PUBLIC INTEREST ASSESSMENT

Extended Trading Permit - Extended Area

17 October 2026

Coconut Grove Tavern

161 James Street, Northbridge WA 6003

Executive Summary

The Ice Cream Factory (ICF) is a globally recognised, nationally unique, and 100% Perth-owned event venue that has transformed the City of Perth into a destination of cultural significance. Operating since 2017, ICF is the only venue in Australia that independently programs, funds, and produces its own multi-stage events & concerts, hosting hundreds of live performances annually.

We submit this Public Interest Assessment in support of Extended Trading Permit application for one trading day, being:

- 17 October 2026

This submission responds directly to the Temporary Bars Policy and outlines the clear, measurable and overwhelming public benefit of allowing the Sonny Fodera headline concert to operate under a Temporary ETP.

The submission specifically addresses the below important information;

- The nature and history of the event.
- The trading hours for the event specifically noting the location.
- Indication of local government support.
- Event management plans produced for the event.
- Evidence that the event will not have an adverse impact on the surrounding community.
- Demonstration that the supply of liquor is ancillary to the unique events.
- Controls for the responsible service of alcohol.
- Demonstration that the event will be conducted safely with all required approvals and consents.
- Specific reference to the Northbridge location highlighting the events attract people to the area and compliment existing businesses and hospitality offerings.
- Economic, employment, social and tourism impact of events at ICF.
- Performance Schedules for each trading date.
- Headline artist profiles highlighting their respective cultural significance.
- Map for each event space specifically highlighting venue capacities.

A temporary ETP for this scheduled event is reasonable and essential to the delivery of an internationally significant electronic-music performance at one of Perth’s most important cultural venues.

ALIGNMENT WITH TEMPORARY BAR POLICY

The Nature and History of The Event

The Ice Cream Factory (ICF) is a Western Australian–owned and operated Live-entertainment precinct that has been successfully delivered for more than eight years in the City of Perth. Established under temporary approvals, the venue has grown into one of the State's most dynamic cultural activations — transforming an underutilised site into a vibrant entertainment hub that consistently attracts tens of thousands of patrons across the season. The venue now has Development Approval from the City of Perth to be an always on entertainment precinct.

Each event staged at the Ice Cream Factory is a distinct and ticketed offering with its own headline artists, creative theme, target demographic, and curated entertainment program. While united under the broader Summer Festival banner, no two nights are the same — demonstrating that audiences actively choose and pay for the specific entertainment featured on that date. This event-by-event model ensures diverse cultural representation and supports a wide range of Australian and international performers, DJs, live bands, cabaret & theatre productions, producers and creative suppliers.

Over its eight-year history, the venue has become a proven incubator for local events and artists, delivering high-quality programming that contributes significantly to Perth's nightlife, tourism economy, and cultural identity. The precinct regularly hosts high-profile touring acts alongside local performers, bringing into the city the type of contemporary entertainment typically secured by national or multinational operators. The Ice Cream Factory stands apart in that it is wholly independent and proudly WA-owned, ensuring the economic and social benefits of these events remain within the State.

Operationally, the site has consistently demonstrated high levels of compliance, patron safety, and responsible service of alcohol. The event has been run under temporary liquor approvals each season, typically granted close to commencement of trade, and has continually met all regulatory obligations during significant periods of operation. These demonstrated outcomes — proven over hundreds of trading days, through constantly evolving infrastructure, layouts, and operational enhancements — reinforce the maturity and capability of the event as a stable, well-managed precinct.

The ongoing success of the Ice Cream Factory demonstrates a sustained public interest, delivering cultural vibrancy, economic value, employment opportunities, training pathways for young West Australians in events and hospitality, and a safe, regulated environment for patrons to enjoy world-class entertainment. Continued licensing support is essential to maintaining this contribution and preserving an iconic WA-owned event competing in an increasingly consolidated landscape of national and international venue operators.

The venue now has both an approved change of use to Entertainment, an approved DA for the infrastructure to remain in place as well as a Regulation 19B noise approval demonstrating the unwavering support from the City of Perth. This also highlights the undeniable benefits the Ice Cream Factory events bring to the area of Northbridge.

Trading Hours specifically referencing the location of the event

The Ice Cream Factory is located within the Perth Entertainment Precinct — an area expressly designed and supported by local and State Government for major cultural, hospitality, and nightlife activation. This central city zone is already highly serviced by public transport, rideshare access, late-night food offerings, and security infrastructure, making it the most suitable location for regulated night time entertainment in Western Australia.

The trading hours for the event the subject of this application are aligned to industry norms for ticketed live entertainment. The performance schedule confirms the proposed operating hours for each trading date. These controlled hours support safe patron dispersal and effective management of arrival and departure periods.

Each programmed night has slight variations in timing based on the specific entertainment provided, with staged entertainment presented the entire duration of all events. Each event scheduled is detailed within this assessment.

These consistently controlled trading hours align with previous successful years of operation at this venue, during which the applicant has consistently delivered responsible service practices and excellent compliance outcomes under temporary approvals. The structured entertainment schedule — featuring staggered set times and artist programming — supports orderly patron flow, planned egress, and effective management of peak arrival and departure periods.

The chosen location, combined with these measured trading hours, ensures that the Ice Cream Factory continues to meet the expectations of the Entertainment Precinct framework — delivering vibrancy, visitation and night-time economy benefits within an environment purpose-built for safe and regulated late-night activity.

