where residents can do their grocery and other shopping with the Locality. While there are shopping options outside the Locality, these are not convenient to a large proportion of the Locality's current and future population.²⁰
- 5.15 The General Manager of Stockland, the developer of the Sienna Wood estate which includes the Hilbert Town Centre, confirms that the infrastructure to be built in the Town Centre is designed to provide residents with access to their everyday shopping needs and a place to meet and socialise.²¹ It is set to become a bustling neighbourhood hub for the Locality.²²
- 5.16 A large range of services and facilities will be offered at the Centre, including: the Woolworths Supermarket, the Premises, around 14 other speciality shops and dining options, and free on site parking. A concept drawing of the Centre is below.



Source: www.stockland.com.au

- 5.17 Site works for construction of the Centre commenced in December 2024.²³

6 Q 2.3: Existing licensed premises in the Locality

- 6.1 There are no other licensed premises in the Locality that are permitted to sell retail packaged liquor to the general public.²⁴

¹⁹ MGA Report clause 7.6

²⁰ MGA Report clauses 7.14 and 7.15

²¹ Stockland media release: *Sienna Wood welcomes a new Stockland town centre in the heart of the community*, December 2024,

²² Stockland media release: *Sienna Wood welcomes a new Stockland town centre in the heart of the community*, December 2024,

²³ <https://www.stockland.com.au/retail/centres/stockland-sienna-wood>

Part 3 – The Profile of the local community

7 Q 3.1: Population characteristics in the Locality

- 7.1 The population of Locality recorded at the 2021 Census was 9,534 people.²⁵ Between the 2016 Census and the 2021 Census the population grew 81.7%, from 5,246 persons.²⁶
- 7.2 Almost half of the Locality's population resides in the suburb of Hilbert, as shown in the table below.²⁷

Table 1 – S.36b Locality Population by Suburb (2021)

SUBURB	2021 CENSUS POPULATION	PROPORTION OF S.36b LOCALITY POPULATION
HAYNES	2,429	25.5%
HILBERT	4,150	43.5%
BROOKDALE	2,955	31.0%
S.36b LOCALITY	9,534	100.0%

- 7.3 Significant future population growth in the Locality is expected, as indicated in the table below. Based on these projections, it is expected that the Locality's population by 2036 will more than double to 27,721 people.²⁸

Table 2 – Forecast Population 2036 (Forecast ID)

SUBURB / LOCALITY	2021 CENSUS POPULATION	2036 PROJECTED POPULATION (WAPC)	% CHANGE
HAYNES	2,429	8,803	262.4%
HILBERT	4,150	12,968	212.5%
BROOKDALE – WUNGONG	3,419	4,930	44.2%

- 7.4 A demographic profile of the Locality's population is provided in the MGA Report. Analysis of this reveals the population:
- (a) is relatively youthful, with 70% of the Locality's population aged below 50 years of age;²⁹
 - (b) has higher proportions of people in every age band up to the age of 50 years of age, except for the 15-19 year old band, compared to Greater Perth and WA proportions;³⁰

²⁴ MGA Report clause 7

²⁵ MGA Report clause 5.3 and Table 1

²⁶ MGA Report clause 5.3

²⁷ MGA Report Table 3

²⁸ MGA Report clause 5.7

²⁹ MGA Report clause 5.12 and Table 3

³⁰ MGA Report Table 3

- (c) has a slightly higher proportion of indigenous persons compared to Greater Perth and WA rates (3.9% for the Locality, 2% for Greater Perth and 3.3% for WA);³¹
- (d) is largely Australian born, and while it has a proportion of migrants from non English speaking countries that is higher than Greater Perth and WA proportions (22.4% for the Locality compared to 20.2% for Greater Perth and 17.5% for WA) the proportion of people who do not speak English well or not at all is lower than Greater Perth and WA averages (1.2% for the Locality compared to 2% for Greater Perth and 1.7% for WA);³²
- (e) is dominated by families (80.6%), at proportions higher than Greater Perth (71.5%) and WA averages (71.2%);³³ and
- (f) has mixed levels of income and levels of advantage, with Hilbert and Haynes having above average levels of relative socio-economic advantage and incomes, but the suburb of Brookdale having below average levels;³⁴

