



## Public Interest Assessment Tavern Restricted Licence

**Premises Name:** Hellene Taverna  
**Applicant:** Kerasma Hospitality Pty Ltd  
**Location:** 652 Newcastle St, Leederville WA 6007



**Prepared by:**



**HOSPITALITY  
TOTAL SERVICES**  
EST 1992

Office 2, 48 Kishorn Road, Applecross WA 6153

Ph 08 9316 8699 Fax 08 9316 9699

[admin@hospitalitytotalservices.com.au](mailto:admin@hospitalitytotalservices.com.au)

[www.hospitalitytotalservices.com.au](http://www.hospitalitytotalservices.com.au)

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# **1 Introduction**

- 1.1 Kerasma Hospitality Pty Ltd (the Applicant) is seeking approval from the Director of Liquor Licensing at the Department of Local Government, Industry Regulation and Safety (LGIRS) for a Tavern Restricted Licence under the Liquor Control Act 1988 for the proposed premises located at 652 Newcastle St, Leederville, WA 6007. The site extends from Newcastle Street to Carr Place, with the main entrance from Carr Place. (refer Figure 1).
- 1.2 The premises forms part of the hospitality, dining and entertainment mixed-use precinct within the Leederville Town Centre, a site actively supported by the City of Vincent's *Local Planning Scheme No. 2*<sup>1</sup> and associated policy frameworks for revitalisation and mixed-use activation. The proposed premises will operate under the trading name Hellene Taverna, offering a high-quality, Greek-inspired hospitality experience that contributes meaningfully to the economic, social, and cultural vibrancy of the locality.
- 1.3 This Public Interest Assessment (PIA) submission has been prepared by Hospitality Total Services (Aus) Pty Ltd on behalf of the Applicant, and the application is in accordance with Section 41 of the Liquor Control Act 1988 [the Act], which states:

## ***LIQUOR CONTROL ACT 1988 - SECT 41***

*Section 41 of the Act provides for a Hotel License which has subcategories including a Hotel License, a Hotel Restricted license, a Tavern License, a Tavern Restricted License and a Small Bar License. These types of licenses have different types of restricted trading conditions which differentiate them from each other.*

## **LIQUOR CONTROL ACT 1988 - SECT 41**

### **41. Hotel licence, kinds, conditions and effect of**

*[(1aa) deleted]*

**(1)** *For the purposes of this Act —*

**(a)** *where a hotel licence is not subject to any condition referred to in subsection (4) it shall be referred to as a Tavern Licence; and*

**(b)** *where a hotel licence is subject to a condition —*

**(i)** *prohibiting the sale of packaged liquor to persons other than lodgers; and*

**(ii)** *restricting the sale of liquor to be consumed on the licensed premises, it shall be referred to as a hotel restricted licence; and*

**(c)** *where a Tavern Restricted Licence is subject to a condition —*

**(i)** *prohibiting the sale of packaged liquor; and*

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<sup>1</sup>[https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Documents/Develop\\_Build/Planning/LPS2/City\\_of\\_Vincent\\_Local\\_Planning\\_Scheme\\_No\\_2.pdf](https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Documents/Develop_Build/Planning/LPS2/City_of_Vincent_Local_Planning_Scheme_No_2.pdf)

- (ii) restricting the sale of liquor to be consumed on the licensed premises, it shall be referred to as a tavern restricted licence,

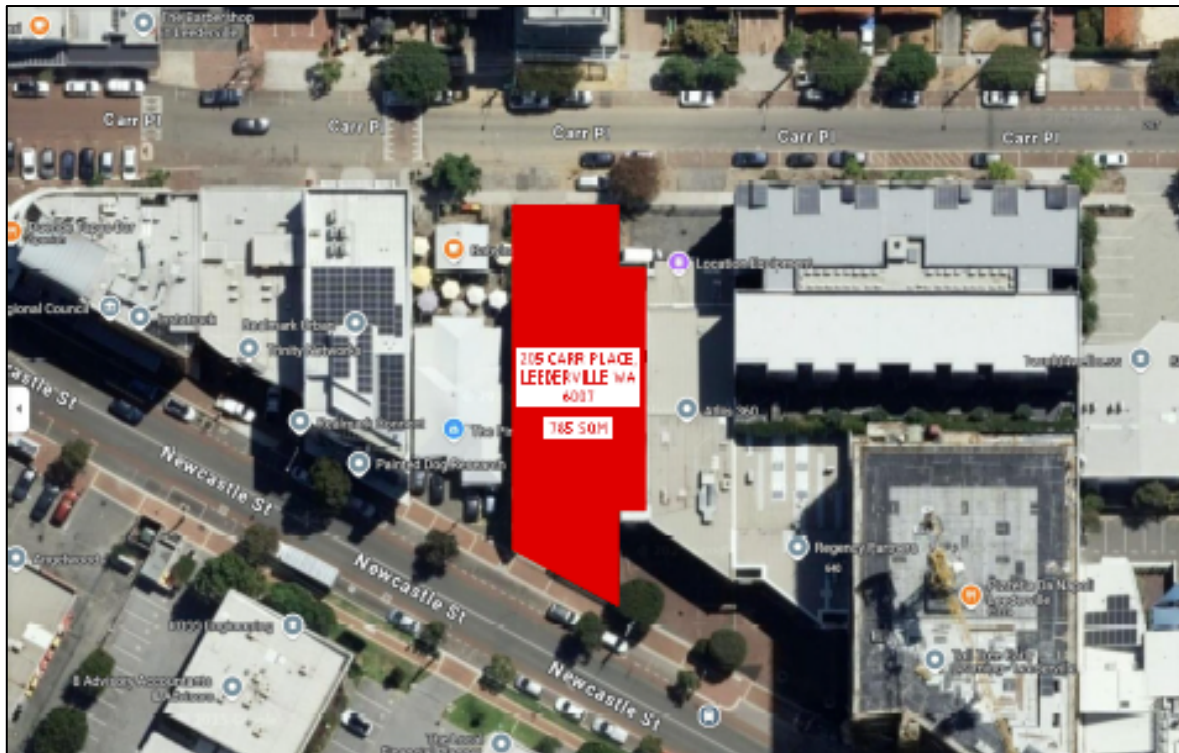


Figure 1: Site Plan\_Hellene Taverna<sup>2</sup>

- 1.4 'Hellene' means a person from ancient Greece. 'Taverna' is a traditional Greek restaurant that serves as a community hub for sharing food and socialising.
- 1.5 The director of the Applicant company, Mr Mickey Kailis, is part of the locally reputable Kailis family who have operated in the Leederville precinct for over three decades.
- 1.6 In this Public Interest Assessment (PIA), the Applicant has diligently addressed both the primary and secondary statutory objects prescribed in Section 5 of the Act and the matters under Section 38(4), in accordance with the Director's Policy on Public Interest Assessment Submissions.
- 1.7 This application and accompanying PIA have been submitted to the Licensing Authority pursuant to Section 68 of the Act and have been prepared by Hospitality Total Services (Aus) Pty Ltd on behalf of Kerasma Hospitality Pty Ltd.
- 1.8 Hellene Taverna will be a contemporary, Greek-inspired social hub that will deliver a diverse, curated food, beverage, and social experience reflective of the precinct's evolving identity as a vibrant urban hub.
- 1.9 The proposed Tavern Restricted Licence is sought to support a modest patron capacity of up to 200, in line with its approved development use and functional design.

<sup>2</sup> Attachment 1 - Plans

1.10 Strategically located within the Leederville Secondary Activity Centre, as identified in the City of Vincent's *Local Planning Strategy*<sup>3</sup>, the premises will serve a high-density, walkable catchment supported by the City of Vincent's urban design and economic development priorities. The proposed premises' operation will complement Leederville's existing dining offering and promote safe, well-managed activation within a growing hospitality economy precinct.

1.11 It is submitted that the grant of the Tavern Licence will provide a net community benefit by allowing a well-managed, visually engaging hospitality proposed premises to operate under a licence class that supports its design, scale, and approved trading hours. The proposed premises will cater to diverse consumer preferences and community uses, including:

- **Dining:** Quality Greek-inspired food service emphasising local produce and casual contemporary offerings,
- **Beverage Service:** A range of alcoholic and non-alcoholic beverages, including WA and international selections,
- **Entertainment:** Curated music and occasionally programmed cultural events,
- **Social Gatherings:** Capacity to host community gatherings, celebrations, and social events,
- **Community and Cultural Engagement:** Participation in Leederville's broader cultural calendar through partnerships and event integration, and
- **Tourism and Place Activation:** Contribution to the distinctiveness of the Leederville precinct as a tourism and dining destination.



Figure 2: Carr Place entrance\_Hellene Taverna<sup>4</sup>

<sup>3</sup> [https://www.wa.gov.au/system/files/2021-11/LST\\_Vincent.pdf](https://www.wa.gov.au/system/files/2021-11/LST_Vincent.pdf)

<sup>4</sup> Attachment 1 - Plans

1.12 Leederville is a strategically designated Secondary Activity Centre and Special Entertainment Precinct under the City of Vincent *Local Planning Strategy*<sup>5</sup> and is widely recognised as one of metropolitan Perth’s most dynamic inner-urban precincts. The locality plays a pivotal role in the broader metropolitan entertainment, hospitality, dining, and cultural landscape, benefiting from sustained investment in laneway activation, mixed-use development, and public realm improvements. The proposed Tavern Licence for Hellene Taverna, with its 200-patron capacity, directly supports this urban and economic vision by enhancing Leederville’s offering as a vibrant, safe, and diverse hospitality destination that appeals to residents, workers, visitors, and tourists.

1.13 Key advantages of the Leederville locality include:

- **Strategic Positioning within Perth’s Inner Ring:** Leederville is located within close proximity to the Perth CBD and forms a nexus between residential neighbourhoods, employment centres, and cultural precincts.
- **Established Hospitality and Lifestyle Infrastructure:** The area hosts a wide variety of restaurants, bars, cafés, cinemas, and boutique retailers, making it a consistent drawcard for a broad demographic.
- **Excellent Transport Connectivity:** The precinct is well-served by Leederville Train Station, high-frequency bus services, and dedicated cycle infrastructure, enabling safe, multi-modal access and reducing reliance on private vehicles.
- **Pedestrian-Friendly Urban Design:** With activated laneways, high footpath permeability, and a walkable street grid, Leederville supports spontaneous community interaction and passive surveillance.
- **Policy Alignment and Planning Support:** The proposal aligns with the City of Vincent’s planning and economic development strategies, including its *Local Planning Scheme No. 2, Local Planning Strategy*, and the *Report of Review (2021)*, all of which promote the growth of diverse, high-quality, and well-managed licensed proposed premises that contribute to community vibrancy, tourism, and economic resilience.

*“Strategic centres are multipurpose hubs expected to serve substantial populations... They provide health, community and social services, integrate with public transport, and offer opportunities for economic and cultural agglomeration.”<sup>6</sup>*

1.14 The primary objective of the Applicant is to operate a well-managed, safe, and socially responsible licensed premises that enhances Leederville’s local amenity while minimising the risk of undue harm or ill-health. The proposed Tavern Licence will provide the flexibility necessary to cater to contemporary consumer requirements and deliver a quality-driven proposed premises that prioritises harm minimisation, responsible service of alcohol (RSA), and inclusive community outcomes.

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<sup>5</sup> [https://www.wa.gov.au/system/files/2021-11/LST\\_Vincent.pdf](https://www.wa.gov.au/system/files/2021-11/LST_Vincent.pdf)

<sup>6</sup> [https://www.wa.gov.au/system/files/2021-11/LST\\_Vincent.pdf](https://www.wa.gov.au/system/files/2021-11/LST_Vincent.pdf)

- 1.15 In accordance with the Director's Policy on Public Interest Assessments, the Applicant is required to demonstrate that the grant of the proposed Tavern Licence satisfies both a consumer requirement and that it is in the public interest, as defined under Section 38(4) of the Act.
- 1.16 To address these requirements, the Applicant has compiled clear and objective supporting evidence, including the results of a targeted Community and Consumer Survey<sup>7</sup> undertaken across the local and broader Leederville catchment. These survey responses indicate strong public support for the establishment of a well-managed premises. Feedback received consistently underscores the ongoing demand for licensed premises that are safe, local, and character-driven, aligning with Leederville's evolving identity as a premier cultural and lifestyle precinct.
- 1.17 A comprehensive Venue Management Plan<sup>8</sup> has been developed and is annexed to this submission. It outlines detailed strategies to ensure RSA compliance, patron safety, and protection of community well-being. These strategies reflect the expectations set out in the Director of Liquor Licensing's Policy on *Harm minimisation plan* and ensure complete alignment with Section 38(4)(a) of the Act.
- 1.18 As part of the application process, the Applicant has undertaken and will continue to engage in community consultation with key stakeholders, including neighbouring residents, local businesses, health and community service providers, and representatives of At-Risk groups. This engagement supports transparency, responsiveness, and ensures the proposed premises aligns with broader community expectations.
- 1.19 To further support public safety and crime prevention, the premises will be equipped with a comprehensive CCTV system that covers all public areas, entry and exit points, and service zones. The system will be operated in accordance with the Director's Policy on *Security licensing conditions* and forms part of a broader package of risk mitigation measures, including responsible management practices and adherence to RSA and noise-management standards.
- 1.20 The Applicant is committed to full compliance with the *Environmental Protection (Noise) Regulations 1997 (EPNR)* and will ensure that all music and patron-generated noise is responsibly managed to avoid undue disturbance to nearby residential and commercial occupiers. While the premises are located within an established mixed-use and entertainment-oriented precinct, the Applicant recognises the proximity of sensitive land uses and acknowledges the need for heightened noise management practices. Acoustic compliance will be maintained through responsible operational controls as outlined in the Acoustic Report<sup>9</sup> commissioned by the responsible Applicant, consistent with the

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<sup>7</sup> Attachment 2 - Consumer Surveys

<sup>8</sup> Attachment 3 – Venue Minimisation Plan

<sup>9</sup> Attachment 4 – Acoustic Report

objectives of the City of Vincent *Local Planning Strategy*<sup>10</sup>, *Local Planning Scheme No. 2*<sup>11</sup>, and associated environmental and amenity protection policies.’

1.21 Subject to approval, the following conditions will be implemented:

### **TRADING HOURS**

Hours of operation will be in accordance with the provisions of Section 98 of the Liquor Control Act.

- Monday to Saturday: 6:00 a.m. to 12 midnight
- Sunday: 10:00 a.m. to 12 midnight.

The proposed operating hours, subject to consumer demand, are likely to be Monday to Sunday: 10:00 AM – 12:00 midnight daily.

### **TRADING CONDITIONS**

- 1 The licensee is authorised to sell and supply liquor in accordance with the provisions of s 41 of the Act as it relates to a Tavern Restricted Licence.
- 2 Packaged liquor for consumption off the licensed premises is not permitted.
- 3 The premises will maintain a CCTV system in line with the Director of Liquor Licensing policies.
- 4 Food to be available until one hour before close.
- 5 Seating for 75% of patrons except when there is a pre-booked function or event.
- 6 Music/entertainment sound levels will generally be background in nature except for a private event or on weekends, music / entertainment may be at elevated levels with doors and windows closed after 10pm.
- 7 The max number of patrons that may be accommodated on the licensed premises at any one time is 200 patrons.
- 8 Drink options that contain low alcohol liquor content, as well as a range of non-alcoholic drink options, must be available at all times.
- 9 The licensee shall not promote drinks which offer liquor by virtue of their ‘emotive’ titles such as, but not limited to 'laybacks', 'shooters', 'test tubes', 'shots'; 'jelly shots', 'blasters', or 'bombs'.
- 10 Outlaw Motorcycle Gangs' attire or any associated insignia are not permitted within the licensed premises.