Indication of Local Government Support

The City of Perth has been a longstanding and valued stakeholder in the successful delivery of the Ice Cream Factory. Since 2017, the City has consistently approved the required permits and applications for the precinct to operate each summer — resulting in the successful delivery of hundreds of individual event nights over more than eight years. This history of facilitation reflects the City's confidence in the Applicant's ability to responsibly manage large-scale entertainment operations, meet compliance requirements, and deliver significant social and economic benefits to the City.

Most recently, the development approval granted for the site to be formally recognised and operated as an Entertainment Precinct represents a strong and strategic endorsement of the event as a permanent contributor to the City's live-entertainment identity. This approval not only acknowledges the operational capability and proven safety outcomes achieved year-on-year, but also demonstrates the alignment of the Ice Cream Factory precinct with the City's broader planning framework, night-time economy strategy, and cultural-activation priorities.

The City of Perth has also recently approved a Regulation 19B noise exemption for the venue. This further demonstrates the strong level of support the local government has for the venue and clearly highlights the broader benefits to the City and Northbridge.

The Ice Cream Factory continues to contribute to:

CBD economic recovery and night-time vibrancy, particularly during the critical summer tourism period.

Activation of underutilised urban space, creating a positive drawcard for residents and visitors.

Diversified entertainment options, complementing the surrounding hospitality and cultural offerings.

Local employment, supporting event workers, hospitality staff, artist crews, and suppliers.

The ongoing partnership between the Applicant and the City of Perth reflects a shared objective: delivering world-class music, and cultural experiences within a safely regulated and well-supported environment. The demonstrated operational track record — backed by consistent local government approvals and an endorsed planning status — strongly supports the public interest in granting continued licensing approvals for these upcoming events.

Event management plans produced for the event.

The Ice Cream Factory has a comprehensive and proven safety and compliance framework designed to minimise alcohol-related harm, ensure patron welfare, and maintain strong community confidence in the operation of the venue. These measures are carefully documented across the Event Management Plan, Emergency Management Plan, Alcohol Management Plan, Waste Management Plan, and associated operational strategies.

Alcohol and Crowd Management

The event is operated under a controlled and highly regulated liquor licence administered by Penzance Pty Ltd T/A Coconut Grove Tavern. It is a large-scale ticketed outdoor electronic-music event, with a maximum of 4,500 patrons present at any one time. A risk-based security model applies, including a minimum ratio of 1 licensed crowd controller per 150 patrons and two for the first 100 patrons.

Entry is restricted exclusively to valid ticket holders, and subject to a No Pass-Out Policy which prevents external pre-loading and continual re-entry.

Intoxication prevention begins at the gate, where multiple trained security personnel and RSA supervisors conduct ID checks and behavioural assessments, supported by bag checks.

Responsible Service of Alcohol is supported by;

- RSA-qualified staff at every bar.
- Dedicated RSA Supervisors positioned throughout all service zones.
- 4-drink transaction limits.
- Immediate removal of intoxicated persons by licensed security only.
- High-visibility lighting for monitoring patron behaviour.
- Food and free drinking water available at all times.
- WA Police Major Events Unit are engaged and consulted with regularly to continually improve processes particularly at large patron egress periods.

Additionally, the onsite St John First Aid post is strategically located beside the Lake Street entry to ensure immediate ambulance access.

“Show stop” protocols are detailed and accountable — able to be enacted by both ICF leadership and crowd controllers to protect crowd welfare during adverse conditions or medical intervention.

Crowd Safety, Movement & Egress

Crowd flow risk is mitigated through multiple high-interest zones reducing congregation pressure. Wider Roe Street main ingress with structured queuing and bag checks ensures smooth entry processing of patrons. Stage barrier systems with dedicated pit security and radio communications ensure areas of high density are always monitored with effective evacuation procedures.

Lighting, wayfinding, and mapped circulation avoid pinch-points while planned pre- and post-show perimeter management ensures safe street dispersal of patrons at egress.

Security and event staff remain positioned at exit gates during shutdown to ensure orderly and alcohol-free egress and protection of the neighbouring amenity.

Through detailed planning, strong regulatory oversight, and proven history of compliant delivery, the Ice Cream Factory offers a highly controlled and safe setting for all patrons to enjoy curated music and cultural experiences — significantly reducing the risk profile compared with unregulated alternatives such as informal gatherings.

These management strategies demonstrate a clear and proactive commitment to harm minimisation and ensure the operation remains unequivocally in the public interest.

Demonstration that the supply of liquor is ancillary to the unique events.

The Ice Cream Factory is fundamentally a curated music and cultural entertainment venue where the primary purpose is to host high-quality live performances from leading local, national and international artists. The events are individually ticketed, ensuring guests make an active decision to attend because of the specific entertainment program offered each night, not because of the availability of liquor. Entry is strictly restricted to valid ticket holders reinforcing that the event exists to deliver audiences to its programmed shows rather than to provide unrestricted access to alcohol.

The physical layout and operational strategy of the venue support this entertainment focus. Stages, viewing areas, and production infrastructure are central to the event experience, with lighting, crowd-flow systems and emergency readiness designed around patron movement toward and around the performances rather than liquor-service points. These arrangements are documented across the Event Management Plan and Emergency Management Plan, both of which demonstrate that patron engagement revolves around the curated performances and programmed activations throughout the site .

In contrast, the sale and supply of liquor is carefully controlled and intentionally secondary. Responsible Service of Alcohol is embedded throughout the Alcohol Management Plan, including drink limits per transaction, full visibility of bar service areas, mandatory RSA-qualified staff, and immediate removal of any patron appearing intoxicated. Free drinking water and substantial food offerings are available at all times while liquor is being served, and packaged liquor and BYO are strictly prohibited. These measures ensure alcohol consumption remains moderated and supportive of the entertainment experience rather than driving it.