7.5 In relation to the indigenous persons, MGA Town Planners notes that:³⁵

“The proportion of indigenous persons was much lower in Hilbert (2.5%) and Haynes (2.9%) in comparison to Brookdale (6.5%). Brookdale currently contains 31% of the [Locality’s] population, and as described [in this report], Brookdale has a proportion of rented housing (28.9%) exceeding Haynes (11.9%) and Hilbert (13.6%), but relatively consistent with the Greater Perth average (26.6%)”.

“Ongoing residential development within Haynes and Hilbert in accordance with endorsed structure plans (which are only partially developed at this time), would likely see the proportion throughout the [Locality] align more closely with the Greater Perth average over time.”

- 7.6 Assessment of the existing liquor related harm and ill health in the Locality is difficult, as there is no publicly available crime and health data specifically relevant to the Locality other than the suburb specific crime data. All other available data is on an aggregated basis.
- 7.7 Available crime data is published on the WA Police website.³⁶ The available information is recorded crime statistics and offence on a suburb or regional basis.
- 7.8 Recorded offences for the three suburbs in the Locality (Haynes, Hilbert and Brookdale) for the 2015/2016 financial year to the 2023/2024 financial year are shown in the graph below.

³¹ MGA Report Table 4

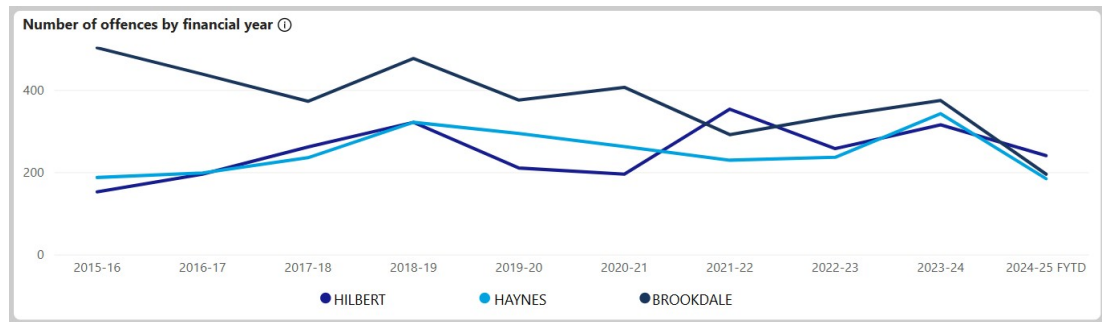
³² MGA Report clauses 5.17 and 5.18

³³ MGA Report clauses 5.19 and 5.21 and Table 6

³⁴ MGA Report clauses 5.26, 5.30, 5.31 and Tables 9 and 10

³⁵ MGA Report clause 5.14 and 5.15

³⁶ <https://www.police.wa.gov.au/Crime/CrimeStatistics#/>



Source: WA Police Crime Statistics Portal (www.police.wa.gov.au)

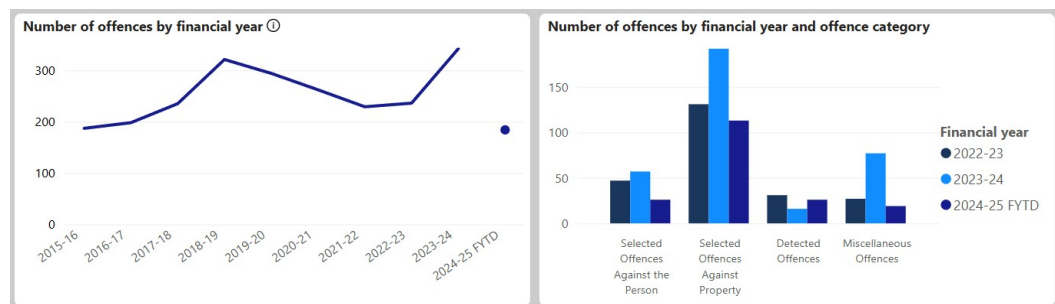
7.9 As can be seen, rates for all suburbs have been trending downwards since the 2023/2024 financial year, and for Brookdale since 2015/2016. It is imperative to note that the offence rates are actual numbers and not adjusted to population growth. This is especially relevant given the Locality's population has increased by 81.7% between 2016 and 2021 (refer **clause 7.1** above).