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<sup>10</sup> [https://www.wa.gov.au/system/files/2021-11/LST\\_Vincent.pdf](https://www.wa.gov.au/system/files/2021-11/LST_Vincent.pdf)

<sup>11</sup> [https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Documents/Develop\\_Build/Planning/LPS2/City\\_of\\_Vincent\\_Local\\_Planning\\_Scheme\\_No\\_2.pdf](https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Documents/Develop_Build/Planning/LPS2/City_of_Vincent_Local_Planning_Scheme_No_2.pdf)

## ENTERTAINMENT CONDITIONS

1.22 The standard entertainment condition that prohibits the following will be imposed:

**1) "A person resorting to, or on the premises, including the licensee or manager, or an employee or agent of the licensee or manager, shall not:**

**1.1** *be immodestly or indecently dressed on the licensed premises, and/or*

**1.2** *take part in, undertake or perform any activity or entertainment on the licensed premises in a lewd or indecent manner.*

**2) The licensee or manager, or an employee or agent of the licensee or manager, is prohibited from:**

**2.1** *exhibiting or showing, or causing, suffering or permitting to be exhibited or shown, on the licensed premises any "R 18+", "X 18+" or "RC" classified film or computer game or "Category 1 –Restricted" or "Category 2 –Restricted" publication, or extract therefrom; or*

**2.2** *causing, suffering or permitting any person employed, engaged or otherwise contracted to undertake any activity or perform any entertainment on the licensed premises to be immodestly or indecently dressed on the licensed premises; or*

**2.3** *causing, suffering or permitting any person to take part in, undertake or perform any activity or entertainment on the licensed premises in a lewd or indecent manner.*

**3) In this condition, "licensed premises" includes any premises, place or area:**

**3.1** *which is appurtenant to the licensed premises; or*

**3.2** *in respect of which an extended trading permit granted to the licensee is for the time being in force, but does not include any part of the premises which is reserved for the private use of the licensee, manager or employees of the licensee and to which the public does not have access."*<sup>12</sup>

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<sup>12</sup>[https://www.legislation.wa.gov.au/legislation/prod/filestore.nsf/FileURL/mrdoc\\_41184.pdf/\\$FILE/Liquor%20Control%20Act%201988%20-%20%5B08-g0-00%5D.pdf?OpenElement](https://www.legislation.wa.gov.au/legislation/prod/filestore.nsf/FileURL/mrdoc_41184.pdf/$FILE/Liquor%20Control%20Act%201988%20-%20%5B08-g0-00%5D.pdf?OpenElement)

## 2 Venue and Operation

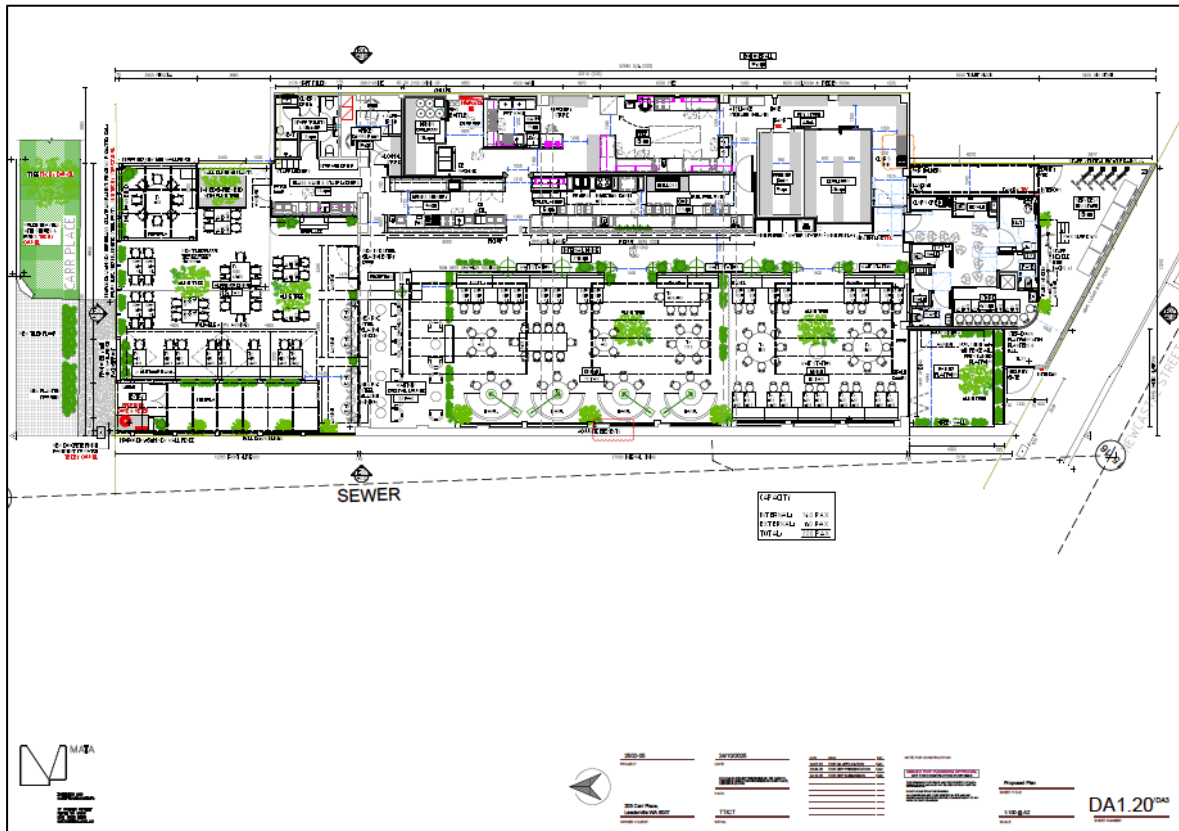


Figure 3: Hellenes Taverna - Floor Plan<sup>13</sup>

- 2.1 The proposed Tavern Restricted Licence, if approved, will enable the Applicant, Kerasma Hospitality Pty Ltd, to operate a high-quality, independently managed hospitality premises within the heart of Leederville's Town Centre. The proposed premises has been designed to meet the expectations of diverse urban consumers, including residents, professionals, creatives, juveniles, and visitors, offering an inclusive and engaging environment that blends dining, social interaction, and cultural programming.
- 2.2 This new proposed premises will contribute a distinct and elevated hospitality experience to Leederville, drawing upon the Applicant's strong reputation in premium food and beverage delivery. Patrons will benefit from:
- A contemporary, curated drinks menu,
  - An evolving Greek-inspired food offering inspired by WA produce and seasonal ingredients,
  - Occasional live music and cultural programming, and
  - A comfortable and welcoming space designed for responsible socialising.

<sup>13</sup> Attachment 1 - Plans



Figure 4: Hellene Taverna - Mata Design<sup>14</sup>

- 2.3 The proposed Tavern Licence will enable modest increases in patron capacity, enhance operational flexibility, and support broader policy objectives such as urban infill activation, night-time economy growth, and public place vibrancy. The proposed premises' operation under a Tavern Licence will also facilitate strong compliance with harm minimisation policies, including the maintenance of a comprehensive CCTV system, RSA-trained staff, and consistent availability of food and non-alcoholic options throughout trading hours.

## **The Proposed Premises**

- 2.4 The proposed premises is located within the Leederville Town Centre, situated in a highly activated mixed-use zone under the City of Vincent *Local Planning Scheme No. 2*<sup>15</sup>. The proposed premises will occupy an existing, under-utilised premises that has been selected for its street-level presence, pedestrian connectivity, and alignment with the precinct's character as a vibrant dining and entertainment destination.
- 2.5 The proposed premises will undergo a carefully considered fit-out designed to celebrate Western Australian produce, support local hospitality employment, and enhance the Leederville night-time economy. The proposed premises will reflect a contemporary hospitality aesthetic, grounded in the Applicant's commitment to its Greek origins, design quality, operational integrity, and inclusive community engagement.

<sup>14</sup> Attachment 1 - Plans

<sup>15</sup> [https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Documents/Develop\\_Build/Planning/LPS2/City\\_of\\_Vincent\\_Local\\_Planning\\_Scheme\\_No\\_2.pdf](https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Documents/Develop_Build/Planning/LPS2/City_of_Vincent_Local_Planning_Scheme_No_2.pdf)



**Figure 5: Hellene Taverna - Mata Design<sup>16</sup>**

2.6 The layout and operation of the premises will include:

- A custom-designed bar, serving a curated range of local and international beverages, including WA craft beers, wines, and low-alcohol options,
- A commercial kitchen, offering seasonal, high-quality food made with WA ingredients, suitable for informal and formal dining and share-style service,
- Comfortable internal seating areas throughout, including a mix of high-top tables, banquettes, stools, and informal social zones,
- An alfresco area enhancing the street activation,
- All-gender toilet facilities, compliant with NCC (National Construction Code) standards,
- A flexible layout to accommodate casual lunches, professional meetings, after-work drinks, private functions, and cultural activations,
- Occasional live music and ambient entertainment, consistent with City of Vincent policy and the Acoustic Report, and
- Thoughtful interior design by Mata Design<sup>17</sup>, showcasing contemporary styling, natural finishes, and elements reflective of Leederville's creative identity.

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<sup>16</sup> Attachment 1 - Plans

<sup>17</sup> <https://matadesign.com.au/>



Figure 6: Hellene Taverna - Mata Design<sup>18</sup>

## **Manner of Trade**

2.7 The proposed premises has undergone substantial investment in its interior design, branding, and fit-out, with the objective of delivering a venue that balances warmth, character, and comfort. The design language draws from the aesthetic traditions of the Greek-influenced restaurant, textured materials, communal spaces, and an atmosphere of conviviality, reinterpreted through a contemporary lens by Mata Design suited to the Leederville precinct and its urban, food-literate audience.

2.8 The proposed premises will cater to:

- A broad mix of public and private functions, including stand-up cocktail events, casual gatherings, industry sundowners, trivia and themed nights, and cultural or community-based activations,
- Patrons seeking to enjoy a drink with or without a meal, consistent with the permissions under a Tavern Restricted Licence,

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<sup>18</sup> Attachment 1 - Plans

- A consumer base that values accessible, inclusive and well-managed hospitality, anchored in responsible service practices.



**Figure 7: Figure 8: Hellene Taverna - Mata Design<sup>19</sup>**

- 2.9 The food menu will present a seasonally driven, contemporary selection designed to suit Leederville’s diverse consumer profile and urban setting. Offerings will include:
- Share plates and casual meals made with locally sourced WA produce,
  - Options catering to vegetarian, gluten-free, and health-conscious consumers,
  - Food will be available throughout all trading hours until one hour before close, reinforcing the Applicant’s commitment to harm minimisation and a quality-first dining experience.
- 2.10 The beverage list will complement the proposed premises’ eclectic yet approachable identity, offering:
- Craft beer from WA breweries and rotating guest taps,
  - A curated selection of WA wines, alongside key Australian and international labels,
  - A seasonal cocktail menu, combining classic favourites with contemporary signatures,
  - A diverse range of non-alcoholic options, including zero-alcohol beers, mocktails, kombucha, and premium soft drinks.

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<sup>19</sup> Attachment 1 - Plans

- 2.11 The manner of trade is consistent with a Tavern Restricted Licence, as contemplated under the Act, and aligns with City of Vincent's *Local Planning Strategy*<sup>20</sup> by fostering an activated mixed-use centre that supports both day and night-time economic activity.
- 2.12 By offering a high-amenity, socially inclusive environment, the proposed premises support:
- Leederville's role as a Local Centre Activity Hub, as defined in the City of Vincent *Local Planning Scheme No. 2*<sup>21</sup>,
  - The objective to attract a diverse user base, including young professionals, creatives, juveniles, and residents, through culturally relevant and engaging hospitality offerings,
  - The minimisation of harm and promotion of community wellbeing through the responsible provision of liquor and food services.

### **3 The Applicant**

- 3.1 The Director of the Applicant entity, Mr Mickey Kailis, is part of the Kailis Family and has a strong operational presence in the Leederville area. Mr Kailis is committed to delivering culturally distinctive, family-oriented, and community-focused hospitality experiences, with a particular emphasis on quality, safety, and local engagement.
- 3.2 The proposed premises at 652 Newcastle St, Leederville represents the Applicant's next major hospitality initiative: a Greek-inspired restaurant housed within a converted warehouse. This adaptive reuse approach reflects the family's commitment to urban renewal, sustainability, and enhancing local amenity through thoughtful venue design and operations.
- 3.3 The Applicant has developed the concept with the support and endorsement of the City of Vincent's *Design Review Panel*, with the venue recognised as contributing to the Carr Place precinct's urban character, safety, and vibrancy.
- 3.4 The Applicant has no association with packaged liquor or takeaway sales and intends to operate exclusively under the provisions of a Tavern Restricted Licence, consistent with a food-led entertainment hospitality model. The moderate size venue has been designed to accommodate up to 200 patrons only, and will prioritise harm minimisation, public safety, and local stakeholder engagement throughout its operation.
- 3.5 Kerasma Hospitality Pty Ltd seeks to contribute positively to the Leederville Entertainment Precinct, supporting the City of Vincent's strategic goals around precinct activation, economic development, and cultural enrichment. The proposed premises will deliver a distinctive and inclusive hospitality offering aligned with the expectations of the Director of Liquor Licensing and the broader public interest.

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<sup>20</sup> [https://www.wa.gov.au/system/files/2021-11/LST\\_Vincent.pdf](https://www.wa.gov.au/system/files/2021-11/LST_Vincent.pdf)

<sup>21</sup> [https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Documents/Develop\\_Build/Planning/LPS2/City\\_of\\_Vincent\\_Local\\_Planning\\_Scheme\\_No\\_2.pdf](https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Documents/Develop_Build/Planning/LPS2/City_of_Vincent_Local_Planning_Scheme_No_2.pdf)

## **The Applicant is a Fit and Proper Person to hold a Licence**

3.6 Section 33(6) of the Act refers to the creditworthiness, character, convictions, conduct of other businesses and reports or interventions made against an Applicant, stating:

*Where the licensing authority is to determine whether an Applicant is a fit and proper person to hold a licence or whether approval should be given to a person seeking to occupy a position of authority in a body corporate that holds a licence or to approve a natural person as an approved unrestricted manager, an approved restricted manager or a trustee —*

*(a) the creditworthiness of that person; and*

*(aa) the character and reputation of that person; and*

*(b) the number and nature of any convictions of that person for offences in any jurisdiction; and*

*(c) the conduct of that person in respect to other businesses or to matters to which this Act relates; and*

*(d) any report submitted or intervention made, under section 69,*

3.7 Hellene Taverna will represent a new hospitality venue for the Applicant, following a rigorous planning and design process endorsed by the City of Vincent's *Design Review Panel*. The Applicant has worked cooperatively with local government officers and community stakeholders to ensure the project aligns with the broader objectives of the Leederville precinct, including urban revitalisation, economic development, and public amenity.

3.8 All relevant personnel of authority will hold appropriate qualifications, including Responsible Service of Alcohol (RSA) certification and Approved Manager accreditation. The leadership team is committed to the responsible and community-focused management of licensed premises and has a demonstrated understanding of harm minimisation strategies and public interest expectations under the Act.

3.9 The Applicant's credit record, clean legal standing, and history of professional business conduct indicate that it is a fit and proper entity to hold a Tavern Restricted Licence. The proposed premises will be managed with the same diligence and regulatory compliance that has characterised the Applicant's past operations. Accordingly, Kerasma Hospitality Pty Ltd satisfies the requirements under Section 33(6) of the Act and is well-positioned to deliver a safe, inclusive, and culturally valuable hospitality offering to the Leederville community.

## 4 Location and Locality

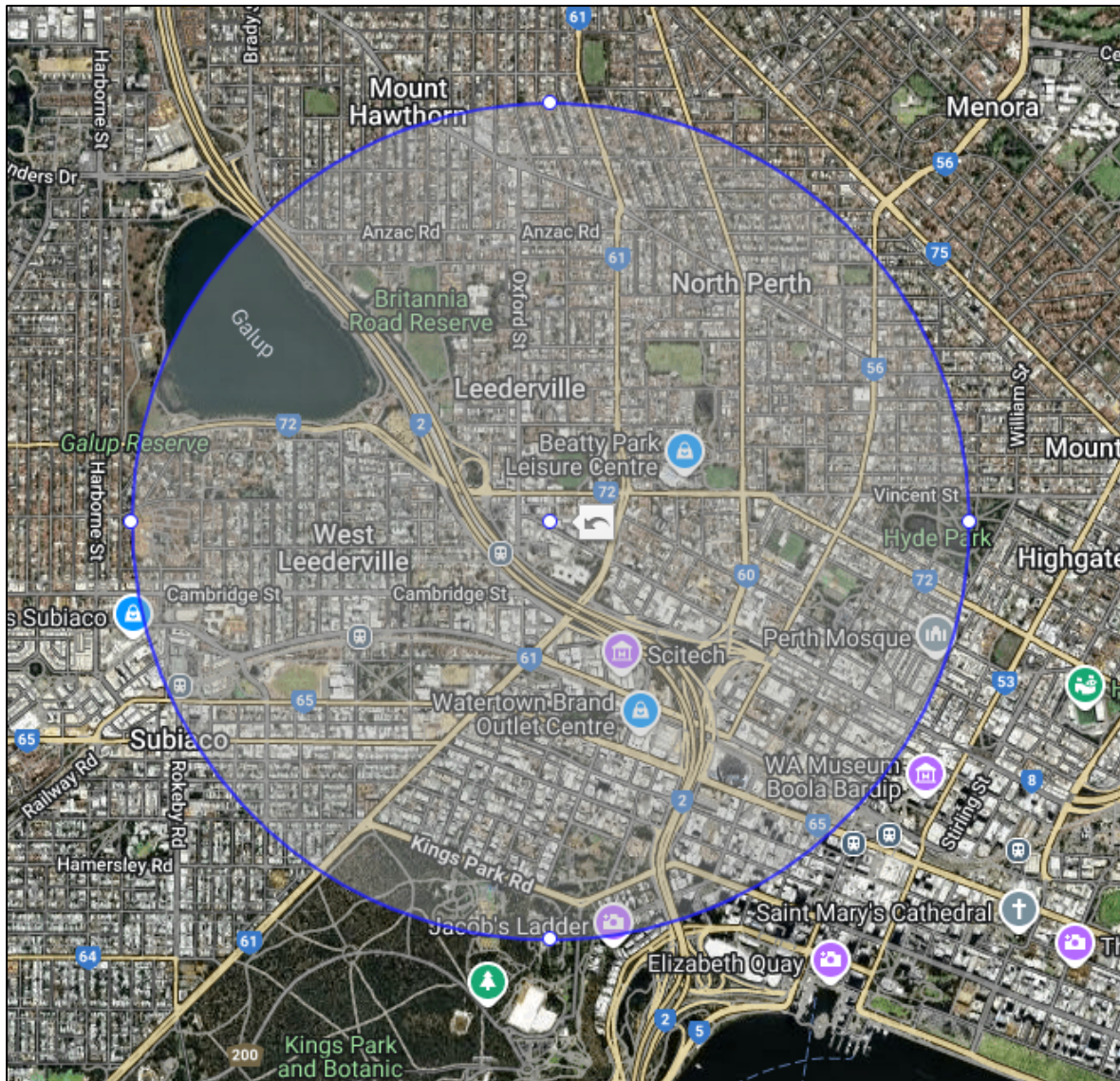


Figure 9: 2km specified locality surrounding Hellene Taverna

- 4.1 The map above relevant to this application illustrates the 2-kilometre radius surrounding the proposed premises, which constitutes the ‘*defined locality*’ for the purposes of this application, in accordance with the Director’s Public Interest Assessment Policy.

*“it denotes an area that surrounds, and is geographically close to, the location of the proposed premises. It was not intended to equate to the area(s) from which consumers would come.”*

This locality forms the geographical context in which amenity, harm, and offence-related impacts are assessed under Section 38(4) of the Act.

- 4.2 The term “*amenity*” refers to a broad range of environmental and social characteristics that contribute to a locality’s character and liveability. These considerations include both existing and anticipated future conditions, as outlined by the Supreme Court of Western Australia:

*“In my opinion, the term 'amenity' in s 38(4)(b) is concerned with whether and, if so, to what extent the granting of the application would be likely to have any positive or negative effects or consequences upon the overall character, quality and enjoyment of life within the locality.”<sup>22</sup>*

4.3 The suburbs that define the locality in which Hellene Taverna will be located are:

- Leederville
- West Leederville
- West Perth
- Northbridge
- North Perth

This broader locality encompasses both residential and commercial land uses, multiple public transport nodes, civic infrastructure, and a diverse range of hospitality and entertainment proposed premises. The City of Vincent’s planning strategy for the locality supports increased vibrancy, and a more diverse range of commercial uses within this urban catchment.