The positioning and promotional identity of the event further reinforce that it is not alcohol-led. As described within the official management documentation, the Ice Cream Factory is “an experience, a journey, a celebration of Summer in Perth” — a destination chosen by patrons to enjoy performance, atmosphere, design and shared cultural moments in one of Australia’s most iconic live-entertainment spaces.

Accordingly, the public interest is best served where liquor service remains available in a controlled and responsible manner that enhances the enjoyment of the core entertainment offering — and that is precisely what continues to be delivered at the Ice Cream Factory. The events simply cannot operate or attract attendance in the absence of their artistic programming. Liquor is demonstrably ancillary to this purpose, existing only as a hospitality amenity to support the safe, enjoyable and high-quality cultural experience the venue is known for.

Economic, employment, social and tourism impact of events at ICF.

The proposed day covered by this application will generate meaningful activity within the Perth and Northbridge economy. Attendance will be controlled to a maximum of 4,500 patrons at any one time.

Each attendee will make a deliberate ticket purchase to experience Sonny Fodera and the supporting electronic-music program, generating direct expenditure within the CBD that would not occur without the event.

The event involves significant international artist, production and touring commitments. The touring party requires accommodation, hospitality, transport, technical services and specialised production support from local suppliers.

This spend directly benefits Perth hotels, restaurants, vehicle hire companies, sound and staging operators, electricians and other creative-industry contractors.

The broader operational delivery further strengthens the local supply chain. These events rely on WA-based organisations across security services, medical and first aid, stage production, waste management, event staffing, staging, lighting, and power distribution.

This ensures that expenditure and capability development remain within the State.

Each trading date requires a substantial local workforce, including security, RSA supervisors, bar staff, operations crew, first aid responders, stage technicians and cleaners—providing valuable shift opportunities for students, creatives and casual workers.

Many staff return year after year resulting in strong retention, skills development and professional pathways within WA's live-events workforce — a recognised growth sector for the State.

Attendees to major ticketed events generate direct expenditure inside the venue and in surrounding Northbridge businesses through transport, hospitality and related activity. These flow-on benefits are supported by the independent Culture Counts reports included with this submission.

This supports Perth's positioning as a vibrant tourism destination and drives footfall into small business precincts at a time when city visitation is a key government priority.

The event provides a safe, regulated large-scale electronic-music experience for local and regional audiences. Presenting an Australian-born international headline artist within a professionally managed outdoor venue provides cultural participation and social connection while supporting Perth's night-time economy.

Furthermore, the events are 100% Western Australian owned and operated, ensuring that economic benefit, creative development and reputational uplift remain in the State rather than being absorbed by multinational venue operators.

The proposed trading day will deliver major public-interest benefits through city activation, job creation, cultural participation and retention of touring expenditure within Western Australia. Sonny Fodera's chart success, sold-out international performances and arena-scale touring history demonstrate that this is a genuine artist-led event with substantial audience demand.

Performance & Event Schedules for each trading date.

SONNY FODERA — INDICATIVE EVENT SCHEDULE

Saturday 17 October 2026 | ICF Outdoor | Licensed event hours: 6:00 pm–11:00 pm

TIME	PROGRAM
6:00 pm	Doors open / supporting electronic-music program
6:00–9:00 pm	Supporting artists — final set times TBC
9:00–11:00 pm	SONNY FODERA — headline performance

Headline artist profile and evidence of cultural significance.

Artist and Event Significance Statement: Sonny Fodera

Artist Overview

Sonny Fodera is an Adelaide-born, London-based DJ, producer and songwriter who has developed into one of Australia's most successful international house-music exports. His sound combines vocal house, melodic club production and accessible crossover songwriting, allowing him to connect both with dedicated electronic-music audiences and mainstream listeners.

Across a career spanning more than a decade, Fodera has released a substantial catalogue of singles, collaborations and albums, established the Solotoko label and performed at major clubs, arenas and festivals around the world. Prominent releases include "Asking" with MK and Clementine Douglas, "Somedays" with Jazzy and D.O.D, "Never Be Alone" with Becky Hill, "Mind Still" featuring blythe, and "Think About Us" with D.O.D and Poppy Baskcomb.

Demonstrated Audience and Touring Demand

Fodera's catalogue has generated more than 1.4 billion Spotify streams. His recent records have also achieved significant crossover success: "Somedays" reached the top five in the United Kingdom and was certified double platinum in Australia, while "Think About Us" reached number one on the Australian airplay chart and received ARIA gold accreditation.

His live demand is equally substantial. Fodera has sold out headline performances across the United Kingdom, Europe, North America and Australia, including a major arena-scale show at Manchester's Co-op Live attended by more than 20,000 people. He has also appeared on globally recognised festival programs including Coachella, Tomorrowland and EDC Las Vegas.

The proposed Perth concert is part of Fodera's four-city Australian headline tour in October 2026, alongside Brisbane, Melbourne and Sydney dates. This national routing, together with his demonstrated history of selling out large headline shows, supports the commercial credibility of a 4,500-capacity outdoor performance at ICF.

Cultural Significance

Sonny Fodera is culturally significant as an Australian artist who has built a sustained international career in electronic music while retaining a strong connection to his home market. His success demonstrates the global reach of Australian dance music and provides a visible pathway for emerging Western Australian DJs, producers and promoters seeking to participate in the international electronic-music industry.

His work bridges underground club culture and popular music through high-quality production, distinctive collaborations and vocal-led songwriting. This crossover appeal supports a broad and diverse audience while preserving the communal, performance-focused character of contemporary house music.