7.10 A closer review of the offence rates for each suburb reveals:

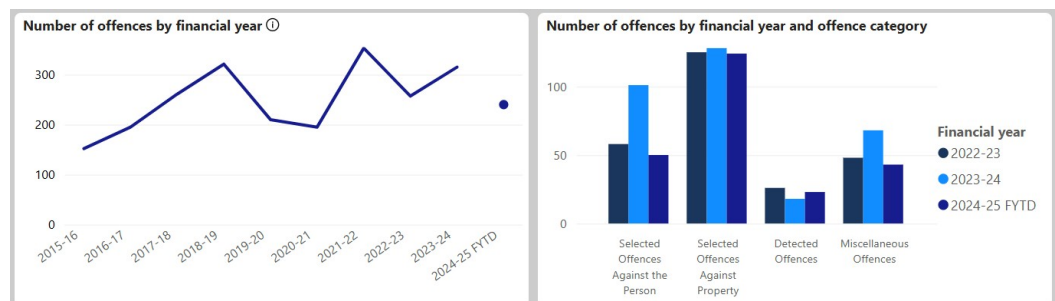
- (a) Offences Against Property is the highest recorded offence type for all 3 suburbs, except in the 2023/2025 financial year in Brookdale, where Offences Against the Person spiked.
- (b) In the 2024/2025 financial year Offences Against the Person reduced from previous year in all 3 suburbs.

Suburb specific information is provided below.

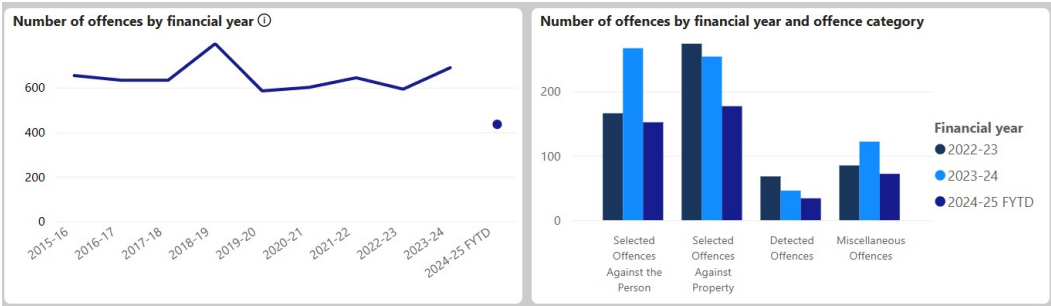
HAYNES



HILBERT



BROOKDALE



Source: WA Police Crime Statistics Portal (www.police.wa.gov.au)

7.11 No information is given as to the level or extent to which the recorded offences are associated with the consumption of packaged liquor.

8 Q 3.3: Specified community places

8.1 The Form 2A requires the names and addresses of any of the following which are located in the Locality: schools and educational institutions; hospitals; hospices; aged care facilities; churches/places of worship; drug and alcohol treatment centres; short term accommodation or refuges; childcare centres; or a local government. These are set out in the table below.³⁷ There are no hospitals; AA meeting places; hospitals; aged care homes; drug and alcohol/women’s health/refuges/homelessness services; or local government offices in the Locality.