## **Demographics of the Locality**

4.4 The ABS 2021 Census Data<sup>23</sup> reveals demographic data for the locality.

|                                   | LOCALITY   | GREATER PERTH | WESTERN AUSTRALIA |
|-----------------------------------|------------|---------------|-------------------|
| Population                        | 25171      | 2116647       | 2660026           |
| Median Age                        | 35         | 37            | 38                |
| Median Individual Income (Weekly) | \$1,225.00 | \$859.00      | \$848.00          |
| Median Household Income (Weekly)  | \$2,158.60 | \$1,865.00    | \$1,815.00        |
| Median Family Income (Weekly)     | \$2,965.80 | \$2,259.00    | \$2,214.00        |
| Population Under 14 years         | 12.39%     | 18.96%        | 19.01%            |
| Indigenous Persons                | 0.85%      | 1.99%         | 3.33%             |
| Australian Born                   | 58.18%     | 59.46%        | 61.98%            |
| Speak English only at Home        | 72.79%     | 73.99%        | 75.29%            |
| Couple Family without Children    | 55.54%     | 37.60%        | 38.80%            |
| Couple Family with Children       | 30.96%     | 45.70%        | 44.60%            |
| One Parent Family                 | 11.22%     | 15.10%        | 15.10%            |
| Other Family                      | 2.54%      | 1.60%         | 1.60%             |

4.5 **Socio-Economic Characteristics:**

- **Median Individual Income:** The median individual income in the locality is \$1,225.00 per week, significantly higher than both Greater Perth (\$859.00) and Western Australia (\$848.00). This indicates a comparatively affluent residential base with

<sup>22</sup>Attachment 6 - Australian Leisure and Hospitality Group Pty Ltd v Commissioner of Police - [2020] WASCA 157

<sup>23</sup> <https://www.abs.gov.au/census/find-census-data/search-by-area>

strong discretionary spending capacity, capable of supporting high-quality hospitality offerings.

- **Median Household Income:** The locality reports a median household income of \$2,158.60 per week, well above regional averages (Greater Perth: \$1,865.00; WA: \$1,815.00), reflecting economic stability and mature household income levels.
- **Median Family Income:** Median family income in the locality stands at \$2,965.80 per week, substantially exceeding the averages for Greater Perth (\$2,259.00) and Western Australia (\$2,214.00). This confirms the locality's economic advantage and supports the feasibility of the proposed premises catering to consumers with higher hospitality expectations.

#### 4.6 Family Composition and Cultural Diversity:

- **Population Under 14 Years:** Children under 14 account for 12.39% of the local population, well below the state and metro averages (approx. 19%). This suggests an adult-oriented demographic profile, consistent with inner-city, hospitality-driven neighbourhoods.
- **Indigenous Population:** 0.85% of residents identify as Aboriginal and/or Torres Strait Islander, which is notably lower than in Greater Perth (1.99%) and WA (3.33%). While Indigenous presence is relatively low, culturally safe service standards will still be upheld.
- **Australian Born:** Only 58.18% of residents were born in Australia, slightly below the state and metro averages, reinforcing the area's culturally diverse and globally engaged character.
- **Language:** 72.79% of residents speak only English at home, slightly below Greater Perth (73.99%) and WA (75.29%), highlighting the importance of inclusive, cosmopolitan hospitality proposed premises that are reflective of diverse linguistic and cultural backgrounds.

#### 4.7 Household and Family Types:

- **Couple Families Without Children:** The locality has a high proportion of couple families without children (55.54%), substantially higher than Greater Perth (37.60%) and WA (38.80%), aligning with an urban lifestyle typically associated with hospitality and nightlife engagement.
- **Couple Families With Children:** At 30.96%, this group is below regional averages, indicating that households with dependents are not dominant, and reinforcing the suitability of an adult-oriented premises.
- **One Parent Families:** These represent 11.22% of family structures, lower than the regional benchmarks (15.10%), suggesting lower vulnerability exposure within the residential demographic.

- **Other Families:** Representing 2.54%, this remains a minor but present segment of the population, slightly above the broader regional averages.

#### 4.8 **Key Observations:**

- The locality exhibits higher-than-average income levels, indicating a mature, economically stable, and urbanised population with a demonstrated capacity to support quality hospitality premises.
- The relatively low proportion of children, combined with a dominant presence of child-free adult households, suggests strong alignment with an operation focused on dining, socialising, and responsible alcohol consumption.
- The cultural and linguistic diversity of the locality supports the Applicant's intention to offer an inclusive and contemporary proposed premises that can cater to a broad range of hospitality preferences.
- The Consumer Survey and the demographic profile indicates that the proposed Tavern Licence for Hellene Taverna will not only meet the contemporary consumer requirement for high-quality, well-managed licensed premises, but will do so in a locality where the risk of alcohol-related harm is relatively low, and amenity impacts can be effectively managed.

### **SEIFA<sup>24</sup>**

4.9 According to the ABS SEIFA Index of Relative Socio-Economic Disadvantage (2021), the suburb of Leederville records a SEIFA score of 1,088.9. This represents the highest category of socio-economic advantages, significantly above:

- Greater Perth (1020)
- Western Australia (1011)
- National average (1001.2)

This score reflects the locality's capacity to support high-quality, socially responsible, and well-managed licensed proposed premises without increasing the risk of alcohol-related harm or ill-health.

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<sup>24</sup> <https://profile.id.com.au/vincent/seifa-disadvantage-small-area>

| Index of Relative Socio-economic Disadvantage     |            |            |
|---|------------|------------|
| City of Vincent's small areas and benchmark areas |            |            |
| Area  | 2021 index | Percentile |
| Mount Hawthorn                                    | 1,093.4    | 95         |
| Leederville                                       | 1,088.9    | 93         |
| City of Vincent                                   | 1,067.5    | 84         |
| North Perth                                       | 1,064.4    | 82         |
| Inner Perth                                       | 1,055.0    | 76         |
| Perth   | 1,053.9    | 75         |
| West Perth  | 1,047.9    | 71         |
| Mount Lawley - Highgate                           | 1,046.5    | 70         |
| North Claisebrook - East Perth                    | 1,039.2    | 66         |
| Greater Perth                                     | 1,020.0    | 54         |
| Western Australia                                 | 1,011.0    | 48         |
| Australia   | 1,001.2    | 42         |

**Figure 10: SEIFA data for the City of Vincent<sup>25</sup>**

4.10 The elevated SEIFA score can be attributed to a combination of local factors. According to the City of Vincent *Report of Review*<sup>26</sup>, *Local Planning Scheme*<sup>27</sup> and *Local Planning Strategy*<sup>28</sup>, the locality benefits from:

- A diverse economy supported by small business, creative industries, hospitality, and a growing services sector,
- A well-educated resident base, with strong connectivity to nearby universities and inner-Perth professional employment clusters,
- High levels of urban amenity, including investment in public open space, laneways, pedestrian infrastructure, and community facilities,
- Access to a broad range of health, youth, and community services, particularly around the Leederville and North Perth precincts, and
- Low unemployment and high participation in the workforce, particularly among working-age adults (25–44 years), many of whom live in couple families without children.

4.11 The socio-economic profile of the defined locality supports the operation of a Tavern Restricted Licence on the basis that:

<sup>25</sup> <https://profile.id.com.au/perth/seifa-disadvantage-small-area>

<sup>26</sup> <https://www.vincent.wa.gov.au/documents/2086/city-of-vincent-report-of-review-local-planning-scheme-and-strategy>

<sup>27</sup> [https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Documents/Develop\\_Build/Planning/LPS2/City\\_of\\_Vincent\\_Local\\_Planning\\_Scheme\\_No\\_2.pdf](https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Documents/Develop_Build/Planning/LPS2/City_of_Vincent_Local_Planning_Scheme_No_2.pdf)

<sup>28</sup> [https://www.wa.gov.au/system/files/2021-11/LST\\_Vincent.pdf](https://www.wa.gov.au/system/files/2021-11/LST_Vincent.pdf)

- The locality is economically and socially stable, with residents and workers who are less likely to be vulnerable to alcohol-related harm,
- The proposed premises will serve a low-risk demographic with high discretionary spending and lifestyle engagement, and
- The proposal aligns with the public interest considerations under Section 38(4)(a) of the Act, particularly the requirement to minimise undue harm or ill-health.

4.12 It is submitted that, given the strong SEIFA rating and associated indicators, the proposed premises are unlikely to exacerbate social disadvantage and, instead, will enhance the cultural and economic vibrancy of the Leederville precinct through safe, responsible, and inclusive hospitality.

#### 4.13 **Catering to Consumer Requirements:**

- The suburb of Leederville records a SEIFA Index score of 1,088, placing it in decile 10 nationally, the highest category of socio-economic advantage according to the Australian Bureau of Statistics. This, combined with high median income levels, a well-educated population, and strong workforce participation, supports the proposition that a sophisticated and discerning consumer base exists within the locality.
- These demographic indicators align directly with the primary object of the Act, specifically section 5(1)(c):  
*“to cater for the requirements of consumers for liquor and related services, with regard to the proper development of the liquor industry, the tourism industry and other hospitality industries in the State.”*
- The proposed premises, situated within the Leederville activity centre, will contribute to the diversity of the locality's hospitality offerings. With a model based on contemporary food and beverage service, social connection, and cultural activation, the proposed premises cater to consumers' requirements for high-quality, inclusive, and responsible licensed premises.

4.14 It is submitted that the proposal reflects a low-risk, socially responsible expansion of an established hospitality offering within a mature, urban setting. The application demonstrates clear alignment with the objects of the Act, consumer needs, local planning objectives, and the public interest.

## **The City of Vincent**

4.15 The City of Vincent is a well-established, inner-metropolitan Local Government Area (LGA) located immediately north of the Perth CBD. It encompasses a network of compact, mixed-use neighbourhoods, including Leederville, North Perth, Mount Hawthorn, and Highgate, characterised by active main streets, culturally diverse communities, and vibrant hospitality and retail precincts. The City plays a key role in supporting Perth's broader economic and

cultural identity, contributing significantly to the State's dining, entertainment, and creative industries.

- 4.16 Leederville, in particular, functions as a District Centre under the Perth and Peel @3.5 Million Framework, with increasing population density, residential infill, and high levels of social and economic activity. It is identified as a Strategic Activity Centre in *State Planning Policy 4.2*<sup>29</sup> and within the City of Vincent *Local Planning Strategy*<sup>30</sup>, where mixed-use development and active nightlife precincts are core planning objectives.

### **Growth and Strategic Planning Alignment**

- 4.17 According to the City of Vincent *Local Planning Scheme No. 2* and the accompanying Report of Review, Leederville and its surrounding localities are experiencing ongoing population growth, driven by medium-density infill, lifestyle migration, and proximity to employment. The City's urban strategy aims to concentrate future residential and commercial activity around key corridors, such as Oxford Street and Carr Place, promoting sustainable transport, walkability, and local economic resilience.
- 4.18 These planning objectives directly support the proposed Tavern Licence, which aligns with the object of section 5(1)(c) of the Act to cater for diverse consumer requirements within a framework of community interest and urban amenity enhancement.

### **Hospitality and Cultural Activation**

- 4.19 Leederville's role as a creative and hospitality-focused precinct is firmly embedded in the City's policy documents, including its Town Centre Place Plans, which advocate for place activation through music, events, dining, and laneway revitalisation. The proposed premises, strategically located within the Carr Place Precinct, supports these objectives by contributing to the night-time economy, increasing footfall, and enhancing the area's distinctive social character.
- 4.20 The proposal responds to consumer demand for inclusive, diverse, medium-scale, culturally distinctive proposed premises that support live music, quality food, and safe social interaction. This is consistent with the Director's *Public Interest Assessment Policy*, which recognises the relevance of proposed premises style, community integration, and amenity impact in assessing the public interest.

### **Tourism and Visitation**

- 4.21 Although not a traditional tourism hub, Leederville attracts a significant volume of visitors due to its proximity to the Perth CBD, its integration with the broader transport network (via Leederville Station and the Free Transit Zone), and its established reputation as a lifestyle and culinary destination.

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<sup>29</sup> [https://www.wa.gov.au/system/files/2023-07/spp\\_4.2-activity-centres.pdf](https://www.wa.gov.au/system/files/2023-07/spp_4.2-activity-centres.pdf)

<sup>30</sup> [https://www.wa.gov.au/system/files/2021-11/LST\\_Vincent.pdf](https://www.wa.gov.au/system/files/2021-11/LST_Vincent.pdf)

4.22 Data from Tourism WA and the City of Vincent *Economic Development Strategy*<sup>31</sup> indicate that inner-city precincts like Leederville are increasingly popular with interstate, intrastate and international visitors, particularly for food-led experiences and local events. The area also draws short-stay visitors from surrounding accommodation providers in West Perth, Subiaco, and Northbridge.

### **Local Economic Contribution**

4.23 The proposed premises will strengthen local employment, supplier networks, and consumer spending, in line with the City of Vincent's policy goals to:

- Encourage diverse local businesses,
- Support main street activation, and
- Promote a safe and vibrant night-time economy.

4.24 These objectives are central to the City's *Strategic Community Plan 2022–2032*<sup>32</sup> and *Economic Development Strategy*<sup>33</sup>, both of which emphasise the role of independently operated hospitality proposed premises in promoting economic resilience, cultural vibrancy, and sustainable growth.

### **Population Forecast for Leederville**

4.25 Leederville is projected to continue on its strong trajectory of population growth. With approximately 4,054 residents currently, the suburb is forecast to reach 4,558 residents by 2028, reflecting a consistent compound annual growth rate of 2.37%<sup>34</sup>. This steady increase reinforces the consumer demand for diverse, high-quality, easily accessible hospitality premises. It aligns with the objects of the Act by demonstrating a practical need for additional licensed premises to responsibly support increased patronage while enriching community amenity.

### **Special Entertainment Precincts (SEP)**<sup>35</sup>

4.26 The Leederville Town Centre is designated as a Secondary Activity Centre under the City of Vincent's *Local Planning Strategy*<sup>36</sup> and State Planning Policy 4.2 - Activity Centres. This designation provides a clear and consistent planning framework that supports the coexistence of hospitality and entertainment uses with residential and mixed-use development, and affirms the City of Vincent's intent for Leederville to function as a vibrant, activated centre throughout the day and evening. The City of Vincent's *Local*

<sup>31</sup><https://www.vincent.wa.gov.au/profiles/vincent/assets/agenda/2010/20101207/att/economicdevelopmentstrategy.pdf>

<sup>32</sup>[https://vincent.infocouncil.biz/Open/2022/12/CO\\_20221213\\_MIN\\_7451\\_files/CO\\_20221213\\_MIN\\_7451\\_Attachment\\_29888\\_2.PDF](https://vincent.infocouncil.biz/Open/2022/12/CO_20221213_MIN_7451_files/CO_20221213_MIN_7451_Attachment_29888_2.PDF)

<sup>33</sup><https://www.vincent.wa.gov.au/agenda/2010/20101207/att/EconomicDevelopmentStrategy002.pdf>

<sup>34</sup><https://opensuburb.com.au/suburb/leederville-wa-6007>

<sup>35</sup><https://storymaps.arcgis.com/stories/a22f311d481c4c328e01ab160f6642f4>

<sup>36</sup>[https://www.wa.gov.au/system/files/2021-11/LST\\_Vincent.pdf](https://www.wa.gov.au/system/files/2021-11/LST_Vincent.pdf)

*Planning Scheme No. 2*<sup>37</sup> gives statutory effect to this designation and supports the long-term viability of licensed premises by addressing noise attenuation, land use compatibility, and operational certainty for proposed premises operators.

- 4.27 These reforms are particularly significant in the context of Western Australia’s post-COVID-19 economic recovery, where both State and Local Governments have emphasised the role of hospitality, arts, culture, and small business as key economic drivers. The City of Vincent has actively supported these sectors through place-activation strategies, infrastructure investment, and flexible planning policies to stimulate the local economy, enhance community well-being, and promote employment growth.
- 4.28 The Leederville Town Centre, as a key precinct within the City of Vincent, has been central to this recovery. With its concentration of local businesses, dining and entertainment options, and high levels of pedestrian activity, it continues to contribute substantially to the revitalisation of Perth’s inner-urban night-time economy.



**Figure 11: Nighttime Economy Contribution 2017<sup>38</sup>**

- 4.29 While not formally designated a Special Entertainment Precinct, Leederville is widely recognised in strategic planning documents, including the City of Vincent *Local Planning Strategy*<sup>39</sup>, as a vibrant mixed-use centre and cultural hub that supports a range of uses, including hospitality, entertainment, retail, and the creative industries.
- 4.30 A strong emphasis on laneway activation, diverse nighttime offerings, and small-scale hospitality operators ensures that Leederville continues to serve as a community focal point and destination for locals and visitors alike. Planning priorities such as increasing housing density, encouraging walking and cycling, and supporting local businesses all directly support the expansion of hospitality proposed premises operating under responsible service principles.

<sup>37</sup>[https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Documents/Develop\\_Build/Planning/LPS2/City\\_of\\_Vincent\\_Local\\_Planning\\_Scheme\\_No\\_2.pdf](https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Documents/Develop_Build/Planning/LPS2/City_of_Vincent_Local_Planning_Scheme_No_2.pdf)

<sup>38</sup><https://storymaps.arcgis.com/stories/a22f311d481c4c328e01ab160f6642f4>

<sup>39</sup>[https://www.wa.gov.au/system/files/2021-11/LST\\_Vincent.pdf](https://www.wa.gov.au/system/files/2021-11/LST_Vincent.pdf)

4.31 In this context, the Applicant submits that the strategic significance of Leederville, supported by the City of Vincent's planning framework, provides a compelling policy rationale for the proposed Tavern Licence. The proposed premises will reinforce Leederville's evolving role as a socially inclusive, economically resilient, and culturally vibrant precinct.