Significance to Perth and Western Australia

Perth’s geographic isolation can restrict access to international-scale electronic artists and touring productions. Presenting an Australian-born global headliner at ICF Outdoor gives Western Australian audiences access to a current arena-level artist without interstate travel and ensures Perth remains included in major national touring routes.

The event is fundamentally artist-led. Entry is restricted to ticket holders who have chosen to attend for Sonny Fodera and the supporting electronic-music program. Liquor service is ancillary and exists only as a controlled hospitality amenity supporting the concert experience.

The event will generate employment and expenditure across artist travel, accommodation, staging, production, security, medical services, hospitality, cleaning, transport and Western Australian contractors. It will attract audiences into Northbridge and support surrounding businesses before and after the performance.

Conclusion

Sonny Fodera is a culturally relevant and commercially proven Australian international artist with more than 1.4 billion Spotify streams, major chart certifications and demonstrated arena-scale touring demand. A one-off 4,500-capacity ICF Outdoor performance on Saturday 17 October 2026 is appropriately scaled and will deliver meaningful cultural, social, tourism and economic benefits to Perth and Western Australia.

4,500 Capacity Map — ICF Outdoor

GENERAL NOTES

PROPRIETARY SCAFFOLD-SUPPORTED STRUCTURE AND SIGNAGE SYSTEM HEIGHT ABIDED TO STRUCTURAL ENGINEERS DETAILS - PUBLIC ACCESS PLATFORMS AT 4M AND 7M DESIGNED TO WITHSTAND 5.0KPA LIVE LOADS PER AS 1170.1.
BALUSTRADES AND EDGE PROTECTION PER AS 1657

SIGNAGE: AVERY DWS 3-PRESS VINYL BANNER FIXED TO ALUMINIUM HEXER TRACK, TENSIONED TAUT. STRUCTURE ENGINEERED TO ASNZS 1170 SERIES WIND LOADING & IMPOSED LOADING AND ASNZS 1576 SCAFFOLD STANDARDS.

MATERIALITY ABBREVIATIONS:

NOTE: 'E' PREFIX DENOTES EXISTING CONDITIONS

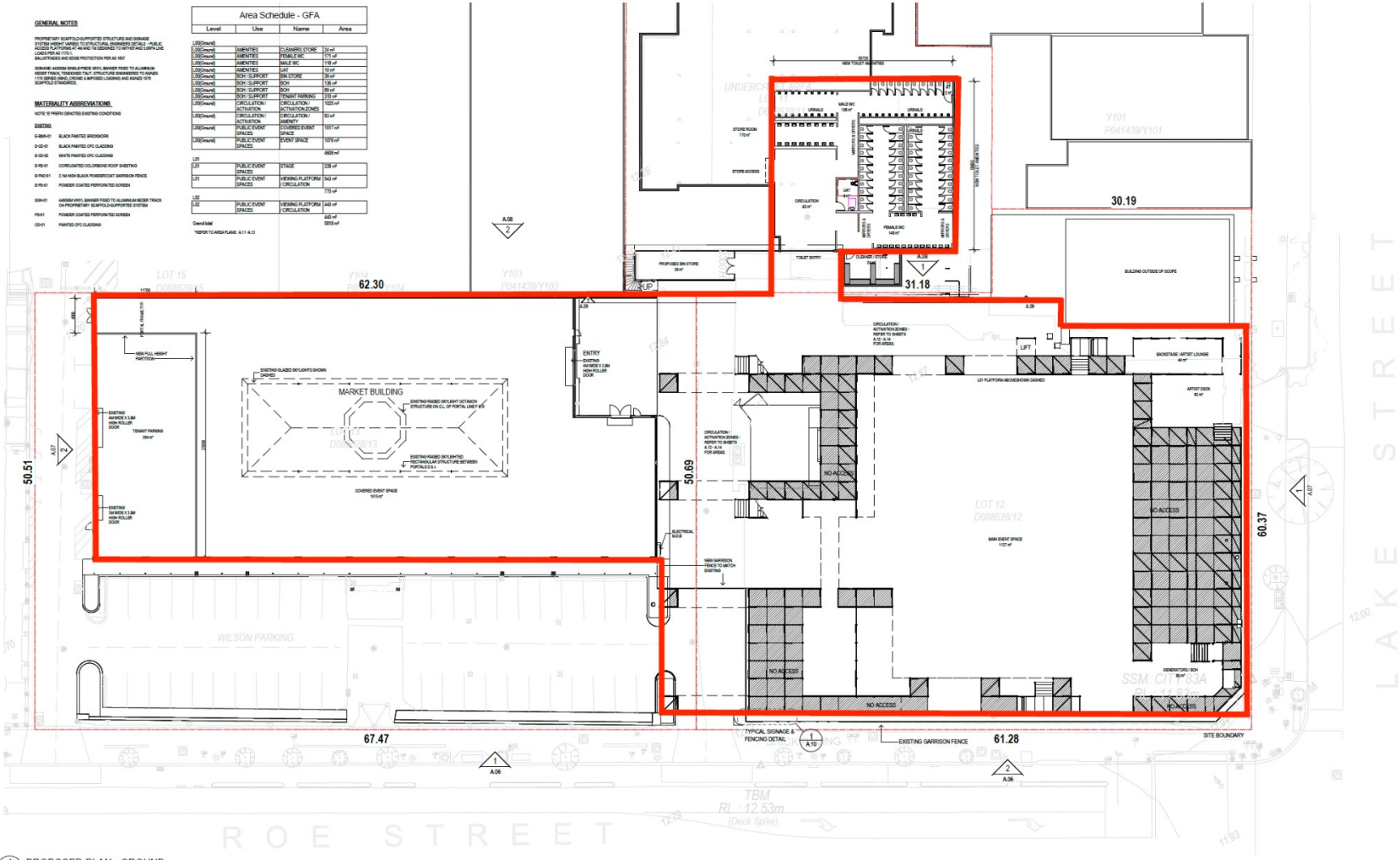
EXISTING

E-BWK-01	BLACK PAINTED BRICKWORK
E-CD-01	BLACK PAINTED CFC CLADDING
E-CD-02	WHITE PAINTED CFC CLADDING
E-RS-01	CORRUGATED COLORBOND ROOF SHEETING
E-FND-01	2.1M HIGH BLACK POWDERCOAT GARRISON FENCE
E-PS-01	POWDER COATED PERFORATED SCREEN
SGN-01	440GSM VINYL BANNER FIXED TO ALUMINIUM HEXER TRACK ON PROPRIETARY SCAFFOLD-SUPPORTED SYSTEM
PS-01	POWDER COATED PERFORATED SCREEN
CD-01	PAINTED CFC CLADDING

Area Schedule - GFA

Level	Use	Name	Area
L00(Ground)			
L00(Ground)	AMENITIES	CLEANERS STORE	24 m²
L00(Ground)	AMENITIES	FEMALE WC	171 m²
L00(Ground)	AMENITIES	MALE WC	118 m²
L00(Ground)	AMENITIES	UAT	10 m²
L00(Ground)	BOH - SUPPORT	BIN STORE	39 m²
L00(Ground)	BOH - SUPPORT	BOH	136 m²
L00(Ground)	BOH - SUPPORT	BOH	85 m²
L00(Ground)	BOH - SUPPORT	TENANT PARKING	310 m²
L00(Ground)	CIRCULATION / ACTIVATION	CIRCULATION / ACTIVATION ZONES	1025 m²
L00(Ground)	CIRCULATION / ACTIVATION	CIRCULATION / AMENITY	92 m²
L00(Ground)	PUBLIC EVENT SPACES	COVERED EVENT SPACE	1517 m²
L00(Ground)	PUBLIC EVENT SPACES	EVENT SPACE	1576 m²
			4606 m²
L01			
L01	PUBLIC EVENT SPACES	STAGE	226 m²
L01	PUBLIC EVENT SPACES	VIEWING PLATFORM / CIRCULATION	543 m²
			770 m²
L02			
L02	PUBLIC EVENT SPACES	VIEWING PLATFORM / CIRCULATION	440 m²
			440 m²
Grand total			5816 m²

*REFER TO AREA PLANS: A.11 - A.13



1 A.06 PROPOSED PLAN - GROUND
1:200

2.1 Proposed Manner of Trade & Target Client Base

Coconut Grove Tavern proposes to trade in the areas adjacent to the tavern under an Extended Trading Permit.

The extended outdoor area will be licensed only during the ticketed Sonny Fodera event, with a capacity of up to 4,500 patrons at any one time.

Trading times will vary for each event or function; however, they will not exceed the current trading hours of the existing licence. The venue will open for a maximum of one hour prior to, and one hour following, the scheduled entertainment.

Since 2017, the venue has successfully delivered over 210 large-scale events, welcoming more than 500,000 attendees. These events have consistently demonstrated strong compliance with licensing conditions and community expectations, while contributing positively to the local economy and cultural life of Perth.

The proposed Extended Trading Permit seeks to formalise these operations and provide long-term certainty for the continued delivery of safe, well-managed and vibrant ticketed events and functions.

The Ice Cream Factory has evolved into a highly curated events space delivering experiences entirely unique to the venue, with a strong emphasis on safety, diversity and creativity. Its proven track record of professional operations and community engagement shows that its events are overwhelmingly in the public interest—activating underutilised urban space, supporting local jobs and artists, and enhancing the cultural fabric of the city.

The venue is designed to accommodate a wide variety of events, resulting in a diverse demographic of customers. Theatre, music, cabaret, comedy, cultural festivals, exhibitions, sporting events, weddings and trade shows are all expected to form part of the annual events calendar, with an expected total attendance of over 200,000 people per year. Previous attendee profiles have been identified in the Culture Counts impact report provided.

National and international promoters have expressed their intent to program content at the venue, as demonstrated in the submitted letters of support.

In addition to its cultural contributions, The Ice Cream Factory delivers substantial economic impact each year, injecting more than $3 million in capital infrastructure to build and transform the site annually. A further $2 million is spent on artist bookings, enabling the venue to attract in-demand local, domestic and international acts—many of whom require 12–18 months of lead time. It is expected that artist expenditure will grow to approximately $6 million in 2026/27.

The festival also provides over $850,000 in casual wages annually, much of which directly benefits local students and young people, particularly in light of the new Edith Cowan University City campus opening nearby. This broad economic activity supports jobs, stimulates the creative sector and generates significant flow-on benefits across the hospitality and tourism industries.

The venue proposes to trade with conditions consistent with previously granted temporary Extended Trading Permits, including (but not limited to):

NUMBERS LIMITATION
The number of patrons permitted within the licensed area(s) is not to exceed 4,500 at any one time.

RESTRICTED ENTRY
Entry is restricted to ticket holders for events and functions only.

JUVENILES
Juveniles accompanied and supervised by a responsible adult (as defined by s 125(2)(b) of the Liquor Control Act 1988) are permitted to enter and remain on the licensed premises. This condition does not apply to the presence of a juvenile employed by the licensee on the premises otherwise than in the sale or supply of liquor.

