



Public Interest Assessment Application for the grant of A Tavern Restricted Licence

Premises Name: Queen Maeve's
Applicant: Irish Bar Subiaco Pty Ltd
Location: 61 Townshend Road, Subiaco, WA 6008



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 www.hospitalitytotalservices.com.au

This Submission is not to be copied in part or its entirety by any person without prior written consent from Hospitality Total Services (Aus) Pty Ltd. Failure to do so may result in legal action

Contents

1	Introduction	3
2	The Applicant	9
3	Venue and Operation	11
4	Location and Locality	15
5	Legislative Framework – Liquor Control Act 1988	24
6	Public Interest	30
7.	Section 38 (4) (a) of the Act – Harm or Ill-health	37
8	Community Consultation	50
9	Section 38 (4) (b) of the Act – Impact on Amenity	50
10	Section 38 (4) (c) of the Act – Offence, Annoyance, Disturbance or Inconvenience	51
11	Section 38(4)(ca) – Tourism, Cultural and Community Matters	58
12	Summary	61
13	Advertising	62
14	Attachments	62

1 Introduction

- 1.1 Irish Bar Subiaco Pty Ltd (the Applicant) is seeking approval from the Director of Liquor Licensing at the Department of Local Government, Industry Regulation and Safety (DLGIRS) for the grant of a Tavern Restricted Licence for the premises to trade as Queen Maeve's, located at 61 Townshend Road, Subiaco, WA 6008.
- 1.2 The premises currently operate as a licensed Club Premises under the authority of the Irish Club of WA. The Applicant proposes to continue operating the premises as a hospitality-focused venue. This change in licence type supports the operational shift towards a food and beverage offering to the broader community that requires the grant of a Tavern Restricted Licence.
- 1.3 Mr Kosta Kapinkoff, Director of the Applicant entity, brings significant hospitality industry experience, having been part of the ARK Group, which successfully and safely operated licensed Tavern premises in WA for over 40 years.
- 1.4 This Public Interest Assessment (PIA) has been prepared by Hospitality Total Services (Aus) Pty Ltd on behalf of the Applicant, in accordance with Section 41 of the Liquor Control Act 1988 (the Act), which provides:

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*

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

- 1.5 The Applicant acknowledges that in determining whether the grant of the licence is in the public interest, the Licensing Authority must have regard to the objects of the Act as outlined in Section 5, as well as the relevant public interest considerations under Section 38(4) of the Act.
- 1.6 This submission has been prepared to address those statutory objects and considerations in accordance with the Director's Policy on Public Interest Assessment submissions, ensuring that all relevant matters under Sections 5 and 38 of the Act have been properly considered and substantiated.
- 1.7 The accompanying documentation has been lodged with the Licensing Authority under Section 68 of the Act and has been compiled by Hospitality Total Services (Aus) Pty Ltd on behalf of Irish Bar Subiaco Pty Ltd.
- 1.8 Queen Maeve's is a contemporary Irish-inspired hospitality premises proposed within the repurposed Irish Club of WA premises in Subiaco. Operated by Irish Bar Subiaco Pty Ltd, the premises will offer an Irish-inspired dining experience, premium beverages, and cultural programming across two levels. The operation seeks to honour the site's longstanding Irish heritage while contributing to the revitalisation of the Subiaco Town Centre as a vibrant mixed-use precinct.
- 1.9 The existing Club Premises licence imposes operational constraints that limit the premises' flexibility and appeal to a broader consumer base. The Applicant seeks to retain the approved 400-patron capacity while introducing a more accessible, community-facing hospitality model that aligns with the premises' location and planning objectives.
- 1.10 Situated within the Subiaco Town Centre, Queen Maeve's occupies a strategically significant location in a mixed-use, pedestrian-oriented area that supports both day and evening activity. The premises benefit from proximity to Subiaco Train Station, surrounding retail, dining, and entertainment premises, and public amenities. The proposed conversion from a Club Premises to a Tavern Restricted Licence represents an opportunity to revitalise the site through a venue that responds to contemporary consumer requirements and contributes positively to the activation of the Town Centre.
- 1.11 The Applicant submits that the grant of the Tavern Restricted Licence will support the continued operation of a responsibly managed premises under a licence class more aligned with the current and intended use of the premises. Queen Maeve's has been purposefully designed to accommodate a broad mix of uses, including:
 - **Dining:** A commercial kitchen providing quality meals with a focus on Irish and modern bistro cuisine, available across both floors.

- **Entertainment:** Acoustic performances, DJ programming, and live cultural events, subject to the Noise Management Plan.
- **Private functions:** Spaces available for private bookings, including celebrations, business events, and themed gatherings.
- **Cultural and community events:** Continuation of Irish community traditions, including holiday observances, sports screenings, and fundraisers.
- **Beverage service:** A curated selection of alcoholic and non-alcoholic beverages, including iconic Irish brands and local craft products.
- **Social engagement:** A welcoming and inclusive venue promoting safe social interaction among a diverse adult demographic.
- **Local activation:** A unique cultural and hospitality offering that supports Subiaco's broader economic and place-making strategies.

1.12 Subiaco is a designated Secondary Centre under State Planning Policy 4.2¹ and is recognised for its evolving role in Perth's urban hierarchy as a destination for commerce, dining, culture, and community activity. The Subiaco Town Centre is undergoing a period of revitalisation through coordinated planning, investment, and activation, with a focus on hospitality and small-business development. The proposed Tavern Restricted Licence for Queen Maeve's aligns with this strategic vision by contributing to the diversification of hospitality offerings in the locality and enhancing Subiaco's appeal as a vibrant, inclusive and culturally rich destination for local residents, professionals, and visitors.²

1.13 Key locational advantages of the Subiaco Town Centre include:

- **Proximity to the Perth CBD:** Subiaco's inner-urban location positions it as a convenient hospitality and cultural hub for residents of surrounding suburbs and city workers.
- **Active hospitality and retail precinct:** The locality is home to a wide range of food, beverage, and retail venues that support a day-to-evening economy.
- **Access to high-frequency public transport:** Subiaco Station is within 450 metres of the premises and is serviced by the Fremantle train line and local bus routes.
- **Walkable public realm:** The surrounding area features pedestrian-friendly infrastructure, well-lit streetscapes, and accessible pathways that support safe movement.
- **Policy support:** The City of Subiaco Local Planning Strategy (2021) and Local Planning Scheme No. 5 encourage increased diversity of uses, enhanced urban

¹ https://www.wa.gov.au/system/files/2023-07/spp_4.2-activity-centres.pdf

² <https://www.wa.gov.au/system/files/2021-11/LST-Subiaco.pdf>

vibrancy, and support for community-focused hospitality premises in activity centres such as Subiaco.

Subiaco town centre is the State's premier knowledge centre, with excellent links to the Perth CBD, University of Western Australia and QEII Medical Centre. Its high quality, green and leafy public realm supports a relatively dense mix of residential, retail, hospitality, cultural and commercial activities. Transit is integrated seamlessly into the heart of Subiaco, enabling commuting access. Heritage and contemporary buildings sit comfortably together to create an intense, exciting, liveable and sustainable town centre."³

- 1.14 The Applicant's primary objective is to continue operating a well-managed, safe, and socially responsible licensed premises that contributes positively to the surrounding urban fabric. The proposed licence supports this intent by enabling the premises to respond to consumer requirements in a way that maintains strong commitments to harm minimisation, responsible service of alcohol, and public interest.
- 1.15 In accordance with the Director's Policy on Public Interest Assessments (PIAs), the Applicant acknowledges its responsibility to demonstrate both a genuine consumer requirement and that the grant of a Tavern Restricted Licence is in the public interest, with specific regard to the matters outlined under Section 38(4) of the Act.
- 1.16 To support the application, the Applicant has compiled evidence-based material, including data from a targeted Consumer Survey⁴ conducted among residents and consumers in the Subiaco locality. The survey responses demonstrate clear support for the continuation of a culturally distinctive, hospitality premises that reflects contemporary consumer requirements. Respondents consistently expressed a desire for safe, socially engaging, and locally operated licensed venues, reinforcing that Queen Maeve's caters to an identifiable consumer requirement and is well-positioned to contribute to the ongoing revitalisation of Subiaco's hospitality, culture, and tourism sectors.
- 1.17 A detailed Harm Minimisation Plan⁵ has been prepared as part of this submission, outlining policies and procedures to support responsible service of alcohol (RSA), patron safety, and overall community wellbeing. These measures have been designed in accordance with the Director of Liquor Licensing's policy on *Harm minimisation plans*⁶ and demonstrate how the premises will meet its obligations under Section 38(4)(a) of the Act.