Category	Name	Address
AA meeting places	None identified	
Aged Care Homes	None identified	
Alcohol/women’s health/refuges/homelessness service	None identified	
Childcare	Kids Active	89 Narran Street, Hilbert
	Springtime’s Family Day Care	Wollaston Avenue, Haynes
	Little Learners Place	2 Donovan Street, Haynes
	Tiny Tribe Early Education	2 Farmer Avenue, Brookdale
Childcare Health Facilities	Dalyellup Child Health Clinic	6 Gosse Way, Dalyellup
Churches	Xavier Catholic Church	271 Forrest Road, Hilbert
	Carmelite Monastery	Gelorup Rise, Gelorup

³⁷ MGA Report Table 15

Hospitals	None identified	
Local Government office	None identified	
Schools	Xavier Catholic College	271 Forrest Road, Hilbert
	Gwynne Park Primary School	11 Tijuana Road, Armadale

- 8.2 Xavier Catholic College is the closest of the above premises to the Proposed Store, located 1.7km away.
- 8.3 A child care centre is planned as part of the Centre. However, this will be located on the south western edge of the Centre, separate from the main shopping centre building and Proposed Store.³⁸

Part 4 – Minimising the potential for alcohol to cause harm

9 Q 4.1: Strategies used to minimise harm from the use of alcohol

- 9.1 If the Application is granted, the Applicant will be permitted to sell and supply retail packaged liquor to the general public.
- 9.2 The Proposed Store will be operated in accordance with the Applicant's comprehensive management and harm minimisation policies and procedures.³⁹ These will ensure the store is properly managed and supervised at all trading times in accordance with all relevant laws. As noted by Anthony Smith:⁴⁰

"EGL takes its role as a retailer of alcohol very seriously. It is our stated ambition to be the industry leader in the responsible retailing of liquor and we devote considerable time, money and other resources to provide the infrastructure, systems and strategies to ensure that the alcohol we sell is sold responsibly. All aspects of our liquor operations are stringently controlled and supervised."

EGL goes above and beyond the legislated requirements for the responsible service of alcohol. We aim to operate our liquor business beyond legal compliance to a standard of industry leadership. We are committed to the responsible service and supply of alcohol and all aspects of our liquor operations are subject to a set of responsible service policies. We are proud of our outstanding record of responsible service of alcohol throughout Australia."

- 9.3 All staff who employed by the Applicant to work at the Proposed Store must be suitably qualified before they commence work, and will undergo thorough and comprehensive training on the responsible service of liquor prior to and during their employment.⁴¹

³⁸ MGA Report clause 9.3

³⁹ Statement of Anthony Smith clause 6.5(e)

⁴⁰ Statement of Anthony Smith clauses 8.1 and 8.2

⁴¹ Statement of Anthony Smith clause 9

- 9.4 Details of the Applicant's responsible service of liquor and harm minimisation measures are provided in Anthony Smith's statement (refer clause 8). The Licensing Authority has on several occasions acknowledged the Applicant's sound management practices and responsible service of liquor.
- 9.5 No features exist which indicate that the Locality or its community can be characterised as being at high risk of alcohol related harm. MGA Town Planners reports that:⁴²
- "In summary, the [Locality] contained a proportion of families, and families with children slightly exceeding Greater Perth and State averages. The population within the suburbs of Hilbert and Haynes is also shown to be relatively well advantaged according to SEIFA measures, and incomes were healthy in these two suburbs. These two suburbs surround the subject land, and 69% of the [Locality] resides within them. The population within Brookdale made up 31% of the total ... population, and the population in Brookdale will make up a lower proportion of the [Locality's] over time as new residents establish in Hilbert and Haynes. The [Locality] is a greenfield area, which will continue to see young families and first home-buyers moving into Hilbert and Haynes, with the vast majority having the obligations of paying mortgages and raising children. It is therefore considered that the majority of the [Locality's] population, now and in the future, presents a moderate risk."*
- 9.6 If the Application is granted the Proposed Store will be operated in accordance with the Applicant's strict and comprehensive harm minimisation policies and procedures that are standard to all its stores throughout WA and Australia. The Applicant has proven that such measures are effective and minimise the risk of adverse issues.
- 9.7 It will also be closely monitored by the Applicant in the first few months after it opens so the Applicant can assess and identify what, if any, additional security and safety measures, over and above the Applicant's standard measures are required.⁴³
- 9.8 Not only does the Applicant have the means, resources and commitment to put in place appropriate measures and controls that will minimise the risk of liquor related harm occurring from the operation of the Proposed Store (if the Application is granted), it has systems in place to ensure any issue that does arise is dealt with appropriately.⁴⁴