PROFIT SHARING AUTHORISED
Pursuant to s 104 of the Liquor Control Act 1988, approval is given for profit sharing to occur between the licensee and event promoters. However, if concerns are raised over the suitability of any particular third party, the licensing authority reserves the right to conduct an investigation into that person to ascertain if they are “fit and proper”, pursuant to s 37(1)(d) of the Act.

FENCING REQUIREMENTS
Appropriate fencing is to be erected around the boundary of the licensed area to clearly delineate the licensed premises.

UNSEALED CONTAINERS ONLY
Liquor sold and supplied must only be supplied in unsealed containers.

PACKAGED LIQUOR PROHIBITED
The sale and supply of packaged liquor for consumption off the licensed premises is prohibited:
i) during any extension of normal trading hours;
ii) from any extension of licensed area; and
iii) to non-members (where the licence is a Club Licence that permits the sale of packaged liquor to members).

DRINK LIMIT
Liquor sold and supplied at the event is restricted to no more than four (4) drinks per person per transaction.

RESPONSIBLE DRINK PRACTICES
The licensee is prohibited from selling and supplying beverages in such a way that would encourage rapid consumption of liquor (e.g. unadulterated spirits or liqueurs in shot glasses; “laybacks”, “shots”, “shooters”, “test tubes”, “jelly shots”, “blasters”, “bombs” or any similar product).

DRINKS

The serving of spirits in jugs is prohibited.

Non-standard measures of spirits (i.e. more than 50ml) are prohibited.

The supply of pre-mix drinks is permitted; however, the individual container quantity is not to exceed 440ml.

Low-strength liquor must be readily available for the duration of the event.

A range of non-alcoholic drinks must be readily available for the duration of the event.

LIGHTING REQUIREMENTS
Adequate lighting must be installed within the licensed area(s) as follows:

Lighting shall be energised from approximately one hour prior to sunset and shall remain illuminated until at least one hour after the cessation of licensed hours.

Throughout general public areas, illumination shall be no less than 5 lux, except in the vicinity of stage area(s) during a performance.

For all bar service areas and entry/exit points, illumination shall be no less than 40 lux to assist with the monitoring of patrons during hours of darkness.

LICENSED SECURITY REQUIREMENTS
Crowd controllers licensed under the Securities and Related Activities (Control) Act 1996, or approved managers exempt under the Securities and Related Activities (Control) Regulations 1997, are to be employed at a ratio of two (2) personnel for the first one hundred (100) patrons, and one person for each additional one hundred and fifty (150) patrons or part thereof. These personnel are required to be present to monitor the licensed premises and patron behaviour upon arrival and departure until close of business.

The use of approved managers for crowd control duties is subject to:
a) Approved managers not exceeding 50% of the required security numbers;
b) Additional managers engaged under the security condition being easily identified by high-visibility attire;
c) The primary focus of additional managers being patron behaviour and responsible service of alcohol, not other duties such as bar service; and
d) The licensee maintaining a management roster available for inspection by police on request.

RESPONSIBLE PATRON MONITORING
A minimum ratio of one (1) RSA Marshall per one thousand (1000) patrons, in high-visibility fluorescent shirts or vests, will patrol the licensed areas to monitor patrons for drunkenness.

CLOSED CIRCUIT TELEVISION (CCTV)

The licensee shall operate a CCTV system which complies with the Director’s policy titled “Security Licensing Conditions” (dated 29 August 2024), installed at the entrance to the licensed premises during licensed hours and until thirty (30) minutes after closing.

Images recorded via the CCTV system must be retained for 28 days and made available for viewing or removal upon request by an authorised officer.

SIGNAGE REQUIREMENTS
Signage is to be placed at each bar area reflecting the following offences:

Selling liquor to a drunk person;

Aiding a drunk person to obtain or consume liquor; and

Supplying liquor to a juvenile on licensed or regulated premises.

FREE DRINKING WATER

Pursuant to s 115A of the Liquor Control Act 1988, the licensee shall provide potable drinking water, free of charge, at all times liquor is sold and supplied for consumption on the licensed premises. As a minimum, this is to be met by water dispensers located at or adjacent to all bar service areas, refreshed regularly, with clean glasses or disposable cups available. ALL OTHER TRADING CONDITIONS OF THE LICENCE APPLY.

2.2 Describe the premises/proposed premise

The proposed Ice Cream Factory precinct is designed to be a vibrant, flexible and unique event space.

The venue will operate as a hub for a wide variety of entertainment, including concerts, theatre, cabaret, comedy, exhibitions, cultural events and other curated programming.

The precinct incorporates both indoor and outdoor areas and can be customised to suit the requirements and scale of each event.

ICE CREAM FACTORY

ICE CREAM
FACTORY
SUMMER FESTIVAL

2.3 Packaged Liquor

The venue will not sell packaged liquor from the proposed extended area.

3.1 Population characteristics in the locality.

Perth (West) - Northbridge Area as per the 2021 Census.

- Total population - 12,119.
- Estimated population growth - 10,547 in 2016 to 12,628 in 2021, indicating a growth of about 19.7% over five years.
- Median age - 33

Income and employment status.

- Median weekly household income is $1,966.
- 64.9% people aged 15 and over work full time and 24.5% working part-time, while 5.6% were unemployed and 5.0% reported 0 hours of work the week before the Census.

Types of people who live and work in the community.

- The top 3 responses for occupations were Professionals (37.6%), Managers (13.8%), Community and Personal Service Workers (11%).