³<https://www.subiaco.wa.gov.au/subiacowebsite/media/media/Planning/Activity%20Centre.%20Structure%20and%20Local%20Devlmt.%20Plans/Subiaco-Activity-Centre-Plan-final-high.pdf>

⁴ Attachment 1 – Consumer Surveys

⁵ Attachment 2 – Harm Minimisation Plan

⁶ <https://www.dlgsc.wa.gov.au/departments/publications/publication/harm-minimisation-plan>

- 1.18 The integration of food service with liquor consumption reflects evidence-based harm minimisation practices, as recognised by the Department of Health, and supports responsible hospitality outcomes.⁷
- 1.19 To support public safety and minimise the risk of crime or misconduct, Queen Maeve's will operate a comprehensive CCTV system covering all patron-accessible internal spaces, key service areas, and external entry and exit points. This system will be maintained in accordance with the Director of Liquor Licensing's Policy on *Security licensing conditions*⁸ and forms part of the premises' overarching approach to harm minimisation, venue safety, and regulatory compliance.
- 1.20 The Applicant will ensure full compliance with the Environmental Protection (Noise) Regulations 1997 (EPNR), with all music and venue-related sound managed to avoid undue disturbance to nearby residences or commercial premises. While the premises is located within a mixed-use precinct, the Applicant acknowledges the importance of acoustic responsibility and will implement appropriate noise attenuation measures, including internalised sound design, event-based acoustic controls, and staff training. These measures are consistent with the *City of Subiaco's Local Planning Strategy*⁹, which encourages balanced activation and amenity in the Town Centre.

TRADING HOURS

- 1.21 Hours of operation will be in accordance with the provisions of Section 98 of the Liquor Control Act, with the Extended Trading Permit - Ongoing Hours permitting trade between:
- Monday to Saturday: 7:00 a.m. to 12:00 midnight
 - Sunday: 10:00 a.m. to 12:00 midnight

TRADING CONDITIONS

The following conditions will apply to the Tavern (Restricted) Licence (subject to approval):

2. **Licence Authority:** 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.
3. **CCTV System:** The premises will maintain a CCTV system in line with the Director of Liquor Licensing policies on Security licensing conditions.
4. **Maximum Accommodation:** The maximum number of patrons that may be accommodated on the licensed premises at any one time must not exceed the number of patrons as contained in the "Maximum Accommodation Certificate" issued by the local authority.

⁷https://www.health.wa.gov.au/Articles/F_I/Factors-contributing-to-alcohol-related-harm-or-ill-health

⁸ <https://www.dlgsc.wa.gov.au/departments/publications/publication/security-licensing-conditions>

⁹ <https://www.wa.gov.au/system/files/2021-11/LST-Subiaco.pdf>

5. **Beverage Options:** Drink options that contain low alcohol liquor content, as well as a range of non-alcoholic drink options, must be available at all times. The Licensee shall not promote or sell drinks that offer liquor by their 'emotive' titles, such as, but not limited to, 'laybacks', 'slammers', 'test tubes', and 'blasters'.
6. **Juvenile Access:** Unaccompanied juveniles are not permitted on the licensed premises.
7. **Entertainment Compliance:** Entertainment to comply with EPA guidelines at all times.
8. **Staff Requirements:** MLP1-qualified Approved Manager on site during all licensed trading hours, all staff to hold current RSA certification.
9. **Responsible Service:** Zero-tolerance policy on anti-social behaviour with comprehensive harm minimisation protocols.
10. **Dress Standards:** Outlaw Motorcycle Gangs.

Jackets or any other clothing or accessory, or any clearly visible body marking, bearing patches or insignia of any Outlaw Motorcycle Gangs not limited to, but including, the following listed Outlaw Motorcycle Gangs, are not permitted to be worn or to be visible on the licensed premises:

- Coffin Cheaters,
- Club Deroes,
- Gods Garbage,
- Gypsy Jokers,
- Outlaws,
- Finks,
- Rebels,
- Comancheroes,
- Hell's Angels,
- Rock Machine, and
- Mongols.

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.”¹⁰

2 The Applicant

- 2.1** The Applicant, Irish Bar Subiaco Pty Ltd, is a Western Australian-owned company. Led by experienced professionals with a background in venue management, food and beverage service, and cultural programming, the Applicant is committed to delivering safe, high-quality, and culturally distinctive hospitality experiences within the inner-Perth metropolitan locality of Subiaco.
- 2.2** Key personnel, including Mr Kosta Kapinkoff, associated with Irish Bar Subiaco Pty Ltd, include individuals who hold the relevant certifications and accreditations under the Act, such as Responsible Service of Alcohol (RSA) and Approved Manager qualifications. The Applicant’s operational philosophy is grounded in compliance, harm minimisation, and responsible trading practices, with an emphasis on community engagement and cultural inclusion.
- 2.3** The Applicant’s related entity has also purchased the former Irish Club of WA premises and the freehold, reintroducing a modern Irish-themed hospitality venue that builds on the site’s longstanding cultural identity. Queen Maeve’s will reflect a hospitality and

¹⁰[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)

entertainment, experience-driven model designed to appeal to a broad demographic, including residents, workers, and visitors to Subiaco.

- 2.4 The directors bring extensive experience in hospitality across a range of Tavern licensed premises. Their operational record includes successful engagement with local government authorities, adherence to regulatory requirements, and the delivery of safe and well-managed venues. The business will maintain strong connections to the local hospitality and cultural sectors and intends to collaborate with Western Australian producers, live music artists, and event partners.
- 2.5 Through this application, the Applicant seeks to establish Queen Maeve's as a premises that is compliant, community-conscious, and aligned with the public interest and the City of Subiaco's planning objectives. The proposed premises will contribute positively to the Subiaco Town Centre by offering a high-quality hospitality destination that respects the site's heritage while supporting local economic growth, cultural diversity, and responsible alcohol consumption.

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

- 2.6 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,

- 2.7 The Applicant satisfies the requirements of Section 33(6) of the Act in terms of creditworthiness, character, regulatory conduct, and competency to operate a licensed venue in Western Australia. Through this application, Irish Bar Subiaco Pty Ltd seeks to establish Queen Maeve's as a responsibly managed premises that promotes cultural engagement, consumer diversity, and harm minimisation, in accordance with the primary and secondary objects of the Act.

3 Venue and Operation

- 3.1 The proposed Tavern Restricted Licence (subject to approval) will enable the Applicant to continue operating a high-quality, independent hospitality venue that reflects a culturally distinctive Irish theme within the Subiaco Town Centre. Queen Maeve's is designed to offer a socially inclusive, food-led, and experience-driven environment that caters to a broad cross-section of consumers, including residents, workers, and visitors.
- 3.2 Queen Maeve's aims to re-establish a unique Irish hospitality presence within Perth's inner suburbs, building upon the cultural legacy of the former Irish Club of WA (refer State Heritage Office¹¹). The premises has already attracted interest across various consumer demographics due to its combination of authentic Irish styling, contemporary food and beverage offerings, and flexible event spaces. The proposed licence will allow the premises to operate with increased regulatory clarity and flexibility, consistent with Subiaco's local planning objectives to activate the Town Centre and support mixed-use, night-time activity.