4.32 This proposed Tavern Restricted Licence aligns with the primary and secondary objects of the Act, particularly in:

- Catering to diverse consumer requirements,
- Contributing to economic development and employment, and
- Minimising alcohol-related harm through safe, well-managed premises.

## **5 Legislative Framework – Liquor Control Act 1988**

5.1 This application is made pursuant to Section 41 of the Liquor Control Act 1988 for the conditional grant of a Tavern Restricted Licence for the proposed premises located at 652 Newcastle St, Leederville, to be operated by Kerasma Hospitality Pty Ltd.

### **5.2 The primary objects of the Act as set out in Section 5 (1)**

#### **a) To regulate the sale, supply and consumption of liquor:**

The Applicant is committed to upholding the responsible service of alcohol and managing the proposed premises in full compliance with the Act, as well as the Director's policies on *Harm minimisation*<sup>40</sup>, *Security licensing conditions*<sup>41</sup>, and *Mandatory training for licensees, approved managers and employees*<sup>42</sup>. This is demonstrated through the following core measures:

- A detailed Venue Management Plan<sup>43</sup> has been prepared to accompany this application, setting out how the Applicant will manage alcohol service responsibly and mitigate potential risks of harm or ill-health.
- The beverage menu will include:
  - A range of low- and mid-strength beer and wine options,
  - Non-alcoholic alternatives, such as mocktails and premium soft drinks, catering to all patrons, including non-drinkers and those with health considerations.
- The proposed premises will not provide takeaway alcohol and all beverages will be served in open containers only, in line with the requirements of a Tavern Restricted Licence.

<sup>40</sup> <https://www.dlgsc.wa.gov.au/department/publications/publication/harm-minimisation-plan>

<sup>41</sup> <https://www.dlgsc.wa.gov.au/department/publications/publication/security-licensing-conditions>

<sup>42</sup> <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/mandatory-training>

<sup>43</sup> Attachment 3 – Harm Minimisation Plan

- A strict internal policy will prohibit service to any person wearing a school uniform, regardless of age or ability to provide identification, reinforcing the venue's harm minimisation culture.
- A comprehensive CCTV system will be installed throughout the premises, covering:
  - All patron areas,
  - Points of entry and exit,
  - Back-of-house and delivery zones.

Footage will be retained in accordance with licensing regulations and made available to WA Police or authorised inspectors upon request.

- The venue will maintain a flexible seating plan, allowing for both casual dining and event-style configurations, while ensuring that amenity and comfort are prioritised in standard operating hours.
- Duty Managers rostered at all times will hold the Manage Licensed Premises (MLP1) certification. They will ensure full operational compliance with the Act and provide frontline oversight of RSA practices and venue security.
- All service staff will be required to complete accredited Responsible Service of Alcohol (RSA) training in accordance with Sections 33 and 103A of the Act.
- A staff training register will be maintained onsite, documenting RSA certifications for each team member. This will ensure ongoing compliance with the Director's Policy on *Mandatory training for licensees, approved managers and employees*<sup>44</sup>, and facilitate performance reviews and refresher training where necessary.

Through these measures, the Applicant seeks to demonstrate a clear commitment to the responsible operation of a licensed venue that aligns with both the primary objects of the Act and the expectations of the Director of Liquor Licensing.

## **b) to minimise the harm or ill-health caused to people, or any group of people, due to the use of liquor:**

The Applicant recognises its obligations under the Act to operate a licensed premises in a manner that prioritises community wellbeing, patron safety, and responsible alcohol consumption. The proposed premises in Leederville has been intentionally designed and will be managed to support these harm minimisation objectives.

Key strategies include:

- Compliance with *Safer Places by Design*<sup>45</sup> principles to ensure:

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<sup>44</sup> <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/mandatory-training>

<sup>45</sup> <https://www.wa.gov.au/system/files/2023-07/safer-places-by-design-upted-guidelines.pdf>

- Natural surveillance and clear sightlines throughout the venue,
- Controlled access points that minimise opportunities for anti-social behaviour,
- Spatial configurations that support passive observation by staff and patrons.
- Food will be available until one hour before close.
- CCTV coverage will be maintained throughout all customer-accessible areas.
- Seating for 75% of patrons except when there is a pre-booked function or event.
- A detailed Venue Management Plan has been prepared and will be implemented and regularly reviewed by venue management. This plan outlines site-specific strategies to:
  - Prevent undue intoxication,
  - Encourage responsible consumption,
  - Manage patron behaviour,
  - Promote a safe and inclusive hospitality environment.
- A curated menu of low, zero, and non-alcoholic beverage options will be available at all times to support moderation and cater to non-drinkers, health-conscious consumers, and designated drivers.
- Unaccompanied juveniles will not be permitted on the premises at any time. The venue will operate in full compliance with all legislative requirements and the Director's Policy on *Juveniles in licensed premises*, ensuring that minors are only present where permitted and under appropriate supervision.
- All staff will undergo comprehensive in-house training that extends beyond standard RSA requirements. This training will focus on:
  - Product knowledge and customer engagement,
  - Early intervention techniques for managing intoxicated patrons,
  - Strategies for identifying and de-escalating anti-social behaviour,
  - Ensuring inclusive and culturally sensitive service delivery.

Through these integrated measures, the Applicant demonstrates a proactive and evidence-based approach to harm minimisation, ensuring the proposed premises contributes positively to the Leederville community and complies fully with the objectives of the Act.

**c) To cater to the requirements of consumers of liquor-related services, with regard to the proposed development of the liquor industry, the tourism industry and hospitality industries in the state:**

The proposed premises in Leederville, to be operated by Kerasma Hospitality Pty Ltd, is well-placed to contribute meaningfully to the development of Western Australia's liquor, hospitality, and tourism industries by providing a high-quality, independently operated venue within an emerging mixed-use precinct.

- As a locally owned and operated venue, the proposed premises is agile in responding to consumer trends, seasonal availability, and evolving hospitality expectations. Its curated menu of food and beverage offerings, including vegetarian, gluten-free, and low-alcohol options, caters to the contemporary preferences of Leederville's growing inner-urban population and visiting patrons.
- Consumer Survey demonstrated that the vast majority of respondents supported the application in the public interest.
- Located in a strategically revitalised pocket of Leederville, the proposed premises supports urban activation, hospitality diversification, and the emergence of a night-time economy node within the City of Vincent. This aligns with the City's planning objectives to revitalise underutilised commercial sites and create vibrant, pedestrian-friendly mixed-use neighbourhoods.
- The proposed premises promotes tourism and cultural engagement by offering a character-driven environment that is distinct from chain venues or formulaic pubs. Its programming, potentially including live music, themed events, and culturally aligned activations, contributes to the local visitor experience, attracting both domestic and international guests staying in nearby accommodation or attending events in the broader metropolitan area.

Through this offering, Kerasma Hospitality Pty Ltd demonstrates its commitment to delivering a venue that enhances consumer choice, supports local enterprise, and contributes positively to the ongoing development of Western Australia's hospitality and tourism sectors.

5.3 **The secondary objects of the Act as set out in Section 5(2) are:**

**a) To facilitate the use and development of licensed facilities, including their use and development of live original music, reflecting the diversity of requirements of consumers in the state:**

- The proposed premises is specifically designed to contribute to the diverse cultural and social vibrancy of the precinct by supporting live local music, themed programming, and inclusive entertainment. This aligns with the City of Vincent’s strategic goal to encourage creative activation and after-hours activity in urban renewal zones such as Carr Place.
- Offer a diverse Greek-inspired food and beverage offer, currently not available in the locality.
- The venue will support a range of live performances, including:
  - Local acoustic musicians and bands,
  - Themed DJs and cultural music events,
  - Potential collaborations with festivals and community activations.
- The proposed premises will trade throughout the week and on weekends, providing a safe, high-amenity environment that supports flexible social use, whether for casual dining, cultural programming, or themed gatherings, while remaining aligned with the public interest and consumer requirements of the Leederville locality.

**d) To provide adequate controls over the persons directly or indirectly involved in, the sale, disposal and consumption of liquor:**

- All staff involved in the sale or supply of liquor at the proposed premises in Leederville will complete Responsible Service of Alcohol (RSA) training through a Nationally Accredited Training Provider. A Training Register containing up-to-date copies of RSA certificates will be maintained onsite in accordance with the Director’s Policy on *Mandatory Training for licensees, managers, and employees*<sup>46</sup>.
- An Approved Manager will be present at the premises during all trading hours, responsible for:
  - Ensuring day-to-day compliance with the Act,
  - Supervising RSA practices and incident response,

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<sup>46</sup> <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/mandatory-training>

- Managing patron interactions, and
- Liaising with WA Police, the City of Vincent, and other key authorities as required.
- A comprehensive Venue Management Plan will be embedded in the venue's operations, addressing:
  - RSA procedures,
  - Prevention of intoxication,
  - Staff training and customer engagement strategies, and
  - Proactive management of anti-social behaviour and incidents.

All footage will be securely stored and made available to authorised personnel such as WA Police and Departmental officers upon request, consistent with the Director's Policy on *Security licensing conditions*.

- The Applicant is committed to ongoing engagement and cooperation with:
  - Department of Local Government, Industry Regulation and Safety (LGIRS)
  - WA Police,
  - CHO office at the WA Department of Health,
  - City of Vincent, and
  - Relevant community service providers and health agencies within the locality.
- The Tavern Restricted Licence will be subject to all standard and special conditions outlined by the Licensing Authority. These conditions will be incorporated into staff induction and performance expectations to ensure a culture of compliance and responsibility across all levels of the operations.

**e) To provide a flexible system, with as little formality or technicality as may be practicable for the administration of this Act:**

- This Public Interest Assessment (PIA) has been prepared in accordance with Section 5 of the Liquor Control Act 1988, addressing the relevant public interest considerations under Sections 38(2) and 38(4). The submission demonstrates that the proposed Tavern Restricted Licence supports the primary and secondary objects of the Act and will contribute positively to the Leederville precinct within the City of Vincent, through the delivery of a responsible, high-quality, and community-oriented licensed premises.
- The Applicant confirms that all required documentation has been submitted in compliance with Section 68 of the Act, including:
  - Completed forms and declarations,

- Site and layout plans,
  - Venue Management Plan,
  - Public Interest submissions, and
  - Notification to relevant stakeholders within the defined locality.
- In line with the object of administrative flexibility, the Applicant respectfully requests that the licensing authority exercise reasonable discretion in the consideration of this application, should any minor technical irregularity arise. The Applicant remains open to:
    - Providing any further information deemed necessary,
    - Accepting reasonable licence conditions as determined by the Director, and
    - Engaging constructively with stakeholders such as the City of Vincent, WA Police, the CHO and community groups to ensure that the Tavern Restricted Licence reflects the public interest.

**f) To encourage responsible attitudes and practices towards the promotion, sale, supply, service and consumption of liquor that are consistent with the interests of the community.**

- The Applicant, Kerasma Hospitality Pty Ltd, is committed to upholding responsible practices in the promotion, advertising, sale, and service of liquor at the proposed premises. All marketing and promotional activities will comply fully with the Director's Policy on the *Responsible promotion and advertising of alcohol*<sup>47</sup>, ensuring that communications:
  - Do not encourage rapid or excessive consumption,
  - Avoid inducements or price-based promotions that may promote irresponsible behaviour, and
  - Are socially responsible and reflective of the community standards within the City of Vincent.
- As an experienced and community-conscious operator, the Applicant will implement a venue-specific promotions policy that:
  - Prioritises the promotion of moderation and inclusion, including a strong presence of alcohol-free and low-alcohol options,
  - Encourages safe and social engagement, consistent with harm minimisation principles,

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<sup>47</sup><https://www.dlgsc.wa.gov.au/department/publications/publication/responsible-promotion-and-advertising-of-alcohol>

- Avoids promotions that may appeal to minors or encourage irresponsible drinking.
  - All on-premises promotions, event themes, and digital content will be subject to internal review and oversight to ensure that messaging remains appropriate and does not conflict with the Applicant's obligations under the Act or the broader expectations of the local community.
  - Through this approach, the proposed premises will continue to reflect Leederville's urban village character, supporting its emerging residential population and dynamic hospitality economy in a manner that is safe, inclusive, and culturally respectful.
- 5.4 Section 16 of the Act provides that the licensing authority shall act according to equity, good conscience, and the substantial merits of the case, and is not bound by formal rules of evidence. This ensures that all applications are considered on their individual merit, and in accordance with their alignment with the primary and secondary objects of the Act and their likely impact on the local community.
- 5.5 Under Section 33(1) of the Act, the licensing authority has absolute discretion to grant or refuse an application on any ground or for any reason it considers to be in the public interest. The Applicant, Kerasma Hospitality Pty Ltd, acknowledges this discretion and respectfully submits that this application is consistent with the public interest on the following grounds:
- The application meets all planning and licensing requirements applicable to the Leederville locality.
  - The Applicant has demonstrated a strong commitment to responsible venue management and harm minimisation, including implementation of best-practice operational procedures.
  - The proposed premises will support consumer choice, contribute to Leederville's evolving hospitality offering, and enhance the cultural and social vibrancy of the locality.
  - The proposal aligns with the City of Vincent's strategic goals for urban activation, small business development, and precinct vibrancy as outlined in the Carr Place Character Guidelines and *Local Planning Strategy*.
- 5.6 The Applicant is committed to ongoing collaboration with local and State authorities to ensure that the venue continues to operate in a safe, compliant, and community-oriented manner. This includes:
- Adhering to the Director's Policy on *Harm Minimisation Plans*, including implementation of a premises-specific Venue Management Plan,
  - Ensuring that all staff are RSA-trained and provided with continuous professional development in patron management and alcohol-related risk mitigation,

- Operating within a framework that prioritises responsible marketing, inclusive service practices, and safety-first patron experiences.
- 5.7 The Applicant further confirms its ongoing willingness to engage with and respond to guidance or conditions as may be issued by:
- The Department of Local Government, Sport and Cultural Industries (DLGSC),
  - The Liquor Enforcement Unit (LEU),
  - The Chief Health Officer (CHO) and relevant health authorities,
  - WA Police and City of Vincent compliance teams.

## **6 Public Interest**

- 6.1 In determining each application, the licensing authority must take into account several essential public interest factors according to Section 38(4) of the Act.

*(4) Without limiting subsection (2), the matters the licensing authority may have regard to in determining whether granting an application is in the public interest include —*

*(a) the harm or ill-health that might be caused to people, or any group of people, due to the use of liquor; and*

*(b) the impact on the amenity of the locality in which the licensed premises, or proposed licensed premises are, or are to be, situated; and*

*(c) whether offence, annoyance, disturbance or inconvenience might be caused to people who reside or work in the vicinity of the licensed premises or proposed licensed premises; and*

*(d) any other prescribed matter.*

- 6.2 The Applicant, Kerasma Hospitality Pty Ltd, respectfully submits that the conditional grant of the Tavern Restricted Licence for the proposed premises in Leederville is clearly in the public interest. The premises will operate as a distinctive, well-managed hospitality venue that enhances the amenity and vibrancy of the Leederville precinct. It aligns with the City of Vincent's planning objectives by supporting a diverse, inclusive, and sustainable night-time economy.
- 6.3 The proposed premises provides a safe, professionally managed environment, offering a high-quality food and beverage experience with a focus on inclusive service. The menu is designed to meet modern consumer expectations, with dietary-sensitive and alcohol-free options available to support responsible consumption. The use of locally sourced products and engagement with independent suppliers further contributes to the resilience and sustainability of WA's hospitality sector.
- 6.4 A comprehensive Venue Management Plan will underpin the operation of the premises, guiding staff training, intoxication prevention, incident management, and customer

engagement. The Applicant has demonstrated a strong commitment to compliance and harm minimisation, consistent with community expectations and legislative requirements.

6.5 The premises will maintain strict controls over safety and behavioural management. These include:

- An Approved Manager on-site during all trading hours,
- CCTV surveillance in all patron-facing areas,
- Adherence to an internal incident management framework, and
- Ongoing RSA training and staff development.

This proactive management model ensures that the premises remains low-risk, accessible, and positively integrated into the local community.

6.6 The proposed premises will provide additional amenity for residents, students, city workers, and visitors in Leederville, a locality known for its urban diversity, arts scene, and dining options. Located in a strategically activated area, the premises are walkable, well-served by public transport, and designed to integrate seamlessly into the social and economic fabric of the precinct.

### **Urban Amenity**

6.7 The proposed premises supports the City of Vincent's strategic vision to enhance Leederville's identity as a vibrant, inclusive, and culturally rich urban centre. It contributes to the activation of Carr Place and the broader Leederville Town Centre by encouraging social interaction, fostering local identity, and offering culturally resonant programming within a safe, well-managed venue.

6.8 The venue offers a high-quality hospitality experience that is welcoming to a diverse clientele, ranging from local residents, students, city workers, and creatives to intrastate and international visitors. With a blend of food, drinks, live music, and themed events, the premises serves as an informal gathering space that reinforces community cohesion and enhances Leederville's reputation as a destination for both day and night-time activity.

6.9 The proposal aligns with the City of Vincent's *Strategic Community Plan 2022–2032*<sup>48</sup>, which prioritises:

- Economic vibrancy through local business growth and diverse employment opportunities,
- Cultural inclusion via accessible and representative spaces for community expression,
- Place-making that contributes to Leederville's unique character,
- Activation of underutilised spaces in line with the Carr Place Character Guidelines and Town Centre Place Plan.

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<sup>48</sup> <https://www.vincent.wa.gov.au/documents/1545/strategic-community-plan-2022-2032>

- 6.10 The proposed premises addresses each of these goals by:
- Promoting independent ownership and local supplier engagement,
  - Programming culturally themed and community-led events that add vibrancy to the precinct,
  - Enhancing the built environment with a fit-for-purpose licensed venue in a high-amenity area, and
  - Supporting inclusive recreational experiences that reflect Leederville’s identity as a creative and connected neighbourhood.
- 6.11 The operation of the venue under a Tavern Restricted Licence will allow it to flexibly respond to consumer demand while preserving the character, safety, and liveability of Leederville. It represents a positive addition to the precinct, aligning with both the public interest and the City of Vincent’s planning priorities.