Perth (West) - Northbridge Area

3.2 Community Buildings in the Locality

Schools & Educational Institutions

- North Metropolitan TAFE – 25 Aberdeen Street, Northbridge WA 6003
- Perth Modern School – 90 Roberts Road, Subiaco WA 6008
- Mercedes College – 56 Victoria Square, Perth WA 6000

Hospitals & Hospices

- Royal Perth Hospital – 197 Wellington Street, Perth WA 6000

Aged Care Facilities

- Juniper St Andrew's Northbridge – 60-62 Wasley Street, North Perth WA 6006
- Regis Perth – 615 Newcastle Street, Leederville WA 6007

Churches/Places of Worship

- St Brigid’s Church – 211 Aberdeen Street, Northbridge WA 6003
- Uniting Church in the City – Wesley Perth – 75 William Street, Perth WA 6000

Drug & Alcohol Treatment Centres

- Cyrenian House (North Perth location) – 318 Fitzgerald Street, North Perth WA 6006
- Next Step Drug and Alcohol Services – 32 Moore Street, East Perth WA 6004

Short Term Accommodation / Refuges

- St Bartholomew's House – 7 Lime Street, East Perth WA 6004
- The Salvation Army – Beacon Homeless Service – 57 Aberdeen Street, Perth WA 6000

Childcare Centres

- Goodstart Early Learning East Perth – 123 Wellington Street, East Perth WA 6004
- MercyCare Early Learning Centre West Perth – 101 Thomas Street, West Perth WA 6005

Local Government

- City of Perth Council House – 27 St Georges Terrace, Perth WA 6000

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

The Ice Cream Factory enforces industry standard alcohol management standards. This includes both self-imposed measures that go above regulatory requirements as well as licence conditions designed to prioritise guest safety and reduce intoxication levels.

Since the event's inception in 2017, The Ice Cream Factory has been regularly inspected by the Liquor Enforcement Unit and Racing, Gaming and Liquor. To date, no infringements have ever been issued, and we continue to be recognised for our exemplary compliance and responsible alcohol management.

The venue proposes to continue to operate in an exemplary fashion implementing the below strategies;

1. Staff Training
    a. All staff are required to hold their RSA certification as a minimum and highly encouraged to complete their Approved Managers training course.
    b. The venue conducts briefing sessions to all staff at the beginning of each service, used as an effective communication tool in order to reinforce the importance of harm minimisation strategies.
    c. Security and crowd control managers conduct briefing and debrief meetings at each event to ensure alignment with the strategies and focal areas of harm minimisation.
2. Safe Venue Design & Operations
    a. The venue incorporates clearly signed "Chill Out Zones" providing shaded rest areas, free water stations, misting fans and comfortable furniture. This area is monitored by customer care staff.
    b. Ensure all areas of the venue are well lit providing all staff the best opportunity for patron monitoring.
3. Alcohol Service Controls
    a. Serve alcohol in standard measure vessels only, avoiding oversized or novelty vessels.
    b. Offer lower alcohol and no alcohol drink options and promote these on menus.
    c. Stagger service point finish times to avoid last minute high-volume drinking.
    d. Limit the number of drinks per transaction to discourage rapid consumption.
4. Patron Education & Culture
    a. Promote safe drinking messages on screens, posters, tickets and social media.
    b. Include behavioural code of conduct on ticketing information and displayed at the entrance to set the expectations of patron behaviour.
5. Medical & Welfare Services
    a. On-site first aid staff are present at all major events.
    b. First aid stations are well marked and provide a safe place for patrons who require rest or support.

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

The design and operation of The Ice Cream Factory are carefully planned to protect the amenity, quiet and good order of the surrounding area, particularly given its central location in Perth's CBD. A multi-faceted, evidence-based approach is applied to venue design, community safety and stakeholder engagement.

Noise Management
Noise impact is a primary consideration. Venue layout, speaker orientation and performance schedules are informed by extensive noise modelling and acoustic engineering to minimise disruption to residents and businesses.
Since 2017, The Ice Cream Factory has worked with Lloyd George Consulting to implement best-practice noise controls.
In the 2024 season, only two noise complaints were received, both on the opening night before full community awareness of the event.

Venue Design & Infrastructure
The site is designed to contain sound, manage crowd flow and reduce external disruption. Entrances, exits and queuing areas are strategically positioned to prevent congestion on footpaths and adjacent streets. All patron activity is contained within secure perimeters, and patrons are actively discouraged from loitering or making noise outside the venue after events conclude.

Community Safety & Police Engagement
To reduce pressure on public services, The Ice Cream Factory contracts WAPOL for every operating night (over $60,000 invested in 2024). On some nights, deployed officers were redeployed to unrelated Northbridge incidents, demonstrating the venue's low-risk profile and positive contribution to broader public safety.

Medical Services
St John Ambulance provides on-site medical support throughout all event hours, ensuring patrons are cared for without burdening external health services.

Responsible Service of Alcohol
The Ice Cream Factory implements strong harm minimisation measures, including trained RSA staff, proactive crowd monitoring and a culture of compliance. The venue has operated since 2017 without infringements from the Liquor Enforcement Unit or Racing, Gaming and Liquor.

Community Engagement
Open communication is maintained with nearby residents and businesses via pre-season notifications and a dedicated community contact line, ensuring concerns are promptly addressed.

6.1 What actions will you take to minimise the impact on people who live and work in the area.

The Ice Cream Factory is committed to being a responsible and valued neighbour within the City of Perth and adopts a proactive, multi-layered approach to minimising impact on local residents and workers.