The Proposed Premises

- 3.3 The premises at 61 Townshend Road, Subiaco, is situated within a repurposed building previously used as a club premises and social hall. The building has undergone internal refurbishment to deliver a warm, character-filled hospitality premises that balances Irish pub traditions with modern design and amenity. The premises is appropriately serviced and configured for the proposed operations, including accessible entries, compliant toilet facilities, and a commercially equipped kitchen.
- 3.4 The use of the premises encompasses a range of key features and patron amenities designed to support consumer comfort, operational efficiency, and cultural identity.
- 3.5 These include:
- A central bar serving a curated selection of Irish and local craft beers, wines, spirits, and non-alcoholic options,
 - A full commercial kitchen delivering substantial meals, with a focus on modern Irish cuisine and local WA produce,
 - Internal seating zones comprising traditional dining tables, communal high-tops, and lounge areas,
 - A performance space for acoustic and cultural programming, including live music, trivia, and spoken word events,
 - A Snug room for those seeking quiet enjoyment and privacy,
 - Multi-purpose rooms suitable for private functions and cultural gatherings,

¹¹ Attachment 3 – State Heritage Office

- Toilet amenities designed in accordance with building and accessibility codes,

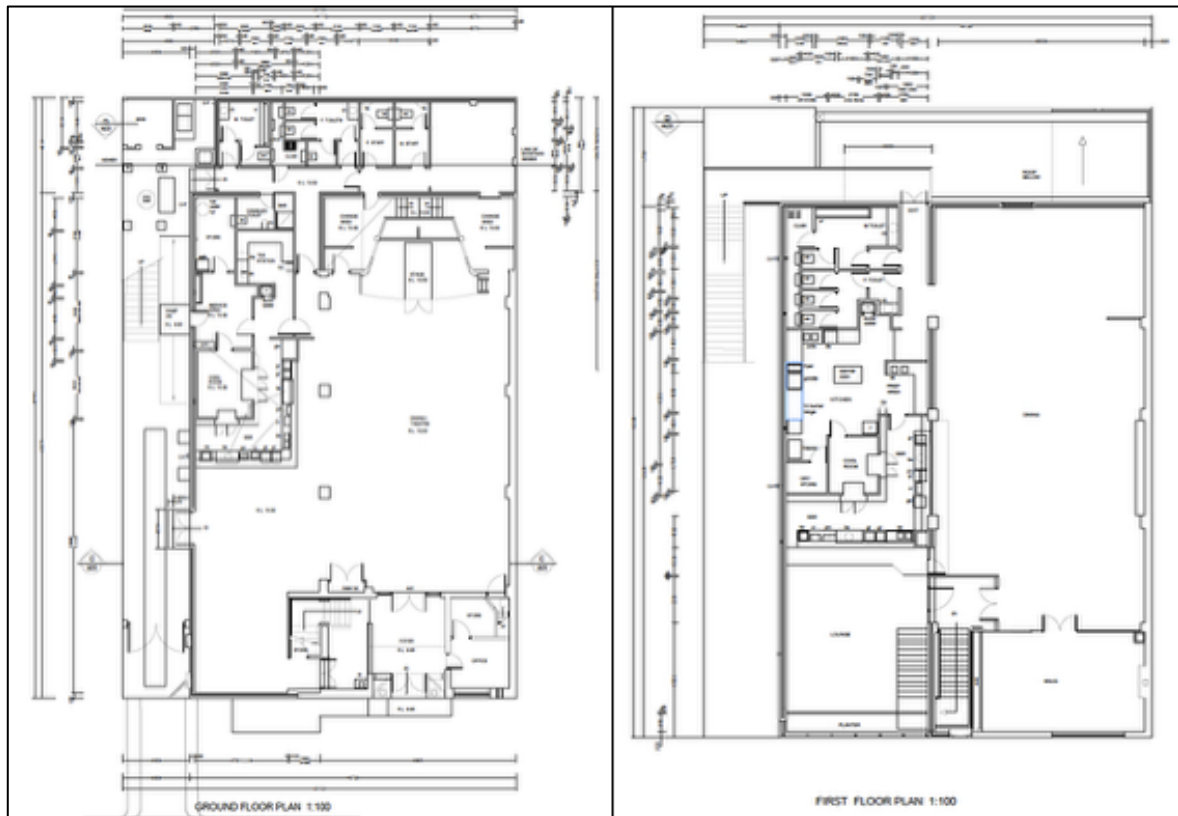


Figure 1: Queen Maeve's - Ground Floor Plan & First Floor Plan¹²

Manner of Trade

- 3.4 The proposed manner of trade at Queen Maeve's (subject to the grant of a Tavern Restricted Licence) will reflect an Irish-themed hospitality model, designed to balance cultural character, food service, and related amenities. The premises will support a broad spectrum of hospitality and community use cases, including:
- Hosting private and public functions, such as cocktail-style social events, sundowners, trivia nights, cultural evenings, and themed community gatherings,
 - Allowing consumers to enjoy alcoholic and non-alcoholic beverages with or without a meal, consistent with the entitlements of a Tavern Restricted Licence,
 - Maintaining a strong emphasis on responsible service of alcohol (RSA), consumer accessibility, and inclusive hospitality.
- 3.5 The food offering at Queen Maeve's has been designed to support the availability throughout most operating hours, enabling consumers to access individual and share-style dishes in a format that supports harm minimisation. The menu will feature Irish and

¹² Attachment 4 - Queen Maeve's Plans

contemporary fare, incorporating options that cater to vegetarian, gluten-free, and other dietary preferences.

3.6 The beverage menu will be curated to align with the premises' cultural identity and consumer expectations. It will include:

- A rotating selection of Irish and WA-brewed beers,
- Traditional Irish stout, whiskey, and gin selections,
- Australian and imported wines,
- Seasonal signature cocktails and classic mixed drinks,
- A range of non-alcoholic beverages, including zero-alcohol beer, mocktails, kombucha, and premium soft drinks.

3.7 Queen Maeve's is intended to operate as a flexible, socially inclusive premises that facilitates casual dining, relaxed social interaction, and cultural programming. It is intended that the premises will support the broader revitalisation of the Subiaco hospitality precinct and contribute positively to the night-time economy within the Subiaco Town Centre.

3.8 The Tavern Restricted Licence will enable the Applicant to operate with appropriate regulatory clarity and to accommodate demand peaks and diverse use cases, without altering the premises' fundamental character. Trade will remain focused on safety, hospitality excellence, and cultural relevance within a well-managed, low-risk environment.

Quality fit-out

3.9 The premises have undergone an internal refurbishment and branding. The fit-out incorporates elements of traditional Irish pub styling, such as dark timber finishes, heritage-inspired décor, and warm lighting, alongside modern hospitality features that align with consumer expectations and accessibility standards.

3.10 The current layout provides:

- A mix of high tables, low tables, and casual seating options,
- Seating areas suitable for small groups, functions, or community events,
- A stage area and open-plan space adaptable for live acoustic music, comedy, spoken word, or cultural programming,

3.11 The internal configuration of Queen Maeve's has been purposefully designed to support a flexible range of hospitality offerings. The premises can accommodate casual meetups, sit-down dining, private hire, and programmed entertainment, while remaining consistent with the objectives of a Tavern Restricted Licence within a mixed-use, urban town centre.

- 3.12 The internal layout is deliberately flexible, allowing the premises to adapt to a range of use cases, including after-work drinks, themed cultural nights, small-scale private events, and live music, consistent with the trading style of a Tavern Restricted Licence in a mixed-use, town-centre context such as Subiaco.
- 3.13 The premises provides a culturally nuanced licensed environment that extends beyond standard food and beverage offerings. Programming is designed to reflect Ireland's rich cultural and sporting traditions while creating an inclusive space for all community members. Situated within Subiaco's entertainment and dining precinct, the premises contribute to the locality's social, cultural, and economic activation.
- 3.14 As part of its operational model, the premises will host a range of recurring and seasonal activities, including:
- Live broadcasts of Irish and European sporting events, coordinated with international time zones,
 - Cultural programming aligned with the Irish calendar, including GAA matches, International Football, and the Six Nations,
 - Seasonal community activations, such as St Patrick's Day, aimed at increasing multicultural engagement and social connection,
 - Acoustic music sessions and Irish traditional music performances that support local artists and activate the venue during off-peak periods.
- 3.15 These initiatives reflect the Applicant's commitment to delivering a quality-amenity, culturally valuable hospitality experience in line with the City of Subiaco's Local Planning Strategy and Activity Centre vision. The premises will continue to uphold the obligations under the Act, particularly those relating to responsible consumption, harm minimisation, and the broader public interest.

4 Location and Locality



Figure 2: 2km specified locality surrounding Queen Maeve's

- 4.1 The image above reflects the 2km radius surrounding the premises, which makes up the 'defined locality' as prescribed by 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."

