



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 Events Approvals policy](#)). The DLL can also ask for a PIA to be prepared as part of the application for any type of liquor licence or permit.

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.

Your completed PIA will be made publicly available and may be advertised on the [LGIRS 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

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).

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 our [Portal Homepage](#).

PART 1 – Application Details

Applicant name:	Lagardere/AWPL Pty Ltd
What licence or permit type are you applying for?	Special Facility Licence
Are you applying for:	☒ New licence
	☐ Removal of existing licence
	Licence/permit type: [Type here]
Premises trading name:	Discover Perth
Address of proposed premises:	1C68,1C69,1C71, 2C34, Terminal 1,
	International 235 Horrie Miller Drive Perth Airport, WA 6105.

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 Discover Perth store will operate as a specialty travel retail outlet within the International Departures area of Terminal 1 at Perth Airport. The store will offer local Western Australian products, travel essentials, gifts, and packaged liquor to eligible international travellers. The target customers are departing passengers seeking premium local products and convenient travel purchases.

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?

The Discover Perth store is located within the International Departures area of Terminal 1 at Perth Airport. The premises operates within the secure airport environment, with the floor plan and licensed area details provided with this application. The store enhances passenger experience by offering local products, travel essentials, gifts, and packaged liquor to travellers.

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.

As the premises is located within the secure International Departures area of Terminal 1 at Perth Airport, there are no existing licensed premises within the immediate locality accessible to the general public. Any other licensed premises within the airport precinct are separate operations and do not form part of the proposed retail area.

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.

[Type here]

The premises is located within Terminal 1 International Departures at Perth Airport, serving a transient population of domestic and international travellers rather than a residential community. The customer base consists primarily of tourists, business travellers, and airport users, with demand influenced by passenger volumes, tourism activity, and international travel patterns.

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.

The proposed premises is located within the secure International Departures area of Terminal 1 at Perth Airport. There are no community buildings such as schools, hospitals, aged care facilities, places of worship, childcare centres, treatment centres, refuges, or local government facilities located within the immediate locality of the premises. The airport terminal primarily serves passengers and airport users.

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?

The Discover Perth store will implement responsible service of alcohol practices, including RSA-trained staff, refusal of service to intoxicated or underage persons, verification of age where required, clear signage, secure storage of liquor, and ongoing staff training. Liquor sales will be limited to eligible travellers in accordance with liquor licensing requirements.

[illegible]

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?

The Discover Perth store is located within the secure International Departures area of Terminal 1 at Perth Airport and operates as a low-risk retail environment. The premises design supports orderly passenger movement, with controlled access, designated retail areas, secure liquor storage, and no on-premise consumption, minimising any impact on amenity, quiet enjoyment, or good order of the locality.

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?

The Discover Perth store operates within the secure International Departures area of Terminal 1 at Perth Airport, with minimal impact on surrounding areas. The business will minimise any potential impacts through responsible liquor service practices, RSA-trained staff, controlled customer flow, secure liquor storage, compliance with airport procedures, and maintaining a clean, safe, and orderly retail environment.

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?

The grant of this application will provide significant tourism and cultural benefits by offering departing international travellers access to a range of premium Western Australian products, gifts, and local liquor within Perth Airport. The Discover Perth store will showcase local brands, promote Western Australian produce and culture, enhance the visitor experience, and support the state's tourism economy through airport retail.

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

The grant of this application will provide significant tourism and cultural benefits by offering departing international travellers access to a range of premium Western Australian products, gifts, and local liquor within Perth Airport. The Discover Perth store will showcase local brands, promote Western Australian produce and culture,

⁶ LC Act s5(1)(c).

enhance the visitor experience, and support the state's tourism economy through airport retail.

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.

Signed by:
Constantinos Michael Kouros
Signature of applicant/s

7/7/2026 | 2:43:19 PM AEST
Date

Signé par :
WL ALAIN HENRI MARIE MANSION
Signature of applicant/s

7/7/2026 | 2:32:58 PM AEST
Date

DocuSigned by:
Lucio Rossetto
Signature of applicant/s

7/7/2026 | 6:11:53 PM AEST
Date

Signature of applicant/s

Date