## **Transport**

- 6.12 The proposed premises is centrally located within the Leederville Activity Centre, providing consumers with a range of convenient and safe transport options. These include ride-sharing services (e.g. Uber, Ola, DiDi), as well as bus and train services operated by Transperth, which connect Leederville directly with the Perth CBD and surrounding suburbs.
- 6.13 The Leederville Train Station, located within a short walking distance of the proposed premises, operates on the Joondalup Line with services running until late on weekends, supporting safe and efficient transport for patrons arriving from or returning to other parts of the metropolitan area.
- 6.14 In addition to rail access, Leederville is serviced by multiple high-frequency bus routes, with stops along Oxford Street and Loftus Street, further enhancing accessibility for consumers, particularly those residing in neighbouring suburbs such as Mount Hawthorn, North Perth, and West Leederville.
- 6.15 The availability of on-street and off-street parking, including nearby public car parks and ACROD bays, complements public transport infrastructure. This mix of transport options helps to minimise reliance on private vehicles, while supporting safe travel to and from the proposed premises during both day and evening trade.
- 6.16 The locality’s urban design encourages pedestrian movement, supported by well-lit pathways and active streetscapes that improve safety and wayfinding, particularly in the evening. These factors contribute to the amenity and functionality of the Leederville precinct and support the Applicant’s commitment to responsible service and public safety.

## **Positive Impacts**

6.17 The Western Australian State Government continues to support the expansion and appeal of Perth’s tourism and hospitality offerings. As stated on the official *Tourism WA* website:

*“Embrace the best of both worlds in Perth, where soft-sand beaches and scenic parks meet a thriving metropolis of small bars, creative restaurants and curated street art.”<sup>49</sup>*

6.18 The Tourism WA Two-Year Action Plan aims to significantly grow visitor numbers and establish Western Australia as the most desirable destination in the country for leisure and business events. The plan identifies four key strategic goals:

- Positioning WA as Australia’s western gateway,
- Promoting Perth as an affordable, vibrant destination close to nature,
- Encouraging increased visitation to regional WA,
- Intensifying targeted promotional activity to stimulate both interstate and international travel.

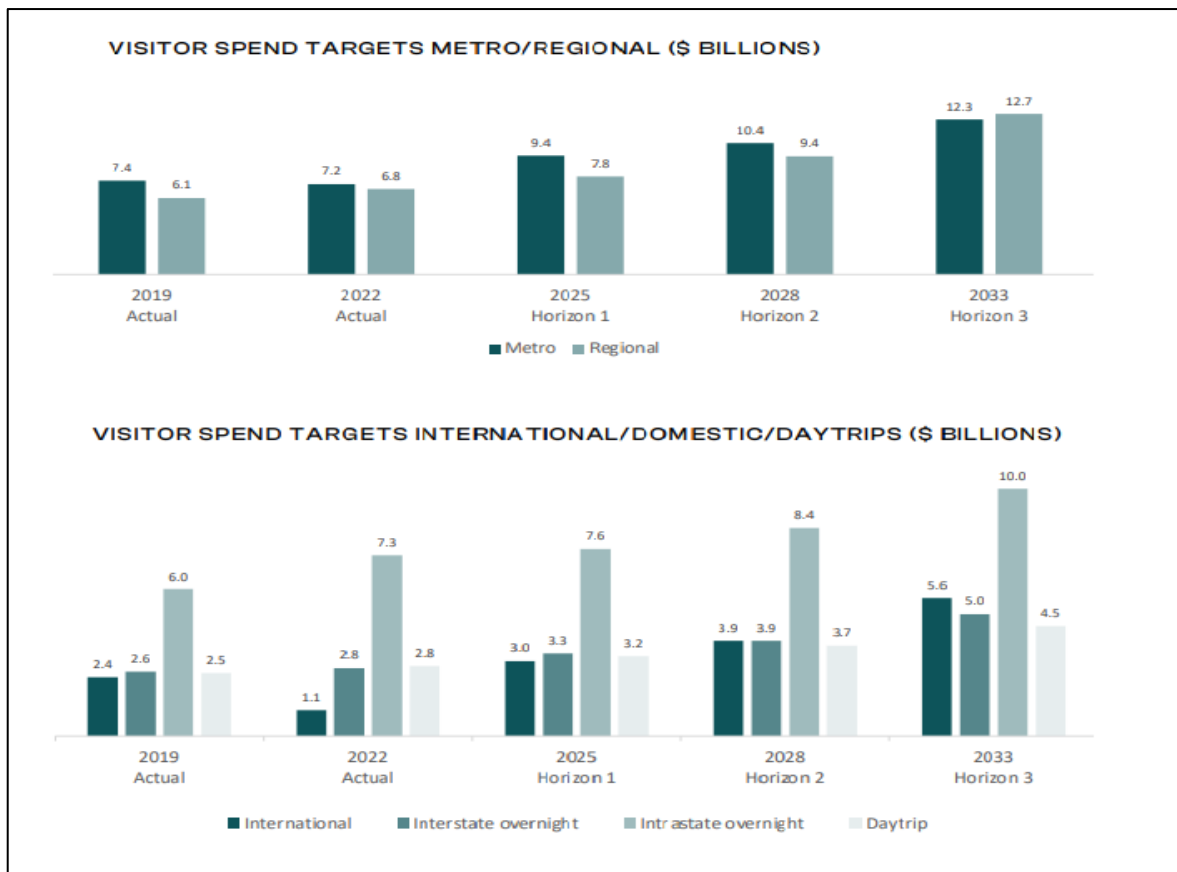


Figure 16: Visitor Spend Targets<sup>50</sup>

6.19 According to Tourism WA’s Tourism Industry Scorecard, there have been measurable increases in visitation across all travel categories, intrastate, interstate, and international.

<sup>49</sup> <https://www.australia.com/en/places/perth-and-surrounds/guide-to-perth.html>

<sup>50</sup> <https://www.tourism.wa.gov.au/About-us/Strategies-plans-reports/Documents/WAVES%202033.pdf>

This highlights a growing appetite for diverse, high-quality hospitality and entertainment offerings within the Perth metropolitan area.

- 6.20 Leederville itself is recognised as a thriving mixed-use precinct known for its walkability, eclectic food and drink venues, live music spaces, and street-level vibrancy. As such, it continues to attract a high volume of foot traffic from city workers, students, residents, and visitors, many of whom seek safe, character-driven hospitality venues.
- 6.21 Platforms such as *'Destination Perth'*<sup>51</sup> regularly highlight Leederville as a local favourite for nightlife, dining, and entertainment. With its established cultural cachet and proximity to central Perth, Leederville is increasingly becoming a key inclusion in tourism itineraries and marketing campaigns.
- 6.22 The Applicant respectfully submits that a vibrant entertainment precinct such as Leederville, featuring diverse licensed venues and community-focused hospitality offerings, constitutes a significant social and economic tourism asset. The proposed premises will contribute directly to this value, aligning with State and local government objectives for economic activation, cultural engagement, and safe, inclusive hospitality and liquor industry.

## **Potential Negative Impacts**

- 6.23 The Applicant submits that the proposed premises is not a dedicated drinking venue but a thematically curated, food-led hospitality operation designed around inclusive, social, and entertainment-based experiences. Existing and proposed licence conditions will ensure that the venue continues to be operated safely and responsibly, with a primary focus on cultural engagement, food service, and moderate alcohol consumption.
- 6.24 The Applicant further acknowledges that alcohol can cause harm if not consumed responsibly. As such, the premises will be operated under a comprehensive harm minimisation framework, consistent with the Director's Policy and Section 5(1)(b) of the Act.
- 6.25 The following formal and informal controls will be implemented:

### **Formal Controls:**

- Implementation of a venue-specific Venue Management Plan,
- Strict entry and service policies for juveniles; unaccompanied minors will not be permitted,
- Participation in local Liquor Accord or similar City of Vincent safety initiatives,
- Enforcement of Responsible Service of Alcohol (RSA) by all staff.

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<sup>51</sup> <https://www.destinationperth.com.au/region/perth-city>

### **Informal Controls:**

- Continued community involvement and engagement with local residents, businesses, and event organisers,
- Ongoing monitoring of patron behaviour, intoxication levels, and incident reporting,
- Engagement with At-Risk groups or community stakeholders, particularly around event-based programming or busy periods.

6.26 Through a combination of proactive venue management, community engagement, and adherence to licensing conditions, the proposed premises will operate as a low-risk, well-managed venue that contributes positively to Leederville while minimising any potential for negative impact.

### **Consumer Survey**<sup>52</sup>

6.27 To evaluate the level of community support for the proposed Tavern Restricted Licence, the Applicant commissioned a Consumer Survey targeting participants residing in, working in, or socialising within the Leederville locality. A total of 202 responses were received. The survey provides clear and statistically significant support for the proposed premises, demonstrating strong alignment with local consumer expectations and requirements.

6.28 The respondent profile reflects a broad cross-section of the Leederville catchment. Of the 202 respondents who identified their connection to the locality, 28.57% live or work in Leederville or surrounding suburbs, 65.38% frequently visit the area for dining, entertainment, or leisure, and a further 3.30% travel to Leederville for work or business. The age distribution was diverse, with respondents spanning all adult age groups: 33.33% aged 18–34, 25.68% aged 35–49, 27.32% aged 50–64, and 13.66% aged 65 and over. This distribution demonstrates broad community reach across demographic groups who regularly engage with the Leederville hospitality precinct.

6.29 Key findings from the survey include:

- **100% of respondents** support the venue operating under a Tavern Restricted Licence, subject to approval from the Department of Local Government, Industry Regulation and Safety (LGIRS).
- **42.62% of respondents** indicated they would visit the venue at least fortnightly, with 19.67% intending to visit weekly and a further 22.95% fortnightly. A further 45.36% indicated monthly visitation. This indicates a strong and recurring consumer requirement for the proposed premises within the locality.
- The most valued attributes when selecting a licensed venue were identified as:
  - Availability of quality food and beverages, including both alcoholic and non-alcoholic options (98.91%),

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<sup>52</sup> Attachment 2 – Consumer Surveys

- A safe and well-managed licensed venue (76.50%),
- A contemporary, culturally themed restaurant (60.66%),
- Convenient location and parking options (60.66%),
- A family-friendly environment with entertainment options (54.64%),
- The ability to host private functions or events (44.26%), and
- Being located within an Entertainment Precinct (32.24%).

6.30 The survey results further demonstrate overwhelming community confidence in the responsible operation of the premises. Specifically:

- **98.91%** of respondents believe the venue operating under a Tavern Restricted Licence will **not** cause undue harm or ill-health in the locality;
- **99.45%** believe the venue will **not** cause undue offence, annoyance, disturbance, or inconvenience to persons living or working in the vicinity; and
- **99.45%** believe it is in the public interest to allow the venue to operate under a Tavern Restricted Licence.

6.31 This level of community support, unanimous on the question of licence approval, and on all public interest criteria, confirms that the proposal is consistent with the public interest, as defined under Section 38(4) of the Act, and aligns with the requirements of the Director's Policy on Public Interest Assessments (Guidance). The survey results provide direct, locality-specific evidence of consumer requirements and community confidence in the Applicant's ability to operate responsibly within the Leederville precinct.

## **7. Section 38 (4) (a) of the Act – Harm or Ill-health**

7.1 In compiling this Public Interest Assessment, the following information sources were reviewed as recommended by the Director's Policy on Public Interest Assessment.

7.2 The public interest matters to be considered under Section 38(4) of the Act include:

*“Without limiting subsection (2), the matters the licensing authority may have regard to in determining whether granting an application is in the public interest include —*

- (a) the harm or ill health that might be caused to people, or any group of people, due to the use of liquor; and*
- (b) whether the amenity, quiet or good order of the Locality in which the licensed premises or proposed licensed premises are, or are to be, situated might in some manner be lessened; and*
- (c) whether offence, annoyance, disturbance, or inconvenience might be caused to people who reside or work in the vicinity of the licensed premises or proposed licensed premises; and*

*(ca) any effect the granting of the application might have in relation to tourism, or community or cultural matters; and*

*(d) any other prescribed matter.”*

The information sources considered (but not limited to) are as follows:

**Drug and Alcohol Office, Mental Health Commission and the Department of Health (WA)**

Mental Health Commission website

- *National Drug Strategy Household Survey 2013: Western Australian Introduction, Executive Summary, Supplementary Tables*
- *Australian School Student Alcohol and Drug Survey: Alcohol Report 2011 – Western Australian Results. Surveillance Report Number 8*
- *Broad Strategic Directions of West Australian Drug and Alcohol Strategy 2005-2009*
- *Drug & Alcohol Interagency Strategic Framework for Western Australia 2011-2015*
- *Strong Spirit Strong Mind: Western Australian Aboriginal Drug and Alcohol Framework for Western Australia 2011-2015*
- *Fitzroy Valley Alcohol Restriction Report: An evaluation of the effects of a restriction on takeaway alcohol relating to measurable health and social outcomes, community perceptions and behaviours after a two-year period, 2010.*
- *Drug and Alcohol Office WA (2012). The impact of liquor restrictions in Kununurra and Wyndham: a twelve-month review*
- *Halls Creek Alcohol Restriction Report 2012: a 24-month review of the impact of alcohol restrictions on health and social outcomes, community perceptions and behaviours.*
- *The impact of liquor restrictions in Halls Creek: Quantitative data — Five years post-restriction*
- *Alcohol-related hospitalisations and deaths in Western Australia: State Profile (2014) Drug and Alcohol Office WA and Epidemiology Branch of Department of Health WA. Note: this report may incur a cost, see note on previous page.*
- *Alcohol-related hospitalisations and deaths in Western Australia: Regional Profile (2014) Drug and Alcohol Office WA and Epidemiology Branch of Department of Health WA. Note: This report may incur a cost, see note on previous page.*
- *Alcohol and Other Drug Indicators Report — Western Australia (2015) R. Bridle, A. Christou & T. Lembo.*
- *Alcohol and Other Drug Indicators Report — Regional Reports (2015) R. Bridle, A. Christou & T. Lembo.*

**National Drug Research Institute, Curtin University of Technology (Perth)**

National Drug Research Institute website

- *An Evaluation of Liquor Licensing restrictions in the Western Australian Community of Port Hedland. Preventing Harmful Drug Use in Australia. Prepared with assistance from the Combined Universities Centre for Rural Health.*
- *Restrictions on the sale and supply of alcohol: Evidence and Outcomes. (2007) Dr. T Chikritzhs, Prof. D. Gray, Z Lyons, Prof. S Siggers.*
- *Study of Extended Trading Permits (May 1997) Dr. T. Chikritzhs.*
- *Drinking After Driving in Western Australia. (2002). Catalano, P and Stockwell, T. R.*
- *Predicting Alcohol-Related Harms from licensed outlet density: A Feasibility Study. 2007 Monograph Series No.28. T Chikritzhs, I Catalano, R Pascal and N. Henrickson*
- *National Alcohol Indicators*
- *The Prevention of Substance Use, Risk and Harm in Australia - a review of the evidence. Loxley, et al., 2004. (The National Drug Research Institute and the Centre for Adolescent Health Published for Commonwealth Department of Health and Ageing 2004)*
- *The researchers examined international and national data, literature and programs that provide evidence of good practice in preventing or delaying the onset of alcohol and drug use and that address the risk and harm known to be associated with alcohol and drug use. The monograph outlines patterns of substance use and harm, considers risk and protective factors predictive of harmful alcohol and drug use and extensively reviews the evidence available on national and international prevention strategies and approaches.*

#### **Department of Aboriginal Affairs**

- *State Government response to the Hope Report. 7 April 2008.*
- *Gordon Inquiry – Putting People First. July 2002.*

#### **Alice Springs Liquor Trail**

- *By Ian Cundall and Chris Moon for Northern Territory Government. Department of Health and Community Services. May 2003.*

#### **National Alcohol Strategy 2016-2009**

- *Towards Safer Drinking Cultures*

#### **National Health and Medical Research Council**

- *Australian Guidelines to Reduce Health Risks from Drinking Alcohol. Commonwealth of Australia, 2009*

#### **National Centre for Education and Training on Addictions (Adelaide)**

- *Young People and Alcohol: The Role of Cultural Influences. Roche, A.M., Bywood, P.T., Borlagdan, J., Lunnay, B., Freeman, T., Lawton, L., Tovell, A. & Nicholas, R. (2007).*

## **Australian Bureau of Statistics and Australian Institute of Health and Welfare (AIHW Cat. no IHW 147)**

- *The Health and Welfare of Australia's Aboriginal and Torres Strait Islander Peoples 2015.*

## **Australian Government Department of Health and Ageing**

- *Australian Government Implementation Plan 2003-2008 - National Strategic Framework for Aboriginal and Torres Strait Islander Health.*
- *Australian Government Implementation Plan 2007-2013 - National Strategic Framework for Aboriginal and Torres Strait Islander Health 2003-2013*

## **Other relevant sources**

- *Effects of restricting pub closing times on night-time assaults in an Australian city (2010).* K. Kypri, C. Jones, P. McElduff, and D. Barker.
- *Dealing with alcohol-related problems in the Night-Time Economy: A study protocol for mapping trends in harm and stakeholder views surrounding local community level interventions (DANTE) (2011).* P. Miller et al.
- *Patron offending and intoxication in Night-Time entertainment districts (POINTED) (2013).* P. Miller et al.

7.3 The Applicant acknowledges this responsibility and has designed the proposed premises and its manner of trade to minimise any potential harm or ill-health. The venue's operational philosophy is centred on responsible service, moderation, and a culturally engaging experience, rather than on promoting excessive consumption.

7.4 The premises will implement the following harm minimisation strategies, consistent with the Director's Policy on Harm Minimisation and the expectations set out in the Act:

- Food-first service model, ensuring that alcohol is consumed alongside food or in a setting that encourages moderation,
- A wide selection of low-alcohol and alcohol-free beverages,
- RSA-trained staff and an Approved Manager on duty at all times,
- Internal Venue Management Plan, covering patron management, intoxication procedures, and anti-social behaviour protocols,
- Prohibition on unaccompanied juveniles and compliance with all juvenile entry and service regulations,
- Active and passive surveillance, including CCTV coverage across all patron-accessible areas,
- Clear signage, training, and venue policies to prevent service to intoxicated persons,
- Engagement with local health and community services, should any safety or harm-related issues arise.