- 4.2 The term "amenity" refers to aspects that contribute to a location's overall character. This includes both present and anticipated future amenities, and has been interpreted by the Supreme Court:

"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.”¹³

4.3 The suburbs that define the locality in which Queen Maeve’s is located are:

- Subiaco
- West Leederville
- Jolimont
- Daglish
- Shenton Park
- West Perth

Demographics of the Locality

4.4 The ABS 2021 Census Data reveals demographic data for the locality.

	LOCALITY	GREATER PERTH	WESTERN AUSTRALIA
Population	28050	2116647	2660026
Median Age	41	37	38
Median Individual Income (Weekly)	\$1,140.00	\$859.00	\$848.00
Median Household Income (Weekly)	\$2,078.80	\$1,865.00	\$1,815.00
Median Family Income (Weekly)	\$3,113.80	\$2,259.00	\$2,214.00
Population Under 14 years	13.85%	18.96%	19.01%
Indigenous Persons	0.76%	1.99%	3.33%
Australian Born	57.42%	59.46%	61.98%
Speak English only at Home	74.81%	73.99%	75.29%
Couple Family without Children	48.03%	37.60%	38.80%
Couple Family with Children	37.67%	45.70%	44.60%
One Parent Family	11.63%	15.10%	15.10%
Other Family	1.87%	1.60%	1.60%

Figure 3: ABS Demographic Analysis

4.5 Socio-Economic Characteristics:

- **Median Individual Income:** The median individual income in the locality is \$1,140.00 per week, which is substantially higher than both Greater Perth (\$859.00) and the Western Australia average (\$848.00). This indicates that the local population has a comparatively strong economic profile and increased discretionary spending power, conditions favourable to the sustainable operation of a high-quality licensed premises.

¹³ <https://jade.io/article/766990>

- **Median Household Income:** The locality's median household income stands at \$2,078.80 per week, surpassing both Greater Perth (\$1,865.00) and WA (\$1,815.00). This suggests economically secure households with disposable incomes to patronise hospitality, entertainment, and dining offerings.
- **Median Family Income:** At \$3,113.80 per week, the locality's median family income is significantly higher than the regional averages (Greater Perth: \$2,259.00; WA: \$2,214.00). This further supports the assertion that the local population is well-resourced and capable of supporting premium hospitality experiences.

4.6 Family Composition and Diversity:

- **Population Under 14 Years:** Children under the age of 14 make up just 13.85% of the population, which is notably lower than Greater Perth (18.96%) and WA (19.01%). This demographic trend indicates a primarily adult population, consistent with an inner-suburban locality that supports hospitality and cultural experiences aimed at a mature audience.
- **Indigenous Population:** The proportion of Indigenous persons in the locality is 0.76%, below both Greater Perth (1.99%) and WA (3.33%). While representation is limited, the Applicant is committed to inclusive engagement and culturally respectful operation.
- **Australian Born:** 57.42% of residents were born in Australia—slightly below Greater Perth (59.46%) and well below the WA average (61.98%). This reflects the multicultural character of the area and supports the need for inclusive, culturally aware service offerings at the premises.
- **Language:** 74.81% of residents speak only English at home, which is comparable to WA (75.29%) and Greater Perth (73.99%). This balance between English-speaking and linguistically diverse residents suggests the importance of clear communication in RSA practices, as well as the opportunity to appeal to a broad cross-section of cultural backgrounds.

4.7 Family Types:

- **Couple Families Without Children:** 48.03% of families in the locality are couple families without children—significantly higher than Greater Perth (37.60%) and WA (38.80%). This suggests a demographic that aligns well with the operation of a socially oriented, adult-focused licensed premises.
- **Couple Families With Children:** Representing 37.67% of households, this figure is lower than both Greater Perth (45.70%) and WA (44.60%), further reinforcing the locality's adult-oriented household profile.
- **One Parent Families:** These account for 11.63% of families—lower than the regional average of 15.10%. This may indicate a lower proportion of households considered

vulnerable under social indicators and supports the suitability of the proposed premises for responsible alcohol service.

- **Other Families:** This group represents 1.87% of households, aligning closely with the regional benchmarks (1.60%), and is not a significant differentiating factor in the analysis.

4.8 Key Observations:

- The locality is characterised by high household and family incomes, mature age profiles, and a limited presence of children, factors that support the proposed operation of a well-managed, licensed premises such as Queen Maeve's.
- A high proportion of couple families without children, and fewer one-parent or dependent households, suggests a consumer base likely to engage with hospitality offerings in an urban centre.
- The cultural and linguistic diversity of the population highlights the importance of inclusive, socially responsible service practices and supports a broad hospitality appeal.
- Based on the socio-economic profile, the proposed Tavern Restricted Licence aligns with contemporary consumer needs, while presenting minimal risk of negative social or alcohol-related impact.

SEIFA Index of Relative Socio-Economic Disadvantage

- 4.9 According to the ABS SEIFA Index, the City of Subiaco scores **1,079**, well above the Australian average of **1,001.2**, indicating low relative disadvantage. This is higher than Greater Perth (1,040) and WA (1,015), highlighting the suburb's relative affluence and socio-economic stability.
- 4.10 This score reinforces the conclusion that the community is well-positioned to support quality hospitality premises with strong harm minimisation practices.
- 4.11 Factors contributing to this SEIFA profile¹⁴ include:
- A diverse and economically stable population,
 - Proximity to employment, education, and public infrastructure,
 - High levels of urban amenity and quality of life,
 - Access to public transport and civic services,
 - A population with strong economic participation and low unemployment.

¹⁴ <https://profile.id.com.au/subiaco/seifa-disadvantage>

Index of Relative Socio-economic Disadvantage		export	reset
Local Government Areas in Western Australia			
2021 Local Government Area			2021 Index
Nedlands			1,115
Cambridge			1,113
Cottesloe			1,112
Peppermint Grove			1,111
East Fremantle			1,082
Claremont			1,081
City of Subiaco			1,079
Subiaco			1,079
Kent			1,072
Joondalup			1,072
Melville			1,070
Vincent			1,068
South Perth			1,066
Mosman Park			1,062
Dalwallinu			1,057
Karratha			1,052
Lake Grace			1,051
Kulin			1,045
Perenjori			1,044
Mundaring			1,042

Figure 4: SEIFA data for the City of Subiaco LGA and Benchmark Areas¹⁵

4.12 Catering to Consumer Requirements:

- The elevated socio-economic profile of Subiaco and the wider catchment, as evidenced by SEIFA scores, income levels, and low unemployment, supports a clear demand for high-quality, culturally rich hospitality offerings. This aligns with the primary objects of the Act, particularly the requirement to cater to the diverse requirements of consumers for liquor and related services, including food, entertainment, and community-oriented activities.
- Queen Maeve's, with its distinct Irish cultural identity and hospitality model, enhances the diversity of entertainment and social options available within the Subiaco Town Centre. It offers a welcoming, well-managed environment that appeals to a broad demographic of locals, professionals, families, and visitors seeking a relaxed, character-driven premises with an inclusive and contemporary experience.

¹⁵ <https://profile.id.com.au/subiaco/seifa-disadvantage>

4.13 Developing the Hospitality Industry:

- The *City of Subiaco Council Plan 2025–2035*¹⁶ and *Local Planning Strategy*¹⁷ emphasise revitalising the local economy, supporting independent operators, and promoting cultural vibrancy through well-located hospitality uses. Queen Maeve’s directly contributes to these objectives through its activation of a long-standing premises, its focus on local suppliers, and its appeal to a diverse consumer base.
- The proposed conversion to a Tavern Restricted Licence (without any increase in patron numbers) supports operational flexibility while retaining the venue’s strong emphasis on hospitality, cultural programming, and low-impact entertainment. This enables the premises to respond to demonstrated consumer demand and continue contributing to the social, cultural, and economic vibrancy of the Subiaco locality.

4.14 Promoting Responsible Consumption:

- The demographic profile of Subiaco, particularly its high levels of education, stable household incomes, and adult-oriented household composition, supports a safe and low-risk environment for licensed hospitality. These characteristics, combined with the Applicant’s proven record of compliance and community engagement, align with the object of the Act to minimise alcohol-related harm or ill-health.

4.15 Queen Maeve’s maintains a comprehensive suite of harm minimisation measures, including:

- The presence of RSA-trained staff during all trading hours,
- CCTV monitoring and an incident register, consistent with the Director’s Policies,
- Food availability that promotes responsible consumption,
- The availability of non-alcoholic beverages and low-alcohol alternatives throughout all service periods,
- Clearly articulated Harm Minimisation Plan¹⁸

4.16 These measures, along with the absence of packaged liquor sales (consistent with the Tavern Restricted Licence), reinforce the Applicant’s commitment to maintaining a safe, inclusive, and well-managed premises. Queen Maeve’s offers a high level of amenity in the public interest, supporting consumer requirements and cultural expression within a responsible licensing framework.