Part 5 – Impact on the amenity, quiet or good order of the Locality

10 Q 5.1: Design of the Store to minimise amenity impacts

- 10.1 Given the Proposed Store will be a walk in liquor store located in the Centre, with no drive through facility, operation of the store is unlikely to cause any adverse amenity impacts.
- 10.2 The siting of the Proposed Store in the Centre is appropriate as it will be a dedicated retail area. It will integrate into the Centre in terms of land-use, access, servicing and

⁴² MGA Report clause 6.10

⁴³ Statement of Anthony Smith clause 7.9

⁴⁴ Statement of Anthony Smith clause 11

car parking and is unlikely to generate additional amenity impacts such as noise, traffic, parking congestion, etc. It will simply form part of the ordinary, everyday functions of the Centre. In particular:

- (a) Deliveries will take place during the day to a designated loading area.
- (b) All packaging and waste will be disposed of by the Applicant in a controlled and responsible manner and in compliance with all local government and other laws.
- (c) All waste bin collections will take place from within the designated loading area and will comply with the local government's and Centre management's requirements.

10.3 Where possible, prevention of crime principles through design have been incorporated into the design of the Proposed Store.⁴⁵ This includes location of the cash desk near to the entrance/exit of the store which enables staff to easily monitor and be aware of who is coming in and out of the store. Other design features include:

- (a) Bright lighting throughout all areas of the Store.
- (b) A "back to base" security alarm system.
- (c) An entry buzzer to alert staff to persons entering or exiting the Store.
- (d) Glass spirits located in shelving units with lockable perspex covers that only staff can access.
- (e) Roller shutters installed at the public entry point to the Store.
- (f) High quality CCTV system.

Further details are provided in Anthony Smith's statement (clause 8).

Part 6 – Impact on the people who live or work nearby, and whether they might suffer offence, annoyance, disturbance or inconvenience

11 Q 6.1: Actions take to minimise the impact on people who live or work nearby

- 11.1 As stated above, the Applicant will operate the Proposed Store in strict compliance with the Applicant's management policies and procedures. This ensures the store will operate in harmony with its local community.
- 11.2 Similar to amenity impacts, given the Proposed Store is a walk in liquor store that will be located within the Centre, operation of the store is unlikely to cause any offence, annoyance, disturbance etc. within its immediate vicinity. This is amplified by the fact that consumption of liquor will not be permitted on the premises (other than for tastings).
- 11.3 The layout and configuration of the store, the Applicant's management policies and procedures and security measures will ensure that the Proposed Store will be

⁴⁵ Statement of Anthony Smith clause 7.2

effectively and fully controlled and supervised during all trading hours. The harm minimisation strategies to be put in place will minimise the risk of liquor related harm.

Part 7 – Impact on tourism, culture and the community

12 Q 7.1: Tourism, cultural and community benefits resulting from the grant of the Application

- 12.1 The Store will principally cater to the packaged liquor needs of customers of the Centre, and in particular, customers of the Woolworths Supermarket. It will provide choice and convenience to packaged liquor consumers to residents of the Locality and visitors to the area, including tourists. Although it is acknowledged that the Locality is not a tourist destination.
- 12.2 Currently if residents of, or visitors to, the Locality want to purchase packaged liquor they are required to travel outside the Locality. The grant of the Application will eliminate this issue. It will provide consumers with the choice and opportunity of one-trolley shopping for groceries and packaged liquor within close proximity to their home.