Dedicated Community Complaint Line
A dedicated complaint and feedback line operates throughout the event series. It is actively monitored during all event hours, with all concerns logged and acted upon in real time. Complaints are linked directly to audio technicians and site management to allow for immediate adjustments where required.

Transparent and Ongoing Community Engagement
Informational letters are distributed to surrounding residents and businesses prior to each season, outlining event dates, soundcheck times and contact details. Feedback is welcomed and used to refine operations.

Sound Management and Event Design
Production teams use data-driven sound design and careful speaker placement to reduce sound spill beyond the venue. Live music is scheduled to conclude at appropriate times, with strict internal controls on volume, regularly reviewed at boundary monitoring points.

Positive Community Contribution
Since 2017, The Ice Cream Factory has contributed positively to the vibrancy, economy and cultural life of Perth, and works closely with partners such as Pride WA, ARTRAGE/FRINGE WORLD and Perth Symphony Orchestra to ensure broad community benefit.

Track Record of Responsiveness
In the 2024 series, despite nearly 80,000 patrons attending over three months, only two noise complaints were received, both on the opening night. This outcome reflects the success of planning, technical controls and the commitment to community impact minimisation.

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

Yes. Granting an Extended Trading Permit for The Ice Cream Factory will deliver significant tourism, cultural and community benefits to the City of Perth, supported by independent research from the 2024 Culture Counts evaluation.

Tourism Benefits
The festival is a major tourism driver, generating a total economic impact of $12.4 million, with a multiplied impact exceeding $35.5 million.
Key outcomes include:

Almost 80,000 unique attendees, including 3,950 visitors from outside Perth;

83% of regional visitors indicating the festival was their primary reason for travel, resulting in 3,090 overnight stays;

59% of attendees visiting local pubs, clubs or licensed venues, and 39% dining out, demonstrating strong flow-on benefits to Perth's hospitality and nightlife sectors.

Cultural Benefits
The Ice Cream Factory is a flagship cultural experience, blending live music, immersive art and urban placemaking.
The 2024 report found:

94% of attendees agreed the event made an important contribution to the cultural life of Perth;

The program included globally recognised acts alongside partnerships with Perth Symphony Orchestra, Pride WA and FRINGE WORLD;

78% agreed the event gave them access to activities they would not otherwise experience.

Approval of this application will provide the certainty required to continue to book global and national acts and to invest in high-quality local programming.

Community Benefits
The Ice Cream Factory is deeply committed to positive community engagement and responsible operation.

Key indicators include:

95% of attendees reported that the festival made them feel proud and happy to live in WA;

A Net Promoter Score of +55, considered excellent;

93% of attendees indicating they are likely or very likely to return.

Operationally, the venue is run with high levels of public safety, welfare services and liquor compliance. Since 2017, no infringements have been issued by the Liquor Enforcement Unit or Racing, Gaming and Liquor.

In 2024, a dedicated complaint line, paid WA Police presence and on-site medical services were implemented, demonstrating best-practice harm minimisation and community care.

In summary, approval of this Extended Trading Permit will enable The Ice Cream Factory to continue delivering a safe, high-quality and professionally managed event venue that brings measurable value to Perth's cultural identity, tourism profile and community spirit.

7.2 Supporting information.

The following supporting documents are provided to demonstrate the venue's strong operational track record, cultural and economic contributions, and the overwhelming public interest in granting this application:

- Independent Impact Reports produced by Culture Counts (2017, 2018, 2019, 2020/21, 2021/22, 2022/23, 2023, 2024/25).
- Ice Cream Factory Festival Prospectus (internally produced).
- 2024 Ice Cream Factory Noise Monitoring Report (independent).
- 2025 Fringe Series Noise Monitoring Report (independent).

Summary

This Public Interest Assessment demonstrates that the Extended Trading Permit application for the Sonny Fodera concert on Saturday 17 October 2026 at the Ice Cream Factory Outdoor Amphitheatre is overwhelmingly in the public interest and fully aligned with the Temporary Bars Policy and the objects of the Liquor Control Act 1988.

The Ice Cream Factory has a proven eight-year track record of safely and successfully delivering large-scale cultural events in the Perth Entertainment Precinct — a location deliberately established to accommodate vibrant night-time activation supported by existing transport, security and hospitality infrastructure. The venue has operated without infringement, consistently meeting or exceeding regulatory requirements for safety, noise control, community engagement and responsible service of alcohol.

The proposed event is culturally significant and demonstrably artist-led. Sonny Fodera is an Adelaide-born global house-music artist with more than 1.4 billion Spotify streams, major Australian and United Kingdom chart certifications, and arena-scale international touring demand. The event will generate economic and social uplift, support local businesses and create employment opportunities.

The Applicant has submitted detailed operational, crowd-safety, alcohol-management and emergency-response plans, supported by rigorous compliance history and the endorsement of the City of Perth through Development Approval as an Entertainment Precinct. The activation of this site has repeatedly proven to be a positive contributor to the good order and amenity of the locality and an essential element of Perth’s cultural landscape.

Approval of this Extended Trading Permit will ensure that the significant benefits of the Ice Cream Factory continue to be delivered to the Western Australian community—including enhanced tourism activity, increased city vibrancy, cultural engagement, artist development and employment pathways—while maintaining the highest standards of patron safety and regulatory compliance.

Accordingly, we respectfully submit that granting this Extended Trading Permit is justified by precedent, planning policy and documented operational performance, and is fundamental to advancing the public interest and supporting one of Western Australia’s and Australia’s most important cultural and economic assets.