¹⁶<https://www.subiaco.wa.gov.au/subiacowebiste/media/media/Homepage/Council-Plan-August-2025.pdf>

¹⁷ <https://www.wa.gov.au/system/files/2021-11/LST-Subiaco.pdf>

¹⁸ Attachment 2 – Harm Minimisation Plan

The City of Subiaco

- 4.17 The City of Subiaco is a strategically positioned Local Government Area (LGA) within the Perth metropolitan region. It is recognised for its unique blend of heritage character and modern urban living, with a vibrant mix of residential, retail, hospitality, education, health, and community services. As a key Activity Centre under State Planning Policy 4.2, Subiaco plays a vital role in supporting Perth's urban consolidation and economic diversification objectives.

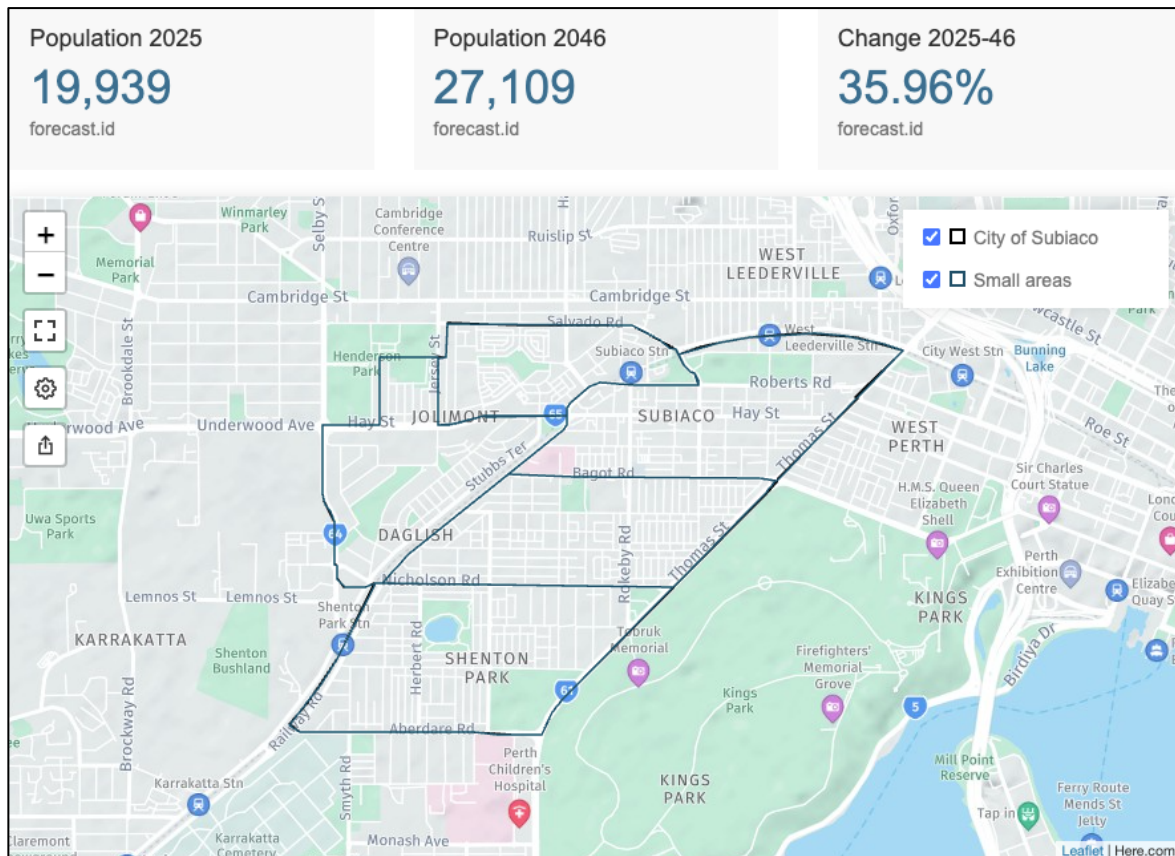


Figure 5: City of Subiaco - Population & Household Forecasts¹⁹

- 4.18 While Subiaco was historically characterised by stable residential density, the area has seen a marked shift in recent years towards higher-density, transit-oriented development, including major projects along Rokeby Road, Hay Street, and within the Subi East precinct. This trend is supported by the City of Subiaco Local Planning Strategy, which emphasises a future vision of compact, walkable neighbourhoods anchored by mixed-use premises, enhanced street-level activation, and diverse community offerings.
- 4.19 The Western Australian Planning Commission (WAPC) and the State Government's *Perth and Peel @3.5 Million* framework also identify Subiaco as a growth corridor, with intensification targets aimed at promoting vibrant centres supported by cultural, hospitality and lifestyle amenities.

¹⁹ <https://forecast.id.com.au/subiaco/>

- 4.20 This ongoing population and activity growth directly correlates with the primary object of the Act, namely, to cater to consumers' requirements for liquor and related services, such as dining and live entertainment, in a manner consistent with the interests of the community.
- 4.21 The proposed Tavern Restricted Licence for Queen Maeve's supports these objectives by providing a safe, high-quality hospitality premises that:
- Responds to increased residential and visitor activity in Subiaco,
 - Enhances vibrancy within an established Activity Centre,
 - Contributes to the liveability and economic sustainability of the locality.
- 4.22 As Subiaco continues to evolve into a dynamic, culturally active urban centre, Queen Maeve's will support the provision of hospitality and entertainment services consistent with local planning goals and the public interest.

Subiaco Activity Centre

- 4.23 The premises is situated within the Subiaco Town Centre, which is designated under the State Planning Policy 4.2 – Activity Centres for Perth and Peel (SPP 4.2) as a “secondary activity centre”²⁰. The proposal to change from a Club use to a Tavern Restricted Licence is consistent with the permitted land uses in a Centre zone under the City of Subiaco Local Planning Scheme No. 5 and aligns with the locality's existing mixed-use environment.
- 4.24 The Subiaco Activity Centre Plan (2017) provides a strategic vision for the precinct, emphasising the activation of existing buildings, encouraging a variety of hospitality, retail, cultural, and entertainment uses, and creating a lively, walkable town centre.

²⁰<https://www.subiaco.wa.gov.au/subiacowebiste/media/media/Planning/Activity%20Centre,%20Structure%20and%20Local%20Devlmt.%20Plans/Subiaco-Activity-Centre-Plan-final-high.pdf>



Figure 6: Subiaco Activity Centre

4.25 The premises' operating model supports these objectives by:

- Activating an established heritage-building site, thus supporting adaptive reuse and reducing vacancy.
- Offering cultural and entertainment programming alongside dining and beverage service, which contributes to the precinct's diversity and consumer offer.
- Aligning with planning goals which encourage hospitality uses that enhance walkability, local amenity and evening economy activity.

4.26 The premises at 61 Townshend Road is located within the Centre zone under the City's Scheme and benefits from strong access to public transport, pedestrian amenity and a high-density mixed-use catchment. The change to a Tavern Restricted Licence is consistent with the aims of the Subiaco Activity Centre Plan. It enhances the precinct's role as a vibrant destination for both residents and visitors²¹.

4.27 In this context, the Applicant submits that the land-use and planning framework for Subiaco provides a compelling policy rationale for supporting the proposed Tavern Restricted Licence. The operation of the premises in its proposed form will contribute to cultural activation, diversification of hospitality, local employment, and vibrancy of the evening economy, all of which are consistent with the objects of the Act.

²¹<https://www.subiaco.wa.gov.au/subiacowebiste/media/media/Planning/Activity%20Centre,%20Structure%20and%20Local%20Devlmt.%20Plans/Subiaco-Activity-Centre-Plan-final-high.pdf>

5 Legislative Framework – Liquor Control Act 1988

5.1 This application is for the conditional grant of a Tavern Restricted Licence in accordance with Section 41 of the Act.

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

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

The Applicant is committed to full compliance with the Act and all associated Directors' policies, including a firm commitment to the responsible service of alcohol. These principles are embedded within the premises' proposed operations and are documented in the accompanying Harm Minimisation Plan²². Core measures include:

- A comprehensive beverage list offering low and mid-strength options to support safe consumption practices.
- Non-alcoholic alternatives, such as zero-alcohol beer, mocktails, and soft drinks, are available at all times.
- Alcohol will be served only in open containers, with no takeaway or packaged liquor, in accordance with the limitations of a Tavern Restricted Licence.
- An in-house policy prohibiting the service of alcohol to any person in a school uniform, irrespective of age or identification.
- RSA-trained staff present during all hours of operation, supported by a training register maintained on the premises in line with the Director's Policy on *Management and training*²³.
- A roster of Approved Managers (MLP1 qualified) on duty at all times, responsible for ensuring staff compliance and overseeing harm minimisation strategies.
- The premises is equipped with CCTV surveillance covering entry/exit points and patron areas, with footage stored securely and made available to authorities on request²⁴.