13 Q 7.2: Other information to support the Application

- 13.1 Buss J in *Woolworths Ltd v Director of Liquor Licensing* [2013] WASCA 227 stated that it is a notorious fact that, in contemporary Australian life, one-stop shopping in large suburban shopping centres is of great importance. The Proposed Store will introduce this amenity into the Locality.

- 13.2 The Applicant is an experienced, successful retailer that devotes considerable resources to identifying and understanding what consumers want. Karen Sheppard, Head of Customer Insights for the Application states as follows: ⁴⁶

“EGL ... carries out regular, extensive market research to obtain insights into consumer purchasing patterns, motivations and trends in retail packaged liquor. This research also obtains information on the profile of liquor consumers; the different types of consumer segments that exist; what consumer expectations and preferences are within each consumer segment; and how consumers rate the features of different retail liquor brands. It is essential for EGL’s strategic planning and to ensure the products and services it offers are relevant to consumer needs and requirements

- 13.3 Research by the Applicant reveals there are different consumer segments for packaged liquor and that these segments have distinct and different shopping preferences.⁴⁷ Karen Sheppard reports some of the relevant findings of the Applicant’s research.⁴⁸

“Key findings ... include:

- (a) there are different consumer segments for packaged liquor.*

⁴⁶ Statement of Karen Sheppard clause 3.1

⁴⁷ Statement of Karen Sheppard clause 4.2 and attachment

⁴⁸ Statement of Karen Sheppard clauses 4.2 and 4.3

- (b) *these segments have distinct preferences as to the manner and frequency in which they purchase packaged liquor;*
- (c) *a number of factors determine each consumer segment as to where they will purchase their packaged liquor; and*
- (d) *there is a need for a variety of packaged liquor outlets as different retailers are chosen to suit different drinking occasions.*

In particular, it is evident that around 40-45% of packaged liquor purchases are made to service immediate needs with over 50% of such purchases being made at convenience liquor stores, with the majority of these being liquor stores attached to a supermarket. In contrast, for liquor purchased to “stock up” for later consumption, or for gifts or events, consumers prefer destination or large format stores.”

- 13.4 In short, consumers have a variety of packaged liquor requirements and want, and expect, a range of retail packaged liquor outlets to cater to their different needs and wants from time to time.
- 13.5 It is also clear that a significant and distinct proportion of consumers use and want a liquor store that is associated with a supermarket as compared to other types of stores.⁴⁹ Roy Morgan reports that in an average four week period a total of 40.5% of Australian consumers purchased packaged liquor from a supermarket retailer such as BWS, Liquorland, Aldi or IGA.⁵⁰ These findings echo the Applicant’s general research findings as well as the research completed by the Applicant for the purposes of the Application.
- 13.6 BWS – Beer Wine Spirits is a highly sought after and popular liquor store brand by packaged liquor consumers. Karen Sheppard reports that around 78% of all packaged liquor consumers in Australia visited a BWS liquor store to purchase their packaged liquor over the last 12 months.⁵¹ The popularity of a business model in other localities is relevant to consider in the context of an application in another location, and can support an inference as to the existence of relevant consumer requirements.⁵²
- 13.7 The Market Survey was commissioned by the Applicant to ascertain the views of residents in the Locality of the Proposed Store. It involved an opt-in online survey conducted from 2 May 2025 to 25 May 2025. All households in the Locality were invited to participate.⁵³ Only one member of the household aged 18 years of age or older was eligible to complete the survey.
- 13.8 In total 439 qualified participants completed the survey.⁵⁴ Of these, 88% purchase packaged liquor, with 63% buying liquor at least monthly.⁵⁵

⁴⁹ Statement of Karen Sheppard Annexure 1

⁵⁰ Roy Morgan Media Release 22 May 2020 “Supermarket Retailer’s capture largest (and growing) and share of packaged alcohol market but wine clubs attract ‘big spending’ customers”