- 7.5 The Applicant acknowledges that a complex interaction of individual, community, and environmental factors influences crime and anti-social behaviour. While criminological theories vary, ranging from biological predisposition to sociocultural and economic explanations, there is consistent evidence that social inclusion, well-managed environments, and proactive intervention strategies play a key role in preventing crime and reducing its harms.
- 7.6 This evidence reinforces the view that no single cause or solution exists to prevent violence or alcohol-related harm. Rather, a multifaceted approach, centred around well-managed, inclusive, and community-oriented venues, is most effective in reducing negative outcomes.
- 7.7 The Applicant fully supports this position. The proposed premises is not designed as a high-risk or late-night drinking venue. It is a moderate-capacity, food-led hospitality space, with built-in harm minimisation controls, managed by an experienced operator with an established compliance record.
- 7.8 In particular, the following risk mitigation strategies are proposed:

**Environmental safety measures consistent with *Safer Places by Design (2023)*<sup>53</sup> including:**

- Enhanced passive surveillance (open sightlines),
- Controlled access and egress,
- Clearly defined patron zones,
- Well-lit internal and external areas.

**A comprehensive Venue Management Plan, addressing:**

- Intoxication management and RSA enforcement,
- Staff training in de-escalation and responsible service,
- Juvenile exclusion and ID verification,
- Alcohol-free and low-strength beverage availability.

**Security and incident prevention measures, including:**

- CCTV coverage of all patron-facing areas,
- Approved Manager on duty at all times,
- Daily incident logs and response protocols.

- 7.9 The Applicant recognises that violence is both unacceptable and preventable, and that licensed premises play a critical role in shaping safe community outcomes. The design, programming, and day-to-day operation of the proposed premises reflect a preventative and proactive approach, informed by best practice and community safety guidelines.

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<sup>53</sup> <https://www.wa.gov.au/system/files/2023-07/safer-places-by-design-cpted-guidelines.pdf>

- 7.10 Importantly, the local context of Leederville supports these efforts. The area benefits from:
- A high SEIFA Index score, indicating low relative disadvantage and strong socio-economic resilience,
  - Proactive community engagement and urban planning strategies by the City of Vincent, promoting safety, activation, and well-being,
  - A walkable, mixed-use environment that reduces risks associated with late-night congregation and transport issues.
- 7.11 In conclusion, the Applicant submits that the risk of alcohol-related harm or ill-health associated with this application is low, and that the overall impact on the community will be positive and well-managed, consistent with the expectations of Section 38(4)(a) of the Act and the public interest.
- 7.12 The Applicant recognises the importance of safe design and operational practices in minimising crime and anti-social behaviour. The premises has been developed and will continue to operate in line with best practice Crime Prevention Through Environmental Design (CPTED) principles, ensuring the safety of staff, patrons, and the surrounding community.
- 7.13 The five environmental crime prevention concepts recognised by Australian CPTED practitioners are fully integrated into the proposed premises' design and management, as follows:

### **Surveillance**

- 7.14 The proposed premises will be monitored by a comprehensive CCTV system, covering all public areas, including entry, exit and delivery zones, in full compliance with the Director's Policy on *Security licensing conditions*<sup>54</sup>.
- All footage is recorded during trading hours and is available to WA Police and authorised officers on request.
  - Additionally, the venue is supervised by RSA-certified staff and an Approved Manager on duty at all times, providing constant passive and active surveillance of the premises.

### **Access Control**

- 7.15 The proposed premises incorporates clearly defined and controlled access points, supported by vigilant staff presence.
- After-hours access is restricted using high-quality locks and alarm systems.
  - Alcohol storage areas are secured behind the bar, with access strictly limited to trained staff.

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<sup>54</sup> <https://www.dlgsc.wa.gov.au/department/publications/publication/security-licensing-conditions>

- The entrance is positioned to ensure visibility and control over incoming patrons.

## **Territorial Reinforcement**

- 7.16 Signage clearly marks the licensed boundaries of the premises, including entry points and designated service areas. This improves operational clarity and reinforces a sense of place and legitimate use, deterring loitering and unwanted activity.

## **Target Hardening (Security Measures)**

- 7.17 High-quality locking systems secure all entry and exit points, giving protection against unauthorised access during and after trading hours. The Applicant also ensures that security procedures are consistently applied across all areas of operation.

## **Management and Maintenance**

- 7.18 The proposed premises will always be kept in good condition, with regular checks to catch and fix any maintenance issues. Staff will be trained to report any damage, vandalism or security risks, so we can respond quickly and reduce potential hazards. A well-maintained building sends a clear message to the community: we're safe, organised and well-cared for.

- 7.12 The Applicant has also considered broader design and operational elements to support crime reduction, including (but are not limited to):

- **Lighting:** The external areas around the premises are well-lit to deter anti-social behaviour and enhance visibility.
- **Landscaping:** The premises are situated in an inner-city area, so there's no extensive landscaping that could hide potential offenders.
- **General appearance:** The premises has a high-quality fit-out and is well-maintained, which makes it less likely that people will loiter or act antisocially.
- **Entrapment places:** It's crucial not to design areas that can trap people, like recessed automatic teller machines or narrow alleys.
- **Activity generators:** The premises operates at various times of day and week, offering a range of social, recreational, and cultural activities that boost passive surveillance and create a lively, active streetscape.

- 7.13 The Applicant is dedicated to making a positive impact in the local community and hospitality sector. To achieve this, the Applicant confirms its commitment to actively participating in the local Liquor Accord and fully complying with its initiatives, agreements, and codes of conduct. This involves working closely with WA Police, local government, and health services to maintain a safe, vibrant, and respectful precinct.

## **Social Health Indicators “At Risk” Groups**

- 7.14 In preparing this submission, Kerasma Hospitality Pty Ltd has given careful consideration to those population groups identified as most susceptible to alcohol-related harm and ill-

health. The analysis below draws on the demographic profile of the defined locality and has been assessed against the framework established by the *Western Australian Alcohol and Drug Interagency Strategy 2018–2022*<sup>55</sup> and the Director's Policy on Public Interest Assessments (Guidance).

|                                    | LOCALITY | GREATER PERTH | WESTERN AUSTRALIA |
|------------------------------------|----------|---------------|-------------------|
| <b>Population</b>                  | 25171    | 2116647       | 2660026           |
| <b>Median Age</b>                  | 35       | 37            | 38                |
| <b>Population Under 14 years</b>   | 12.39%   | 18.96%        | 19.01%            |
| <b>Indigenous Persons</b>          | 0.85%    | 1.99%         | 3.33%             |
| <b>Couple Family with Children</b> | 30.96%   | 45.70%        | 44.60%            |

7.15 The demographic data for the defined locality presents a consistent picture: by nearly every at-risk indicator, the Leederville catchment records materially lower exposure than both metropolitan and state benchmarks. Children under 14 represent just 12.39% of the local population, roughly two-thirds of the state average, and couple families with children account for only 30.96% of households, compared to 45.70% across Greater Perth. The Indigenous population stands at 0.85%, well below the WA average of 3.33%. Taken together, these figures indicate that the cohorts most commonly associated with elevated alcohol harm risk are proportionally underrepresented within the locality. This contextual baseline informs the Applicant's harm risk assessment and supports the submission that the proposed premises, when operated in accordance with the measures set out in this document, is unlikely to contribute to disproportionate harm among vulnerable groups.

7.16 Notwithstanding the favourable demographic baseline, Kerasma Hospitality Pty Ltd acknowledges that responsible venue operation requires proactive attention to at-risk populations regardless of their relative prevalence. The Applicant has addressed each key group identified under the Strategy as follows:

- **Aboriginal People and Communities:** The locality's Aboriginal population (0.85%) is significantly below both the Greater Perth (1.99%) and Western Australian (3.33%) averages. The Applicant nonetheless treats cultural safety as a non-negotiable operational standard. All staff will receive training in culturally respectful service delivery, and the venue's harm minimisation framework will reflect the obligations owed to Aboriginal consumers under both the Act and the Strategy.
- **Children and Young People:** The locality's below-average proportion of residents under 14 years (12.39% compared to 19.01% statewide) reflects Leederville's predominantly adult, inner-urban character. The proposed premises is designed and programmed accordingly, as a food-led Mediterranean dining and hospitality experience targeting adult patrons. The Applicant will enforce strict proof-of-age procedures, refuse service to any person presenting in school uniform irrespective of

<sup>55</sup><https://www.mhc.wa.gov.au/media/2831/western-australian-alcohol-and-drug-interagency-strategy-2018-2022.pdf>

claimed age, and maintain a zero-tolerance policy toward service to minors across all trading hours.

- **People from Regional, Rural, and Remote Communities:** The Leederville Town Centre is an established inner-metropolitan locality within the City of Vincent, and the premises does not operate within or adjacent to any regional or remote community context. The Applicant acknowledges, however, that metropolitan venues may be visited by persons from regional backgrounds, and staff training will equip the team to deliver inclusive, respectful service to all patrons regardless of origin.
- **Families and Domestic Safety:** While the locality records a lower incidence of family households with children than the state average, the Applicant recognises that alcohol misuse carries consequences that extend beyond the individual patron — including family stress, financial harm, and domestic violence risks. The venue's harm minimisation approach therefore incorporates de-escalation protocols, early-intervention training for front-of-house staff, readily available safe-transport information, and consistent RSA enforcement as protective measures relevant to this group.
- **Justice and Corrections System:** The Applicant is committed to maintaining cooperative relationships with WA Police, the Liquor Enforcement Unit, and relevant support services operating within the locality. Where staff identify individuals who may be transitioning from, or at risk of involvement with, the justice system, they will be supported with dignity and appropriate referral to community services, consistent with the harm minimisation principles underpinning the Act.
- **Other Target Groups:** The City of Vincent's local community is characterised by cultural diversity, a relatively young median age (35 years), and a high proportion of adult-only households. The Applicant's service model, a contemporary Mediterranean dining venue with an inclusive, food-forward identity, is well-suited to welcoming older adults, LGBTQI+ patrons, culturally and linguistically diverse consumers, and individuals from all social backgrounds. Venue policies will reinforce this commitment through equitable service standards, clear staff conduct expectations, and engagement with the City of Vincent's broader community wellbeing objectives.

7.17 Kerasma Hospitality Pty Ltd recognises that responsible venue operation is one component of a broader community response to alcohol-related harm. Accordingly, the Applicant's operational approach is designed to align with the Strategy's five key areas for action: prevention, early intervention, law enforcement, treatment support, and strategic coordination by embedding harm-aware practices into every aspect of daily venue management rather than treating compliance as an isolated obligation.

- 7.18 The Applicant further supports the objectives of responsible drinking initiatives such as the DrinkWise©<sup>56</sup> campaign, which has demonstrated measurable behavioural impact in its target audience: 40% of participants reported drinking less on a night out following exposure to the campaign; 44% said it gave them a basis to discuss drinking with friends; 76% agreed it prompted reflection on the benefits of moderation; and 91% reported making efforts to moderate their consumption before or during an evening out. The nature of the proposed premises, with food and seating available, directly complements these moderation objectives and provides a practical environmental support for responsible consumption.

## **Socioeconomic Indicators**<sup>57</sup>



**Figure 12: Leederville Dining Precinct**<sup>58</sup>

- 7.19 The Leederville locality presents a strong and well-documented socioeconomic profile that directly supports the viability and appropriateness of the proposed Tavern Restricted Licence. As established earlier in this submission, the suburb records a SEIFA Index of Relative Socio-Economic Advantage and Disadvantage score of 1,088.9, placing it in the highest national decile and well above the Greater Perth (1,020), Western Australian (1,011), and national (1,001.2) averages. This profile is not incidental to the application; it is directly relevant to the public interest assessment under Section 38(4) of the Act, as it speaks to the locality's capacity to sustain a premium hospitality offering without exacerbating existing patterns of social disadvantage or alcohol-related harm.
- 7.20 The socioeconomic strength of the locality manifests across multiple indicators relevant to the public interest analysis. Median individual weekly income within the defined locality (\$1,225) exceeds both the Greater Perth (\$859) and Western Australian (\$848) averages by

<sup>56</sup><https://www.alcoholbeveragesaustralia.org.au/wp-content/uploads/Alcohol-Beverages-Industry-Report-Deloitte.pdf>

<sup>57</sup><https://profile.id.com.au/vincent/seifa-disadvantage-small-area>

<sup>58</sup><https://www.vincent.wa.gov.au/image-gallery/parks-and-facilities-leederville-village-square/96>

a substantial margin, and median household income (\$2,158.60) similarly outperforms metropolitan and state benchmarks. A younger-than-average median age of 35 years, combined with a high proportion of adult-only households and strong workforce participation, produces a consumer base with both the discretionary income and lifestyle orientation to sustain quality food, beverage, and cultural offerings. This is precisely the demographic that Hellene Taverna, a Greek-inspired dining and hospitality experience with a curated food and beverage offering, has been designed to serve.

7.21 The proposed premises sits within Leederville's designation as a Secondary Activity Centre under the City of Vincent's *Local Planning Strategy*<sup>59</sup> and *State Planning Policy 4.2*, a classification that reflects its established role as a metropolitan-scale destination for employment, hospitality, and cultural activity. The City of Vincent's *Strategic Community Plan 2022–2032*<sup>60</sup> articulates a vision for Vincent as a "leafy, vibrant 24-hour city" and explicitly supports activated centres, the development of the night-time economy, and community-benefit-led hospitality uses within this framework. Far from requiring justification against planning policy, the proposed premises represents the type of quality, independently operated venue that the City's own strategic documents identify as central to Vincent's long-term economic and cultural identity.

7.22 In this context, the proposed Tavern Restricted Licence will make a meaningful and measurable contribution to the economic life of the Leederville precinct by:

- Generating direct employment across kitchen, front-of-house, management, and event roles, contributing to the City of Vincent's employment activation objectives within the Leederville centre;
- Stimulating secondary economic activity through procurement from local and Western Australian suppliers, including produce, beverages, design, and trades, consistent with the City's support for independent business and local economic resilience; and
- Strengthening Leederville's identity as a culturally distinctive, food-led destination that attracts repeat visitation, supports neighbouring businesses through increased foot traffic, and reinforces the precinct's long-term viability as one of Perth's premier inner-urban hospitality precincts.

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<sup>59</sup> [https://www.wa.gov.au/system/files/2021-11/LST\\_Vincent.pdf](https://www.wa.gov.au/system/files/2021-11/LST_Vincent.pdf)

<sup>60</sup> <https://www.vincent.wa.gov.au/documents/1545/strategic-community-plan-2022-2032>

## Crime Statistics for the Locality

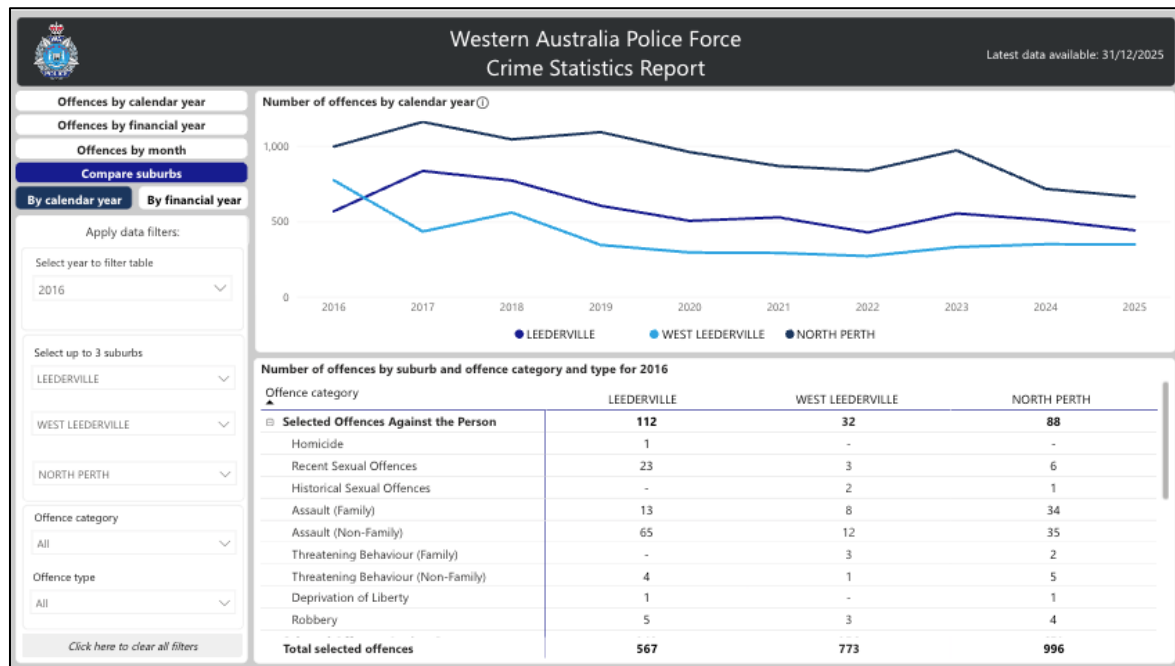


Figure 13: Crimes Against Persons<sup>61</sup>

- 7.23 The following analysis draws on publicly available crime statistics obtained from the WA Police Force Crime Statistics Report, with data current to 31 December 2025. The data compares offence volumes across Leederville and two proximate suburbs, West Leederville and North Perth, providing a quantitative baseline for assessing the existing crime environment within the defined locality.
- 7.24 The most significant finding from the WA Police data is the clear and sustained downward trend in total recorded offences across Leederville over the ten-year period from 2016 to 2025. Leederville's offence count has declined consistently, tracking materially below both North Perth and West Leederville for the majority of the observed period. By 2025, Leederville records the lowest offence volume of the three suburbs charted, a trajectory that reflects positively on the precinct's safety conditions and the effectiveness of existing management frameworks operating within the locality.
- 7.25 These figures must be interpreted with caution, given the inherent limitations of aggregate police statistics as a tool for assessing the relationship between licensed premises and community harm. Specifically:
- **Absence of alcohol causation data:** The dataset records offence types but provides no information on whether alcohol was a contributing factor in any individual incident. Given that the Act's primary harm minimisation object is directed specifically at alcohol-related harm, raw offence counts cannot be read as a proxy for alcohol-linked risk without further qualification.