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

Queen Maeve's will operate under a model that prioritises patron safety, harm minimisation, and responsible service, in line with best-practice design and operational policy. Specific measures include:

- The internal layout of the premises has been informed by *Safer Places by Design*²⁵ principles, promoting natural surveillance, clear sightlines, and secure, well-monitored access and exit points. This approach enhances passive security and reduces the risk of anti-social behaviour.

²² Attachment 2 – Harm Minimisation Plan

²³ <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/training>

²⁴ <https://www.dlgsc.wa.gov.au/departments/publications/publication/security-licensing-conditions>

²⁵ <https://www.wa.gov.au/system/files/2023-07/safer-places-by-design-cpted-guidelines.pdf>

- CCTV coverage will be provided throughout all key areas, including bar zones, dining spaces, entrances/exits, and service areas. Footage will be retained in accordance with policy and made available to WA Police or other authorised officers on request.
 - A comprehensive Harm Minimisation Plan is in place, tailored to the premises' style and scale.
 - A full range of low- and no-alcohol alternatives, including mocktails, zero-alcohol beer, and premium soft drinks, will be available at all times, promoting inclusivity and moderation.
 - Unaccompanied juveniles will not be permitted on the premises at any time. All conditions of the Act and relevant Director's Policies governing *Juveniles in licensed premises*²⁶ will be strictly followed.
 - All service staff will participate in regular in-house training, focusing on RSA compliance, conflict resolution, and the identification and management of at-risk patrons.
- 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:**
- Queen Maeve's, to be operated by Irish Bar Subiaco Pty Ltd, forms part of an experienced hospitality group with a demonstrated commitment to delivering high-quality venues that align with local planning, heritage, and community values.
 - The premises will operate under a Tavern Restricted Licence, supporting a service-led model that features a full commercial kitchen, Irish-themed menus, and a curated beverage selection, including low and zero-alcohol options. These offerings align with contemporary hospitality trends and cater to consumer demand in the Subiaco locality.
 - The venue will host a mix of cultural and entertainment events, such as:
 - Low-key acoustic entertainment,
 - Themed events that reflect Irish and multicultural celebrations (e.g. St Patrick's Day, European football fixtures),
 - Private functions and community-driven gatherings.
 - Situated in a restored heritage building on Townshend Road, Queen Maeve's adds depth to Subiaco's hospitality scene and aligns with the City of Subiaco's objectives to:

²⁶<https://www.dlgsc.wa.gov.au/departments/publications/publication/juveniles-on-licensed-premises>

- Activate key town centre sites through high-quality hospitality,
- Support cultural vibrancy and safe evening activities,
- Enhance the tourism experience through local identity and character.
- The premises will also contribute economically through:
 - The employment of local staff across bar, kitchen, and events operation,
 - Engagement with Western Australian suppliers, and live music artists,
 - Its appeal to residents, workers, and domestic visitors as a unique hospitality destination in the Subiaco area.

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:

- Programming will focus on intimate, culturally relevant acts, including Irish musicians and community-focused DJs, consistent with the venue's heritage character and community role.
- The premises has been designed to serve a broad cross-section of the community, including:
 - Subiaco locals seeking casual dining and entertainment,
 - Residents and professionals attending midweek or after-work gatherings,
 - Groups hosting private functions or community events,
 - Snug room to those seeking private quiet enjoyment,
 - Visitors attending sporting and cultural occasions throughout the calendar year.
- A full kitchen and contemporary food model support extended patron dwell time, low-risk trade, and a strong social atmosphere that promotes safe interaction and cultural engagement.
- The venue will continue to support inclusivity and consumer choice through:
 - A wide range of non-alcoholic and low-alcohol products,
 - Dietary-conscious food options, including vegetarian, vegan, gluten-free and dairy-free selections,
 - Flexible trading hours and use of internal spaces to suit different consumer needs and entertainment formats.

- The activation of a previously underutilised premises, formerly the Irish Club, through a licensed, and community-oriented model reflects the diversity of liquor and related services demanded by modern consumers. Queen Maeve's contributes to the renewed vibrancy of Subiaco's hospitality sector and aligns with the planning and policy objectives of the City of Subiaco and the State Government.

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 and supply of liquor at Queen Maeve's will complete Responsible Service of Alcohol (RSA) training through a nationally accredited provider. A Training Register will be maintained on-site, containing up-to-date copies of all certificates, in line with the Director's Policy on *Management and training*²⁷.
- An Approved Manager, certified under the Act, will be present during all hours of trade. The Approved Manager will be responsible for:
 - Ensuring daily operational compliance with the Act,
 - Overseeing responsible service practices,
 - Managing patron conduct and incidents,
 - Liaising with relevant authorities as needed, including WA Police and the City of Subiaco.
- A comprehensive Harm Minimisation Plan will be actively implemented across the premises, encompassing:
 - Staff responsibilities in monitoring and managing intoxication,
 - Safe service procedures,
 - Incident reporting protocols,
 - Preventative measures for anti-social or unlawful behaviour.
- The Applicant is committed to active and ongoing engagement with:
 - Department of Local Government, Industry Regulation and Safety (LGIRS),
 - WA Police,
 - WA Department of Health,
 - City of Subiaco,
 - Relevant local agencies and community organisations.

²⁷ <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/training>

- All conditions of the Tavern Restricted Licence (pending approval) will be strictly followed. Staff will be made aware that complying with licence conditions is a fundamental part of their role, incorporated into staff induction, training, and ongoing performance expectations.
- During the public advertising period, a Notice of Application will be distributed to relevant stakeholders within the locality, including:
 - Schools,
 - Hospitals, hospices, and aged care facilities,
 - Drug and alcohol treatment centres,
 - Childcare centres, churches, and short-term accommodation for youth,
 - The local government authority (City of Subiaco),
 - The local police station.

These stakeholders will have the opportunity to provide feedback or raise concerns (if any) regarding the application.

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 has been prepared to meet the requirements of Section 5 and address the public interest considerations set out in Sections 38(2) and 38(4) of the Act. The submission demonstrates that the application aligns with both the primary and secondary objects of the Act and supports the establishment of a responsible, community-oriented hospitality premises within the Subiaco locality.
- All necessary documentation required under Section 68 of the Act, including application forms, venue plans, declarations and stakeholder notifications, has been completed and submitted in accordance with the Director's guidance.
- In keeping with the object of procedural flexibility, the Applicant respectfully requests that the licensing authority exercise discretion in the event of any minor administrative irregularities. The Applicant remains available to provide clarification, accept reasonable licence conditions, or further consult with relevant parties to support the efficient determination of this application.

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 will comply with the Director's Policy on the *Responsible promotion and advertising of alcohol*²⁸, ensuring that all marketing, advertising, and promotional activities, whether physical or digital, are conducted in a manner consistent with regulatory expectations. No promotions will encourage rapid or excessive consumption of alcohol, and all language or imagery used will be appropriate for a mixed demographic and family-friendly environment.
- Queen Maeve's will apply a responsible promotions policy that avoids inducements linked to price, volume, or time-limited offers. Instead, the premises will promote cultural experiences, hospitality quality, and safe social engagement. Themed events will be reviewed to ensure they uphold harm minimisation principles and meet community expectations, particularly in relation to Subiaco's evolving urban village character.
- Alcohol-free and low-alcohol options will be promoted alongside food offerings as part of a holistic approach to hospitality. All promotional activity will prioritise inclusivity, cultural identity, and social responsibility, supporting a long-term and community-focused vision for the premises and reinforcing positive perceptions of the Subiaco locality.

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 that it is not bound by rules of evidence and should act without undue formality. This enables a flexible and context-sensitive evaluation of each application, tailored to its unique circumstances and alignment with the objectives of the Act. The Applicant submits that the proposed operation of Queen Maeve's, as a Tavern Restricted premises, satisfies both the legislative intent and public expectations for licensed premises within the Subiaco locality.

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 respectfully submits that this application advances the public interest by:

- Demonstrating full compliance with planning and licensing requirements under the relevant legislative frameworks,
- Reinforcing the Applicant's commitment to responsible venue operation and harm minimisation,

²⁸<https://www.dlgsc.wa.gov.au/departments/publications/publication/responsible-promotion-and-advertising-of-alcohol>

- Supporting the diverse requirements of consumers through a food-led, culturally aligned hospitality model,
- Aligning with the City of Subiaco's strategic goals of activating the local economy, enhancing amenity, and encouraging high-quality community-facing development.