⁵¹ Statement of Karen Shepherd clause 5.2

⁵² *Woolworths Ltd v Director of Liquor Licensing* [2013] WASCA 227 per Buss J at [76] and [77]

⁵³ Market Survey slides 8 and 10

⁵⁴ Market Survey slide 8

⁵⁵ Market Survey slide 16

13.9 Key insights from the Market Survey are provided below:⁵⁶

Limited access and convenience leave needs unmet

- Access to liquor stores in the Sienna Wood area is limited, with few options within the catchment area and none co-located with a supermarket.
- Existing stores are often seen as inconvenient, with concerns about pricing, parking, and accessibility.
- Residents express a clear preference for one-stop shopping, but this option is not currently available, leaving many with unmet needs.

Strong support reflects demand for better convenience and proximity

- Support for the proposed store is high across the catchment area, especially among regular liquor purchasers and those seeking more efficient shopping experiences.
- Even those currently using co-located stores believe the new store would better meet their needs due to improved convenience and better alignment with daily travel patterns.

Safety, parking and convenience are key priorities for residents

- Safety ranks highest when it comes to liquor store features, followed by free onsite parking and ease of access.
- For those closest to the proposed location, convenience, parking and quality customer service matter most.
- The proposed BWS store directly responds to these needs with its co-located, safe environment and accessible layout.

Addressing localised concerns is important for community support

- While most residents have no concerns, a minority, particularly in Area 1, raise issues around potential crime, safety, or proximity of the outlet to parks and schools.
- Acknowledging and proactively addressing these views will help maintain community confidence in the proposal.

Most residents intend to use the store if it opens

- Around three-quarters of residents are likely to shop at the proposed store, with half saying they are very likely to do so.
- Its convenient location and co-location with a major supermarket are key drivers, reinforcing the value the store would add by filling a current gap in the market.

13.10 Other findings of the Market Survey reveal, amongst other things, that:

- (a) Of the residents in the Locality who currently purchase packaged liquor.
 - (i) 63% purchase packaged liquor at least monthly.⁵⁷
 - (ii) 28% purchase about once a week.⁵⁸
- (b) The liquor store most patronised, and preferred by, residents is the Thirsty Camel liquor store at the Haynes Bar & Grill tavern, mainly because it is the closest outlet for residents.⁵⁹

⁵⁶ Market Survey slide 3

⁵⁷ Market Survey slide 16

⁵⁸ Market Survey slide 16

⁵⁹ Market Survey slide 19

- (c) Many residents have issues with the existing liquor stores they currently patronise, all of which are outside the Locality. These issues include: having to travel across major roads to access from their home; being difficult to access on their journey to or from their job; and not being conveniently located with a supermarket.⁶⁰
- (d) 7 in 10 residents feel that the Proposed Store will better satisfy their takeaway liquor purchasing needs than the options that are currently available and that these current options fall short.⁶¹
- (e) 38% of residents currently purchase packaged liquor “often” or “always” at the same time as purchasing groceries, at a liquor store located with a supermarket.⁶²
- (f) Purchasing packaged liquor when purchasing groceries all in the one trip is the preferred way to purchase packaged liquor for 66% of residents, with 3 in 4 residents (76%) stating they would find it more convenient to buy liquor and groceries in the one trip.⁶³ The difference between these two findings indicates a gap in the market.⁶⁴ This is particularly relevant given residents only have this amenity outside of the S36B Locality.⁶⁵
- (g) 94% of residents who currently shop for groceries and liquor at the same time considered being able to shop for liquor and groceries at the same time was an “important” or “essential” factor.⁶⁶
- (h) The top four most important features of a liquor store desired are: being in a safe environment to shop; availability of free on-site parking; a store that is well organised into sections that can be easily browsed; and being easily accessible or convenient to get to.⁶⁷
- (i) There is strong support for the Proposed Store with 74% of residents indicating they support the proposal.⁶⁸ The highest level of support is from residents who: currently buy liquor weekly (97%) or fortnightly (96%); already shop at a BWS store (94%); or currently or prefer to shop for liquor and groceries at the same time.⁶⁹
- (j) The convenience of having a BWS store near to where the resident worked or lived was ranked as the number one most appealing feature of the Proposed Store.⁷⁰ This was followed by:⁷¹
 - (i) Being located with a Woolworths Supermarket where supermarket/grocery shopping can also be done.
 - (ii) A safe shopping environment.
 - (iii) Being easily accessible/convenient to get to.