<sup>61</sup> <https://www.wa.gov.au/organisation/western-australia-police-force/crime-statistics>

- **No identification of alcohol source:** Where alcohol may have been a factor, the data provides no basis for attributing causation to any licensed premises within the locality. The inability to identify whether alcohol was purchased on-premise, off-premise, or consumed prior to arrival in the precinct makes it inappropriate to draw a causal connection between any particular licensed venue and the recorded statistics.
- **Absence of offender-level data:** The statistics represent recorded incidents, not individual offenders. A single individual responsible for multiple incidents within the reference period would be counted multiple times, potentially overstating the breadth of offending behaviour and complicating any assessment of localised risk patterns.
- **Family assault repeat offending:** The data does not distinguish between first-time and repeat offenders within the family assault category. This is particularly relevant because research consistently identifies repeat domestic violence offending as driven by individual and relational factors rather than by proximity to licensed hospitality venues.

7.26 Notwithstanding these limitations, the overall picture presented by the WA Police data is one of improving safety conditions within the Leederville locality. The decade-long downward trend in total offences, combined with Leederville's below-average SEIFA disadvantage score and its predominantly adult, professionally employed residential base, supports the Applicant's submission that the locality does not exhibit the elevated risk indicators that would warrant heightened scrutiny of this application.

7.27 Kerasma Hospitality Pty Ltd's harm minimisation framework, including RSA-trained staff, an Approved Manager at all times, CCTV coverage, and a culturally-inspired food and beverage operating model, is designed to ensure the proposed premises make no contribution to the existing offence profile and actively supports the continued safety of the Carr Place precinct.

## **Alcohol-related Hospitalisations**

7.28 Kerasma Hospitality Pty Ltd acknowledges this public health context and accepts that operating within an identified higher-risk LGA carries a heightened duty to ensure the proposed premises does not contribute to, or compound, existing patterns of alcohol-related harm. This responsibility is not treated as a compliance exercise but as a core operational commitment embedded in the venue's management philosophy, staffing model, and harm minimisation framework. The Applicant's approach aligns with the Director's Policy on Harm Minimisation (Guidance) and the obligations imposed by the Act, and is supported by the broader strategic framework established under the *WA Alcohol and Drug Interagency Strategy 2018–2022*<sup>62</sup>.

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<sup>62</sup> <https://www.mhc.wa.gov.au/awcontent/Web/Documents/2015-2024/WA-mental-health-AOD-services-plan-2015-2025.pdf>

- 7.29 Concurrently, it is important to acknowledge that the broader trajectory of alcohol consumption in Western Australia is one of measurable improvement. Per capita alcohol consumption has declined to its lowest level in approximately 50 years, driven by a sustained shift in social norms, particularly among younger Australians who are increasingly delaying the onset of alcohol use, moderating their consumption, and actively seeking non-alcoholic alternatives. These trends are directly relevant to the proposed premises concept, that places equal emphasis on quality non-alcoholic and low-alcohol beverage options alongside its licensed offering. The venue's format inherently supports the moderation culture that both the WA Government's strategic frameworks and current consumer behaviour are trending toward.<sup>63</sup>
- 7.30 The following harm minimisation measures will be implemented at the proposed premises to ensure it makes no adverse contribution to the locality's alcohol-related health profile:
- Strict adherence to Responsible Service of Alcohol (RSA) principles, with all staff completing nationally accredited RSA training prior to commencement of service duties;
  - A zero-tolerance policy for the supply of alcohol to persons who are intoxicated or under the legal drinking age, enforced consistently across all trading hours;
  - Availability of food and seating;
  - Continuous on-site supervision by a qualified Approved Manager holding the Manage Licensed Premises (MLP1) qualification during all operational periods;
  - CCTV surveillance deployed in accordance with the Director's Policy on Security at Licensed Premises (Guidance), with incident reporting procedures in place; and
  - Active engagement with WA Police, the Liquor Enforcement Unit, and relevant local accord and community safety initiatives operating within the Leederville precinct.
- 7.31 The Applicant recognises that responsible venue operation does not occur in isolation — it is most effective when embedded within a broader network of community safety partnerships. Consistent with this, the Applicant supports the objectives of Crime Stoppers WA and views collaborative engagement with law enforcement and community safety bodies as an ongoing operational obligation rather than a one-time compliance matter. The venue's incident management procedures, staff conduct expectations, and patron management policies all reflect this integrated approach to community safety.
- 7.32 The Applicant's operational framework is further informed by the *WA Alcohol and Other Drug Services Plan 2015–2025*<sup>64</sup>, which identifies five key areas for community action: prevention, early intervention, effective law enforcement, treatment and support services, and strategic coordination. The proposed premises addresses each of these areas at the venue level; through staff education, early identification of at-risk behaviour, cooperation

<sup>63</sup> <https://www.mhc.wa.gov.au/awcontent/Web/Documents/2015-2024/WA-mental-health-AOD-services-plan-2015-2025.pdf>

<sup>64</sup> <https://www.mhc.wa.gov.au/awcontent/Web/Documents/2015-2024/WA-mental-health-AOD-services-plan-2015-2025.pdf>

with law enforcement, referral pathways for consumers in distress, and sustained engagement with the City of Vincent's community safety and licensing compliance frameworks.

## **Promotion and Responsible Service of Alcohol (RSA)**

- 7.33 Kerasma Hospitality Pty Ltd is committed to the responsible promotion and advertising of alcohol in full accordance with the Director's Industry Guideline on the *Responsible promotion and advertising of alcohol*<sup>65</sup> (Guidance). The Applicant understands that promotional activity at a licensed venue can either support or undermine the harm minimisation object of the Act, and the premises has been developed with this principle embedded at its commercial core.
- 7.34 The proposed premises will not engage in any promotional activity that encourages or rewards rapid, excessive, or competitive drinking. Specifically, the Applicant will not implement:
- Drinking competitions, challenges, or volume-based promotions of any kind;
  - Heavily discounted alcohol offers designed to incentivise consumption rather than enhance the dining or cultural experience; or
  - Advertising or promotional material that targets or disproportionately appeals to minors, or that misrepresents the strength or effect of any liquor product.
- 7.35 Promotional activity at the premises will focus on the cultural and culinary experience that defines Hellene Taverna; communicating the Mediterranean dining offering, the venue's program of cultural events, and the quality of its curated food and beverage list. Where alcohol features in promotional material, it will be presented as a complement to the dining experience, consistent with the moderate, food-paired consumption model that is intrinsic to Mediterranean hospitality culture. This approach naturally supports the moderation objectives underpinning both the Act and WA's broader AOD strategy.
- 7.36 The Applicant will comply with Sections 33 and 103A of the Act and the Director's Policy on *Mandatory Training* (Guidance) in relation to all RSA obligations. The following practices will be maintained throughout the life of the licence:
- All staff involved in the sale or supply of liquor will hold current, nationally accredited RSA certification, with records maintained in a Training Register available for inspection at all times;
  - Approved Managers on duty will hold the Manage Licensed Premises (MLP1) qualification and will provide active supervision of service staff during all operational periods; and

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<sup>65</sup><https://www.dlgsc.wa.gov.au/department/publications/publication/responsible-promotion-and-advertising-of-alcohol>

- Any patron exhibiting signs of undue intoxication will be refused further service and supported to leave the premises safely, in accordance with the venue's documented incident management procedures.

7.37 The Applicant maintains a firm and non-discretionary policy of refusing service to any person wearing a school uniform, irrespective of their stated age or the identification they present. While Western Australian law permits the consumption of alcohol by persons 18 years of age and over, the Applicant recognises that some senior secondary students are of legal drinking age while remaining enrolled in school. This policy provides an unambiguous protective measure against the risk of secondary supply to juveniles and demonstrates the Applicant's commitment to upholding community confidence in the venue's operations.

## **8 Community Consultation**

8.1 As a component of the pre-lodgement process for this application, Kerasma Hospitality Pty Ltd engaged in targeted community consultation with key statutory and community stakeholders within the defined locality. The purpose of this engagement was to provide relevant organisations with early visibility of the proposed Tavern Restricted Licence application, invite feedback on any concerns, and demonstrate the Applicant's commitment to open and transparent communication with those bodies responsible for public safety and community wellbeing within the Leederville precinct.

### **WA Police Liquor Enforcement Unit (LEU)**

8.2 The Applicant's representative contacted the WA Police Liquor Enforcement Unit by email, providing a summary of the proposed premises, the nature of the licence being sought, and the key operational parameters of Hellene Taverna. The Applicant invited the LEU to provide any preliminary feedback or raise any concerns it considered relevant to the application. The Applicant acknowledges that the LEU will form its own independent view of the application upon advertisement and reserves the right to intervene in accordance with its statutory function. It is expressly noted that the LEU's receipt of this correspondence does not constitute, and should not be construed as, support for or endorsement of this application.

### **Chief Health Officer (CHO)**

8.3 The Applicant's representative similarly contacted the Chief Health Officer at the WA Department of Health via email and then discussed the proposed Tavern Restricted Application via an Internet call, providing a brief outlining the application details, the venue concept, and the harm minimisation framework proposed for the premises. The Applicant acknowledges that the CHO will consider the application independently upon public advertisement and may intervene if the CHO considers it appropriate. As with the LEU, any correspondence exchanged between the Applicant and the CHO does not constitute an endorsement of the application in any form.

- 8.4 In accordance with the requirements of the Act, a Notice of Application will be issued by mail to all prescribed sensitive premises situated within the specified locality of the proposed premises. This notification will be directed to the operators or persons in charge of the following categories of premises where applicable within the defined locality:
- Primary and secondary schools;
  - Hospitals and hospices;
  - Residential aged care facilities;
  - Drug and alcohol treatment centres and rehabilitation services;
  - Short-term accommodation or refuges for young people;
  - Childcare centres and early childhood services;
  - Places of worship and churches; and
  - The City of Vincent as the relevant local government authority, and the Leederville Police Station as the local police station for the defined locality.
- 8.5 The Applicant is committed to ensuring that all prescribed notification obligations are fulfilled in advance of the application's public advertisement, providing affected organisations with a full and fair opportunity to consider the proposal and make submissions to the Director of Liquor Licensing if they see fit.

## **9 Section 38 (4) (b) of the Act – Impact on Amenity**

- 9.1 Section 38(4)(b) of the Act requires the Director to have regard to the potential for a proposed licensed premises to decrease the amenity, quiet, or good order of the locality. The Applicant submits that, assessed against the established character, planning context, and strategic intent of the Leederville Town Centre, the proposed Tavern Restricted Licence at Carr Place will not diminish the amenity of the locality and will, in material respects, contribute positively to it.
- 9.2 Leederville's designation as a Secondary Activity Centre under the City of Vincent's Local Planning Strategy and State Planning Policy 4.2 is the foundational planning fact in this analysis. The City of Vincent's own strategic documentation, including the Local Planning Strategy, Local Planning Scheme No. 2, and the Strategic Community Plan 2022–2032, consistently identifies Leederville as an intended location for commercial, hospitality, and night-time economy activity. Critically, the City's planning framework approaches amenity management through design, location, and operational controls rather than the exclusion of active uses. The presence of Hellene Taverna within this centre is therefore not an amenity imposition on the locality; it is an expression of the locality's intended function.
- 9.3 The *Perth Entertainment Precincts Research 2023*<sup>66</sup> classifies Leederville as a Type B mixed-use dining and social precinct, characterised by a broader visitor mix, lower intensity than

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<sup>66</sup> <https://nla.gov.au/nla.obj-3289879118/view>

high-density nightlife cores, and amenity impacts that are manageable through planning and operational controls. This classification is directly relevant to the Section 38(4)(b) assessment: the amenity baseline of a Type B precinct already incorporates a moderate, established level of evening activation, foot traffic, and social interaction. Helena Taverna; a structured dining and hospitality venue sits comfortably within that baseline and does not represent an intensification that would upset the balance of uses or the reasonable expectations of those who live and work in the locality.

9.4 The Applicant has taken deliberate steps to ensure that the design and operation of the proposed premises is configured to minimise its amenity footprint while maximising its positive contribution to the precinct. The following measures form part of the Applicant's operational framework and are addressed in detail within the Harm Minimisation Plan accompanying this application:

- The internal layout of the premises directs patron activity inward and away from the street frontage, limiting noise spill to the public realm and reducing the potential for disturbance to adjoining properties during evening trading hours;
- The venue's construction and fit-out incorporates acoustic treatment consistent with best-practice entertainment noise management, including attenuation measures targeting both volume and low-frequency components, which the State's consultation framework on entertainment noise identifies as the primary source of residential amenity complaints in mixed-use precincts;
- All operations will comply with the *Environmental Protection (Noise) Regulations 1997*, and the Acoustic Report;
- Entry, exit, and patron dispersal procedures are structured to prevent loitering, congregation on the street, and the associated noise and disorder impacts that most commonly generate amenity complaints in the vicinity of licensed premises; and
- Full CCTV coverage, continuous Approved Manager supervision, and consistent RSA enforcement collectively contribute to a safe, well-managed trading environment that supports rather than undermines neighbourhood amenity.

9.5 The proposed premises occupies a converted warehouse within Carr Place, a context that is inherently suited to the activation of a cultural dining and hospitality venue. Where residential interfaces do exist within the broader precinct, the Applicant's noise management and patron dispersal protocols, detailed in the accompanying Acoustic Report, provide a structured and accountable response.

9.6 Kerasma Hospitality Pty Ltd further commits to maintaining active and collaborative relationships with the City of Vincent, WA Police, and any local Liquor Accord operating within the Leederville precinct. The Applicant regards these relationships not as a compliance formality but as a genuine mechanism for identifying and resolving any emerging amenity concerns before they escalate. The City of Vincent's own planning framework explicitly supports this approach, framing amenity management as an ongoing,

cooperative responsibility shared between operators, the local government, and the broader community.

- 9.7 The Applicant respectfully submits that the proposed Tavern Restricted Licence, when assessed against the established amenity baseline of the Leederville Town Centre, the City of Vincent's strategic intent for the precinct, and the operational controls proposed by the Applicant, will not cause any decrease in the amenity, quiet, or good order of the locality within the meaning of Section 38(4)(b) of the Act. To the contrary, the activation of a currently underutilised warehouse site as a quality, cultural venue will enhance the amenity of Leederville, contribute to the safety and vibrancy of the broader precinct, and advance the City of Vincent's own vision for Leederville as a vibrant, community-centred town centre.

## **10 Section 38 (4) (c) of the Act – Offence, Annoyance, Disturbance or Inconvenience<sup>67</sup>**

- 10.1 Section 38(4)(c) of the Act requires the Director to consider whether the grant of a licence is likely to cause undue offence, annoyance, disturbance, or inconvenience to persons who reside or work in the vicinity of the proposed premises. Kerasma Hospitality Pty Ltd takes this obligation seriously and has designed both the physical premises and its operational framework to ensure that Hellene Taverna operates in a manner that respects the amenity and daily life of the Leederville community. The measures described in this section, and elaborated in the accompanying Venue Management Plan, reflect the Applicant's genuine commitment to being a responsible and considerate neighbour.
- 10.2 The following operational measures will be implemented to ensure compliance with Section 38(4)(c) and to minimise offence, annoyance, disturbances or inconvenience of the surrounding precinct:
- Hellene Taverna will be continuously supervised during all trading hours by an Approved Manager holding the MLP1 qualification, providing active oversight of patron behaviour, service standards, and compliance obligations at all times;
  - Incident registers, intoxication management procedures, and RSA monitoring systems will be operational from day one, consistent with best-practice licensed venue management;
  - Packaged liquor will not be sold at any time, consistent with the conditions applicable to a Tavern Restricted Licence;
  - Any patron displaying signs of undue intoxication will be refused entry or further service, and will be supported to leave the premises safely;

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<sup>67</sup> Attachment 3 – Venue Management Plan

- The premises has been designed and fitted to a high standard, oriented toward attracting mature, responsible consumers seeking a quality cultural dining experience, rather than a volume-drinking environment;
- All service staff will be uniformed, professionally trained, and equipped to deliver a high standard of hospitality while reinforcing the safe and respectful environment the Applicant is committed to maintaining;
- A comprehensive range of low-alcohol and non-alcoholic beverage options will be available throughout all trading hours, ensuring that moderation is a genuine and accessible choice for all patrons;
- Promotional activity will not involve excessive discounts, volume incentives, or any form of inducement likely to encourage rapid or irresponsible consumption; and
- No advertising or promotional material will be directed at, or designed to appeal to, minors or other vulnerable persons, in accordance with the Director's Industry Guideline on the Responsible Promotion and Advertising of Alcohol (Guidance).

10.3 The Applicant commits to full compliance with all conditions imposed by the licensing authority and will actively engage with the Liquor Enforcement Unit, the City of Vincent, WA Police, and relevant local community stakeholders to address any concerns that may arise during the life of the licence. The Applicant respectfully submits that, through the measures described in this section and the broader operational framework set out in this submission, the operation of Hellene Taverna will not result in undue offence, annoyance, disturbance, or inconvenience, and is consistent with the public interest requirements of Section 38(4)(c) of the Act.

### **Controlling Intoxicated Persons**

10.4 At Hellene Taverna, the service of alcohol is expressly framed as a complement to the dining and cultural experience, not as an end in itself. This operating philosophy shapes how staff approach every service interaction. RSA-trained staff will actively monitor patron condition throughout all trading hours, intervening early where any sign of excessive consumption is observed, and maintaining a service environment where moderation is the norm rather than the exception.

10.5 Any patron who displays signs of undue intoxication will be refused further service immediately. Staff will offer water, food, or non-alcoholic alternatives as appropriate, and will engage with the patron respectfully and professionally. Where a patron fails to comply with the venue's reasonable direction, or where their continued presence poses a risk to themselves or others, they will be asked to leave the premises in accordance with the venue's documented incident management procedures. Any such event will be recorded in the Incident Register. The Applicant's expectation is that the food-led format and the demographic profile of Hellene Taverna's patronage will mean such interventions are rare, but the systems to respond effectively will be in place from the first day of trading.