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 submits that the conditional grant of the proposed Tavern Restricted Licence for Queen Maeve's is consistent with the public interest under Section 38(4), and with the primary and secondary objects of Section 5 of the Act. Queen Maeve's provides a culturally aligned and community-oriented hospitality venue, activating a historically significant premises in Subiaco with a contemporary, inclusive offering that enhances the local dining, arts, and entertainment landscape.

6.3 The premises provides a well-managed and safe environment that caters to a broad consumer base, with an emphasis on high-quality food, low and non-alcoholic beverage options, and a welcoming atmosphere. The menu is responsive to dietary needs and changing hospitality trends, promoting inclusivity and responsible consumption. In doing so, the premises supports Subiaco's identity as a destination for quality food and cultural experiences.

6.4 Programming at Queen Maeve's includes live acoustic performances, community events, Irish cultural programming, and the screening of international sporting fixtures. These offerings respond to the preferences of local residents, professionals, and culturally engaged consumers, supporting Subiaco's cultural life and contributing positively to Perth's broader tourism and entertainment ecosystem.

6.5 A comprehensive Harm Minimisation Plan is in place to guide operational practices and ensure that responsible service remains at the core of the Applicant's business model.

This includes incident response, RSA compliance, staff training, and refusal of service protocols, consistent with the Director's Policy on Harm Minimisation and Liquor Control Act obligations.

- 6.6 Queen Maeve's will continue to uphold strong standards in venue safety, staff conduct, and patron management. CCTV monitors the premises throughout all key areas, and an Approved Manager is present at all times during trading. Internal policies ensure consistent and accountable practices to manage patron behaviour and protect both customer and community wellbeing.
- 6.7 The premises adds significant value to the Subiaco locality by broadening hospitality options for local residents, visiting families, professionals, and community groups. Its proximity to Subiaco Train Station and pedestrian-friendly infrastructure ensures ease of access and supports the precinct's activation throughout the week. By repurposing and revitalising the former Irish Club premises, the venue aligns with both the City of Subiaco's objectives and broader government strategies promoting infill development and urban vibrancy.
- 6.8 The *City of Subiaco's Local Planning Strategy*²⁹ and *Council Plan 2025–2035*³⁰ emphasise the need for thriving local businesses, increased activation of mixed-use centres, and the creation of connected, liveable communities. The operation of Queen Maeve's directly supports these goals. As a venue that preserves cultural character while offering contemporary services, it strengthens the economic, social, and cultural fabric of Subiaco and contributes positively to the precinct's continued evolution as a destination for diverse and inclusive community experiences.

Urban Amenity

- 6.9 The proposed venue supports the City of Subiaco's strategic direction to enrich the local town centre through enhanced cultural, social, and commercial activation. Queen Maeve's contributes to the suburb's vibrancy by providing a welcoming space for social connection, themed cultural experiences, and informal community engagement. Its Irish identity and events calendar offer a distinct character while complementing Subiaco's evolving hospitality landscape.
- 6.10 The *City of Subiaco's Council Plan 2025–2035*³¹ and *Local Planning Strategy*³² both prioritise economic growth, town centre revitalisation, and the creation of safe, vibrant public places. Queen Maeve's supports these objectives by:

²⁹ <https://www.wa.gov.au/system/files/2021-11/LST-Subiaco.pdf>

³⁰ <https://www.subiaco.wa.gov.au/subiacowebiste/media/media/Homepage/Council-Plan-August-2025.pdf>

³¹ <https://www.subiaco.wa.gov.au/subiacowebiste/media/media/Homepage/Council-Plan-August-2025.pdf>

³² <https://www.wa.gov.au/system/files/2021-11/LST-Subiaco.pdf>

- Enhancing Subiaco's social infrastructure through accessible entertainment and dining offerings,
- Providing employment opportunities and engaging local suppliers,
- Contributing to place activation through curated events and seasonal programming,
- Activating an important heritage site with contemporary relevance, community value, and sensitive adaptive re-use.

6.11 A key objective of Subiaco's strategic framework is to support "places for people" that promote local character, inclusivity, and diverse economic activity. Queen Maeve's reflects this by offering a unique, culturally resonant venue that encourages local and regional visitation, while aligning with Subiaco's goals of creating a welcoming and liveable precinct.

6.12 The revitalisation of the former Irish Club premises as Queen Maeve's directly contributes to Subiaco's broader place-making agenda. Its operation under a Tavern Restricted Licence will allow greater flexibility and access for the public, while continuing to support the area's identity as a safe, family-friendly, and culturally enriched destination.

Destination Entertainment Premises

6.13 Queen Maeve's is located within the heart of the Subiaco entertainment and cultural precinct, in close proximity to key venues such as:

- Subiaco Arts Centre,
- Regal Theatre,
- Domain Stadium (event-based activation),
- Subiaco Theatre Gardens (seasonal events),
- Various cinemas, galleries, and performance spaces throughout Rokeby Road and Hay Street.

6.14 Many of these venues do not provide ongoing food, beverage or post-event entertainment options. Queen Maeve's fills this gap by offering a vibrant, well-managed hospitality experience for consumers before or after shows, contributing to Subiaco's evolving after hours economy.

6.15 The operation of Queen Maeve's under a Tavern Restricted Licence will support a broader range of consumer requirements by offering a destination venue for those seeking quality food, beverage, and entertainment in a relaxed and culturally engaging setting, particularly outside standard dining hours.

Transport

- 6.16 Queen Maeve's benefits from strong transport connectivity. The premises is located within walking distance of Subiaco Train Station and is serviced by multiple high-frequency Transperth bus routes along Rokeby Road, Hay Street, and Roberts Road.
- 6.17 Additional transportation options include taxis and rideshare services, such as Uber and Ola, which are actively available within the Subiaco area. Several public car parks and timed street bays are also available nearby, offering flexibility for different visitor profiles.
- 6.18 These transport options support safe and convenient access to and from the premises, helping to mitigate risks associated with after-hours travel and promoting responsible patron movement through the precinct.
- 6.19 Subiaco Train Station, located just a short walk from Queen Maeve's, provides access to the Fremantle Line with regular late-night services on weekends. These trains offer patrons a convenient, safe, and affordable way to return home or continue their journey across the metropolitan network. The station's proximity supports responsible patron travel and reinforces the suitability of the premises' location within a connected, walkable entertainment precinct.
- 6.20 The Perth Train Station on Wellington Street also offers train services on all five metropolitan train lines- Fremantle, Mandurah, Joondalup, Armadale, and Midland- departing from the station at 2:15 a.m. This late-night train service offers an additional cost-effective and safe way for consumers to get home (or closer to home), and it is provided free of charge.

Positive Impacts

- 6.21 The WA State Government has expressed strong support for increasing Perth's appeal as a tourism destination, noting the city's unique combination of beaches, parks, and vibrant hospitality offerings such as small bars and creative restaurants.
- 6.22 Tourism WA's Two-Year Action Plan focuses on elevating Western Australia as the most desirable destination for both leisure and business travel. Its key objectives include:
- *Positioning the State as Australia's western gateway,*
 - *Promoting Perth as an affordable, vibrant destination close to nature,*
 - *Attracting more people to regional WA,*
 - *Intensifying promotional activity in target markets to encourage travel³³.*

³³<https://www.tourism.wa.gov.au/About-us/Strategies-plans-reports/Documents/WAVES%202033.pdf>

- 6.23 Tourism WA's Tourism Industry Scorecard indicates that visitation across all categories has continued to grow post-pandemic, building on a strong base of domestic and international tourism interest.
- 6.24 Pre-COVID data similarly demonstrated an upward trend in Perth's share of interstate, intrastate, and international visitors—trends expected to continue with recent infrastructure and hospitality developments, including the evolution of hospitality precincts like Subiaco.
- 6.25 The revitalisation of key areas surrounding Subiaco, such as the Subi East redevelopment, the Bob Hawke College precinct, and the activation of Subiaco Oval, contributes to the locality's appeal for both tourists and locals.
- 6.26 Platforms such as the *Destination Perth*³⁴ website promote Subiaco as a key entertainment and dining precinct, highlighting its mix of heritage charm, modern hospitality, and close proximity to the Perth CBD.
- 6.27 The Licensee submits that licensed premises within entertainment precincts, such as Queen Maeve's, support tourism and local economic activity, and should be recognised as key social and cultural assets within a city's entertainment fabric.