⁶⁰ Market Survey slide 22

⁶¹ Market Survey slides 24, 26, 27, 28, 29, 31 and 55

⁶² Market Survey slide 25

⁶³ Market Survey slide 27

⁶⁴ Market Survey slide 28

⁶⁵ MGA Report section 10

⁶⁶ Market Survey slide 36

⁶⁷ Market Survey slide 34

⁶⁸ Market Survey slide 42

⁶⁹ Market Survey slides 45 and 46

⁷⁰ Market Survey slide 47

⁷¹ Market Survey slide 49

- (k) The majority of residents (66%) expressed no concerns with the Proposed Store.⁷² Of the small number that had concerns, these related mainly to concerns relating to security and crime and that alcohol related issues would increase.⁷³
- 13.11 It is clear from the general research completed by the Applicant as well as the Market Survey that modern consumers in Australia have a range of requirements in relation to retail packaged liquor and demand, and expect, range, choice and diversity of outlets to meet these requirements. In particular, that a large proportion of packaged liquor consumers like to shop for packaged liquor at the same time as they complete their grocery shopping. The Applicant's research for the Application confirms that residents of the Locality are no different.⁷⁴
- 13.12 While there is a consumer requirement for packaged liquor in the Locality, currently there is no retail packaged liquor outlet. Residents have to travel out of the Locality to buy packaged liquor, which is unsatisfactory. Introduction of the Proposed Store will provide for the currently unmet requirements of consumers.
- 13.13 The Market Survey findings demonstrate the residents of the Locality have a specific requirement for:
- (a) A liquor store located within close proximity to their home.
 - (b) A liquor store that provides facilities and services such as the Proposed Store will provide.
 - (c) A liquor store located near to a supermarket that enables one stop shopping for groceries and liquor.
 - (d) A BWS branded store.
- 13.14 It has been recognised by the Supreme Court of Western Australia that it is a "notorious fact" that a large proportion of consumers in Australia like to purchase packaged liquor at the same time as doing their grocery shopping, especially at regional and district shopping centres.⁷⁵ The Centre is the first of its kind in the Locality and will have district centre status.
- 13.15 As of 2021 9,534 people lived in the Locality.⁷⁶ This population grew 81.7% between 2016 and 2021 and is expected to grow significantly.⁷⁷ Population forecasts for the Locality predict almost 28,000 people will live in the Locality by 2036.⁷⁸ As well as catering to the existing requirements of residents, the Proposed Store will also cater to the needs of the future population living in the Locality. It is unreasonable to expect that these residents are required to either travel out of the Locality to obtain the amenity of an alternative retail packaged liquor outlet and/or being able to purchase packaged liquor while doing their shopping at the Centre

⁷² Market Survey slides 51 and 52

⁷³ Market Survey slide 52

⁷⁴ Statement of Anthony Smith clause 4.5; Statement of Karen Sheppard clause 4.6; Market Survey

⁷⁵ *Woolworths Ltd v Director of Liquor Licensing* [2013] WASCA 227, per Buss JA

⁷⁶ MGA Report clause 2.7

⁷⁷ MGA Report clause 2.7

⁷⁸ MGA Report clause 2.7

13.16 In conclusion, the Applicant submits that:

- (a) the grant of the Application is consistent with the objects of the Act;
 - (b) the specific circumstances of the Application and material facts established by the Applicant support the grant of the Application; and
 - (c) the grant of the Application is warranted and in the public interest,
- and given the above, the Application ought to be granted.