## **Resolving Complaints**

10.6 Hellene Taverna will maintain a clear, accessible, and documented complaint resolution process to ensure that any concerns raised by patrons, neighbours, or community members are addressed promptly and professionally. The following mechanisms will be in place:

- Patrons and community members are encouraged to raise concerns directly with the Approved Manager on duty, who holds authority to resolve operational matters in real time;
- All complaints — whether received in person, by telephone, in writing, or through online channels — will be formally documented, reviewed, and responded to within a reasonable timeframe;
- Feedback mechanisms will be actively communicated to patrons, ensuring that the process for raising a concern is visible and easy to access; and
- A record of all complaints and their resolution will be maintained and made available to the licensing authority upon request.

## **Respect for Neighbours and the Local Community**

10.7 The Applicant recognises that Hellene Taverna's success as a long-term part of the Leederville community depends on its ability to operate as a considerate neighbour, not merely a compliant licensee. The following measures will be implemented to minimise any disturbance to residents and businesses in the vicinity of Carr Place:

- Patrons will be actively reminded by staff to depart the premises quietly and respectfully, with particular attention to behaviour in the public realm during evening trading hours;
- Signage will be displayed at all exit points reminding departing patrons to maintain low noise levels, avoid disruptive vehicle behaviour, and be mindful of nearby residents;
- Front-of-house and floor staff will monitor patron departures as part of their routine end-of-service responsibilities, ensuring that the transition from the premises to the street is managed in an orderly and considerate manner; and
- Any patron causing a disturbance, whether within the premises or in the immediate vicinity upon departure, will receive a formal caution, and repeat behaviour will result in refusal of future entry.

## **Incident Register and Compliance Monitoring**

10.8 Hellene Taverna will maintain a comprehensive Incident Register in accordance with Section 116A of the Act. The Register will serve as both an operational management tool and a compliance record, and will capture:

- All incidents involving intoxicated patrons, RSA refusals, altercations, or security matters, including the time, nature, and outcome of each event;
- All complaints received from patrons, neighbours, or community members, together with the steps taken to resolve them; and
- A documented record available to WA Police, the Liquor Enforcement Unit, and the licensing authority as evidence of the premises' ongoing compliance with its obligations under the Act and the conditions of the licence.

The Incident Register will be reviewed regularly by the Approved Manager as part of the venue's internal compliance and continuous improvement processes.

## **Staff Induction Guidelines (RSA)**

10.9 Hellene Taverna is committed to the RSA principles established by the Director of Liquor Licensing and will embed these standards into the venue's induction, training, and ongoing staff development framework. The Applicant regards RSA capability not as a minimum threshold to be met at hiring, but as a living operational standard that must be actively maintained.

### **10.10 Training:**

- All Approved Managers will hold the Manage Licensed Premises (MLP1) qualification prior to the opening of Hellene Taverna, in accordance with the Director's Policy on Mandatory Training (Guidance);
- All staff involved in the sale or supply of liquor will obtain their nationally accredited RSA qualification prior to commencing service duties, with certificates retained in a Training Register available for inspection;
- In-house induction training will supplement formal RSA qualifications, covering the venue's specific policies on intoxication management, ID verification, complaint handling, and patron safety;
- Staff will be specifically trained to manage challenging patron situations, with a clear escalation pathway to the Duty Manager for incidents requiring senior intervention;
- All training will be completed within the first four weeks of employment for new staff, and refresher training will be scheduled at regular intervals to maintain currency; and
- All RSA certificates and training records will be maintained in the Training Register in accordance with the Director's Policy on Mandatory Training (Guidance).


### **10.11 Responsible Service of Alcohol:**

- Liquor will be sold and supplied exclusively in accordance with the conditions of the Tavern Restricted Licence and the requirements of the Act;
- No promotional activity that encourages irresponsible, rapid, or excessive consumption will be permitted at any time;

- Non-alcoholic and low-alcohol beverages, including water at no charge, will be available throughout all trading hours; and
- All service staff will actively apply RSA monitoring during service, intervening early where patron behaviour warrants it.

### 10.12 ID Checking Strategies:

- All staff will be trained in recognised proof-of-age verification techniques, including the identification of altered or fraudulent documents;
- Where any doubt exists regarding a patron's age, multiple forms of identification may be requested before service is provided; and
- A strict "No Valid ID, No Service" policy will be enforced consistently across all trading hours, with no exceptions made based on familiarity, perceived inconvenience, or queue management pressures.




**Checking Identification Procedure – 1. Australian Drivers License**

The following points are important when checking an ID for validity.


1. Always ask for the licence to be taken out of the wallet or purse.
2. Tilt the licence to see the reflection from the holographic picture in the background.
  - a. If there is no reflection then it is a fake licence
3. Check the date – You need to ensure their 18th birthday has been before the current date exactly. So please check the day, month and year. Teenagers will try and come in earlier before their actual birthday as they often have friends of age.
4. If you are unsure about the picture on the licence, you must do all of the following:
  - a. Request to see another form of ID (ie; bank card or credit card) and ensure that the names match exactly.
  - b. Quiz the patron on their address, what star sign they are, middle name (they may make a mistake on giving you the correct answer)
5. If you come across a fake ID you **MUST CONFISCATE THE ID IMMEDIATELY** and lodge with management.

Please note that if you do not follow the correct ID checking procedures and we allow juveniles into the premise, you can be fined \$1000 minimum from the Liquor Licensing Department under the Liquor Control Act.



**2. A proof of age card**

- The proof of age card is a personal identity card which is available to anyone 18 years or over.
- The card shows only those details considered necessary for identification including:
  - a. Name, Date of Birth, Signature and Photograph
  - b. For Security reasons, your card does not show your address.
  - c. The same ID checking procedure applies to Proof of age card.



**3. A Passport with Photo**

- Current valid passport (not expired)
- Must have a Photo
- Can be International in nature (From another country)
- Note that you need to be careful looking at a passport picture as passport can be valid for 10 years so the picture of the person can be quiet different to what they look like.
- Please follow the same ID checking procedures with the Drivers licence and request to see another form of ID with the patron's name.

## **11 Section 38(4)(ca) – Tourism, Cultural and Community Matters**

*“Tourism, supported by strong investment in, and development of, Western Australia’s cultural features and activities, helps to build the State’s identity and to generate a sense of place. Western Australia has a unique range of experiences to offer that includes the celebration of Aboriginal culture, iconic landscapes and biodiversity and major festival events. The infrastructure that supports these activities is an important contributor to the State’s economy”<sup>68</sup>*

- 11.1 The proposed premises at 652 Newcastle St, Leederville sits at the intersection of two significant and complementary trends shaping Perth's visitor economy. The first is Western Australia's strategic ambition, articulated through *WAVES 2033 – the Western Australian Visitor Economy Strategy 2033*<sup>69</sup>, to grow the State's visitor economy from \$14 billion in 2022 to \$25 billion by 2033, an objective in which hospitality infrastructure, dining culture, and night-time economy activation are identified as essential contributors. The second is the post-pandemic shift in visitor behaviour toward quality, authentic, and culturally grounded experiences. Hellene Taverna, as a distinctive Mediterranean dining and cultural venue operating in an activated inner-urban precinct, is directly responsive to both.
- 11.2 Tourism Research Australia's analysis of visitor decision-making consistently identifies quality dining and local food culture, opportunities to socialise, and a relaxed and authentic lifestyle atmosphere among the primary motivators for destination selection. Research commissioned by Tourism WA similarly highlights festivals and nightlife as key areas where Perth can enhance its appeal to both interstate and international visitors. Hellene Taverna's concept, a traditional Greek restaurant in the cultural sense, meaning a community hub for the sharing of food and social engagement, is precisely the kind of distinctive, experience-led venue that addresses these identified gaps in Perth's hospitality landscape. It is not a volume-drinking establishment; it is a cultural destination that uses food, shared dining traditions, and Mediterranean hospitality to create the kind of authentic experience that high-yield visitors seek and that Perth's visitor economy strategy depends on.

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<sup>68</sup> [https://www.wa.gov.au/system/files/2021-05/FUT-SPS-State\\_Planning\\_Strategy\\_2050.pdf](https://www.wa.gov.au/system/files/2021-05/FUT-SPS-State_Planning_Strategy_2050.pdf)

<sup>69</sup> <https://www.wa.gov.au/system/files/2024-10/waves2033.pdf>



**Figure 14: Leederville Master Planned Town Centre<sup>70</sup>**

- 11.3 Leederville occupies a distinctive position within Perth's inner-urban tourism geography. As a Secondary Activity Centre within the City of Vincent, situated immediately north of the Perth CBD and easily accessible by train, bus, and active transport, it serves as a natural extension of the capital city visitor experience. Leederville's established identity as a neighbourhood destination characterised by café culture, independent dining, live music venues, and eclectic retail provides precisely the authentic local character that visitors to Perth seek beyond the immediate CBD. The *Perth Entertainment Precincts Research 2023* classifies Leederville as a mixed-use dining and social precinct; a Type B setting in which the visitor economy and the resident community coexist productively, and in which well-managed hospitality venues function as drivers of both local identity and tourism appeal.
- 11.4 The broader precinct within which Hellene Taverna will operate offers significant complementary tourism infrastructure, including:
- Proximity to the Perth CBD and its concentration of major cultural institutions, including the WA Museum Boola Bardip, the State Theatre Centre of Western Australia, and the Art Gallery of WA — all accessible within a short train journey or drive from Leederville Station;
  - A well-established network of short-stay accommodation, boutique hotels, and serviced apartments within the City of Vincent and immediately adjacent suburbs, reinforcing the precinct's capacity to serve overnight and multi-night visitors; and

<sup>70</sup><https://www.vincent.wa.gov.au/develop-build/future-vincent/future-planning-projects/leederville-masterplan-activity-centre-structure-plan.aspx>

- Leederville's own active street environment along Oxford Street and the surrounding laneways, which already generates consistent foot traffic from both local and visiting populations throughout the week and on weekends.
- 11.5 The Applicant submits that Hellene Taverna's contribution to the tourism, cultural, and community objectives of Section 38(4)(ca) of the Act operates across three distinct but interrelated dimensions.
- 11.6 **Cultural contribution:** The name *Hellene Taverna* is itself a cultural proposition. *Hellene* (Ελένη) references the ancient Greek tradition, evoking light, warmth, and Mediterranean identity. *Taverna* (ταβέρνα), derived from the Latin *taberna*, describes a small, traditional Greek restaurant and community gathering place, a model of hospitality built on shared food, convivial atmosphere, and social connection rather than alcohol consumption as a primary activity. Perth's dining culture has increasingly embraced Mediterranean food traditions, and Hellene Taverna's curated offering of Greek-influenced cuisine with a locally sourced, WA-centric beverage list positions it as a genuine addition to the city's cultural landscape, not a replication of what already exists.
- 11.7 **Tourism contribution:** Hellene Taverna directly supports WAVES 2033's objectives by providing a high-quality, distinctive, and culturally grounded hospitality experience that increases the diversity and appeal of Perth's visitor economy offering. High-yield travellers, who stay longer, disperse further geographically, and generate greater economic benefit per visit, are demonstrably attracted to venues that offer authentic cultural experiences, quality local produce, and an atmosphere that reflects a genuine sense of place. Hellene Taverna's Greek-inspired dining concept, supported by a culturally themed interior, a program of events, and a curated food and beverage offering, aligns with WA's "*Walking On A Dream*" destination brand and contributes to the State's capacity to attract and retain this high-value visitor segment.
- 11.8 **Community contribution:** The activation of 652 Newcastle St, a converted warehouse within the Carr Place laneway, delivers tangible community benefit to the Leederville precinct. A previously underutilised site will become an employment-generating, foot-traffic-attracting, and culturally enriching destination that supports the City of Vincent's own strategic vision of a leafy, vibrant, 24-hour city. The venue will create direct employment across kitchen, service, management, and events roles; stimulate secondary economic activity through procurement from local and WA producers; and contribute to the passive safety and activation of the Carr Place laneway environment.
- 11.9 These benefits are consistent with, and directly support, the licensing objectives set out in Section 5(1)(c) and Section 5(2)(a) of the Act, which contemplate the positive contribution of licensed premises to tourism, the economy, the community, and cultural life. They are further aligned with the strategic intent of the City of Vincent's Strategic Community Plan 2022–2032, the Local Planning Strategy's vision for Leederville as a Secondary Activity Centre, and the State Government's investment in growing WA's visitor economy through quality hospitality infrastructure.

11.10 The Applicant submits that Hellene Taverna will:

- Strengthen Perth's tourism offer by providing a culturally distinctive and experientially authentic dining destination that appeals to both domestic and international visitors;
- Support the State's WAVES 2033 ambition by contributing to the diversity, quality, and cultural richness of the visitor economy within an established inner-metropolitan precinct;
- Generate direct and indirect employment, stimulate local supplier networks, and activate an underutilised heritage site within the Leederville Town Centre; and
- Contribute to the City of Vincent's community life by providing a safe, inclusive, food-led social space that serves residents, workers, and visitors alike, consistent with the City's own strategic vision for the precinct.

11.11 The Applicant respectfully submits that the grant of the proposed Tavern Restricted Licence for Hellene Taverna is consistent with the public interest requirements of Section 38(4)(ca) of the Act, and that the proposed premises will deliver meaningful and lasting cultural, tourism, and community benefit to the Leederville precinct and to Perth more broadly.

## **12 Summary**

12.1 Hospitality Total Services (Aus) Pty Ltd, on behalf of the Applicant, Kerasma Hospitality Pty Ltd, hereby submits this Public Interest Assessment in support of the application for the conditional grant of a Tavern Restricted Licence for Hellene Taverna, proposed to be located at 652 Newcastle St, Leederville, within the City of Vincent.

12.2 A Tavern Restricted Licence, as defined under Section 41 of the *Liquor Control Act 1988*, authorises the sale and supply of liquor for consumption on the licensed premises only. The Applicant has complied with all requirements of the application process and has submitted the relevant documentation in accordance with Section 68 of the Act.

12.3 This submission has addressed each of the factors the Director is required to consider under Section 38(4) of the Act. The Applicant submits that, assessed against each of those factors, the grant of the proposed licence is clearly in the public interest:

- **Section 38(4)(a) — Harm or Ill-Health:** The locality's strong socioeconomic profile, below-average at-risk demographic indicators, and improving crime trend provide a favourable baseline context. Hellene Taverna's operating model, comprehensive Venue Management Plan, and robust RSA framework collectively ensure the premises will not contribute to alcohol-related harm or ill-health within the locality.
- **Section 38(4)(b) — Impact on Amenity:** The proposed premises is located within Leederville's Secondary Activity Centre, a locality that the City of Vincent's own planning framework identifies as an intended and supported location for hospitality and night-time economy uses. The venue's design, acoustic management measures,

and patron dispersal procedures ensure that its operation will not diminish the amenity, quiet, or good order of the surrounding precinct.

- **Section 38(4)(c) — Offence, Annoyance, Disturbance or Inconvenience:** The Applicant's operational policies, including continuous Approved Manager supervision, strict RSA enforcement, a documented complaint resolution process, and active engagement with neighbours and community stakeholders, ensure that Hellene Taverna will be a considerate and responsible operator within the Carr Place precinct.
- **Section 38(4)(ca) — Tourism, Cultural and Community Matters:** Hellene Taverna represents a genuine cultural contribution to Perth's hospitality landscape. Its Mediterranean dining concept, anchored in authentic Greek *taverna* traditions of communal dining and social connection, aligns with Western Australia's WAVES 2033 visitor economy objectives, supports the City of Vincent's vision for a vibrant 24-hour city, and enriches the cultural diversity of the Leederville Town Centre.

12.4 The Applicant has also given careful consideration to the Director's Industry Guideline on the Responsible Promotion and Advertising of Alcohol (Guidance) and is committed to full adherence to its principles at all times throughout the life of the licence.

12.5 The Applicant further notes that the Act provides that the licensing authority:

- (a) *is to provide a flexible system, with as little formality or technicality as may be practicable, for the administration of this Act: s.5(2)(e),*
- (b) *shall act without undue formality in any proceedings under this Act: s.16 (1),*
- (c) *is to act according to equity, good conscience and the substantial merits of the case without regard to technicalities and legal forms: s.16(7)(b), and*
- (d) *is to act with as little formality and technicality as is practicable: s.16(7)(c).*

12.6 The consumer survey conducted in support of this application returned 202 responses from residents, workers, and regular visitors to the Leederville locality, with the majority affirming that the proposed premises is in the public interest. This level of community endorsement, combined with the substantive evidence presented throughout this submission, provides clear and cogent grounds for a finding that the application satisfies the public interest test under the Act.

12.7 Accordingly, Kerasma Hospitality Pty Ltd respectfully requests that the Director of Liquor Licensing conditionally grant the application for a Tavern Restricted Licence for Hellene Taverna at 652 Newcastle St, Leederville. The proposed premises will contribute meaningfully to the cultural life, economic vitality, and hospitality identity of the Leederville Town Centre, as a distinctive and diverse Greek-inspired hospitality destination that serves the community responsibly, supports the City of Vincent's strategic vision for the precinct, and advances Western Australia's broader visitor economy objectives.

## **13 Advertising**

- 13.1 Advertising will be completed when the Department of Local Government, Sport and Cultural Industries determines dates for the specified period.
- 13.2 A Notice of Application will be distributed to residents and businesses within a 200m radius.
- 13.3 A Notice of the Application will be mailed to any local Aboriginal community and the regional office of the Department of Indigenous Affairs.
- 13.4 The Public Interest Assessment Submission will be available for public inspection.
- 13.5 A Notice of Application will be mailed to schools, hospitals, hospices, aged care facilities, drug and alcohol treatment centres, short-term accommodation or refuges for young people, childcare centres, churches, local government authorities, the local police station, which may be situated in the specified locality of the proposed premises.

## **14 Attachments**

1. Plans
2. Consumer Surveys
3. Venue Management Plan
4. Acoustic Report
5. At Risk Groups
6. Australian Leisure and Hospitality Group Pty Ltd v Commissioner of Police - [2020] WASCA 157