Potential Negative Impacts

- 6.28 The experienced Applicant acknowledges that a liquor licence approval may increase the risk of undue harm or ill-health. However, this risk can be effectively mitigated by a range of evidence-based strategies, including the availability of food and CCTV monitoring at entry and exit points.
- 6.29 The licensing authority has previously recognised that alcohol-related harm cannot be solely attributed to on-premises consumption. Other key factors include the type of licence, the nature of the premises, patron capacity, and the presence of food, entertainment, and adequate seating.
- 6.30 Queen Maeve's will maintain a strong focus on hospitality and entertainment, rather than alcohol consumption as a primary activity.
- 6.31 The Applicant acknowledges the potential for alcohol misuse and accepts their responsibility in ensuring the responsible service of alcohol and patron safety.
- 6.32 To this end, the following harm minimisation controls are enforced:

Formal Controls:

- Implementation of harm minimisation measures
- Strict juvenile management and procedural policies and unaccompanied juveniles will not be permitted on the licensed premises

³⁴ <https://www.destinationperth.com.au/region/perth-city>

- Compliance with local Liquor Accord resolutions
- Enforcement of responsible service of alcohol (RSA) practices

Informal Controls:

- Active community involvement to ensure responsible trading aligns with public expectations
- Ongoing engagement with 'At Risk' groups and community organisations to monitor and address alcohol-related issues proactively

6.33 Through this balanced and proactive approach to harm minimisation and community engagement, Queen Maeve's will continue to operate as a responsible licensed premises, contributing positively to the Subiaco precinct while mitigating any potential negative impacts.

Consumer Survey

6.34 To assess the level of consumer demand and community sentiment for the proposed operation of Queen Maeve's under a Tavern Restricted Licence, an online Consumer Survey was conducted, receiving 305 valid responses. The majority of respondents either live or work in Subiaco (9.18%), regularly visit for dining or entertainment (25.9%), or are part of the Irish community in Western Australia (59.02%). The findings demonstrate clear, consistent, and measurable support for the proposed licence and the continued operation of a safe, community-focused hospitality venue in Subiaco.

6.35 The results provide compelling evidence of a genuine requirement for Queen Maeve's to operate under a Tavern Restricted Licence, reflecting strong community demand for a well-managed, culturally distinctive venue offering high-quality food, beverage, and entertainment experiences. The key findings are summarised below.

6.36 Key Findings:

- **97.70%** of respondents support the granting of the Tavern Restricted Licence for Queen Maeve's, subject to approval by the Department of Local Government, Sport and Cultural Industries.
- **86.47%** of respondents indicated they would attend the premises on a monthly basis.
- The most valued venue attributes included:
 - Availability of quality food and beverage options (**86.56%**),
 - Safe and well-managed premises with responsible service of alcohol (**67.54%**),
 - Support for live acoustic music and entertainment (**73.11%**), and
 - Contribution to local culture and community life (**66.89%**),

- **75.33%** of respondents believe that Queen Maeve's operating under a Tavern Restricted Licence will not cause undue harm or ill-health in the locality.
- **81.52%** believe it will not cause undue offence, annoyance, or disturbance.
- **82.84%** believe the venue will not negatively affect the amenity of the Subiaco locality.
- Notably, **94.41%** of respondents agree that it is in the public interest for Queen Maeve's to operate under a Tavern Restricted Licence.

6.37 The following feedback, drawn from the open-response section of the consumer survey, reflects consistent public support for Queen Maeve's and highlights its anticipated contribution to both the Irish community and the wider Subiaco locality:

"I would love Queen Maeves to be a true community hub where people meet socially on weekdays as well as weekends. Italian clubs etc. are treated as a second home for their communities—I would love for Queen Maeves to be a second home for the Irish community." – **Denis, B**

"I understand the applicant is an experienced tavern operator with a long history of successful and safe venues. Based upon his previous venues, I have no doubt that this venue will be a great addition to the City of Subiaco, its community and the Irish community." - **Danny**

"This will be GREAT for the Subiaco community" – **Marcus B**

"I think this will make a great addition to the Subiaco community and social life" – **Brighid R**

"Queen mauves will be a welcome addition to Subiaco, which is making a resurgence in hospitality." – **Alan**

"Queen Maeve's will need to ensure that it maintains its irish connections within the Irish community otherwise it just becomes another tavern." – **Miaruane**

"A quality, experienced hospitality operator and I support continued investment into Subiaco and the locality generally." – **Adam K**

"The irish club has never caused an issue before. It would.be great to see it open again for other cultural.eventa used as a base for Irish dancing, folcoir, music, poetry, eetimgs for.gaa clubs, playwright and a good dining venue." – **Eileen**

"The Irish club has always been a respectable place for families, friends and culture to come together. It would be lovely to see it reopened" – **Joanne**

"The club and venue is home to considerable history to the Irish community in Perth, and a thriving business and tavern supporting it's continuance is to the benefit of community." - **Alister**

*“It would be wonderful to keep this premise available to the community.” - **Natasha***

- 6.38 This exceptionally high level of support demonstrates that the proposal aligns strongly with community expectations and consumer preferences for a responsible, locally integrated hospitality venue. The evidence confirms that Queen Maeve’s will provide measurable social, cultural, and economic benefits to the Subiaco locality, consistent with the public interest considerations under Section 38(4) of the Act and the Director’s Policy on Public Interest Assessments.
- 6.39 The Applicant has also received a letter of support from the Irish community in Western Australia, acknowledging Queen Maeve’s as a culturally significant venue that promotes Irish heritage, social connection, and responsible hospitality. This endorsement reflects a strong alignment with the cultural and community objectives outlined in the Act.³⁵

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

³⁵ Attachment 5 - Support Letter Irish Club WA

- 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 Saggars.
- 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 recognises that crime and anti-social behaviour are the result of a complex interplay of individual, social, and environmental factors. While academic and policy literature presents various perspectives, from biological and psychological to socio-economic and cultural, the consistent theme is that risk factors can be mitigated through well-managed spaces, strong community connections, and early intervention. In the context of Queen Maeve's, the venue design, operating procedures, and management culture have all been shaped to promote inclusion, safety, and respectful patron conduct.
- 7.3 The Applicant acknowledges that violence is both unacceptable and preventable. As part of its operational commitment, Queen Maeve's has adopted a suite of harm minimisation and venue safety strategies that align with both the Director's Policy on Harm Minimisation and broader public safety frameworks. This includes the implementation of a venue-specific Harm Minimisation Plan, ongoing RSA training for all staff, and environmental design considerations that promote visibility, safety, and clear patron management protocols. These measures reflect best practice in creating safe, welcoming environments that contribute positively to Subiaco's social fabric and minimise the likelihood of alcohol-related harm.
- 7.4 The design and operation of the premises have been informed by the Western Australian Planning Commission's *Safer Places by Design* (2023)³⁶ guidelines, which outline practical recommendations for Crime Prevention Through Environmental Design (CPTED). The Applicant supports these principles as an effective means of reducing crime opportunity, promoting social cohesion, and ensuring that the venue contributes positively to the safety and amenity of Subiaco's town centre.
- 7.5 The five core CPTED concepts recognised by Australian crime prevention practitioners have been applied to the design and daily management of Queen Maeve's, creating a safer and more welcoming environment.

³⁶ <https://www.wa.gov.au/system/files/2023-07/safer-places-by-design-cpted-guidelines.pdf>

Surveillance

- 7.6 Queen Maeve's will be comprehensively monitored by a CCTV system that captures all entrances, exits, and service areas. These cameras will operate throughout trading hours, with footage available to WA Police or authorised officials upon request. The presence of RSA-trained staff and an on-site Approved Manager further reinforce visual oversight, patron accountability, and incident responsiveness.

Access Control

- 7.7 Patron access will be managed through well-defined entry points and supervision by trained staff. Liquor storage areas are secured and accessible only to authorised personnel. The premises will employ modern locking mechanisms and security protocols for both day-to-day and after-hours operations.

Territorial Reinforcement

- 7.8 Clear signage and layout communicate the venue's boundaries and permitted areas of use. This supports efficient operation and reduces opportunities for unauthorised behaviour, while reinforcing a sense of ownership and purpose within the licensed space.

Target Hardening (Security Measures)

- 7.9 Entry and exit points will be fitted with secure locking systems to deter break-ins or unauthorised access outside trading hours. Staff will be regularly trained in implementing venue-specific safety protocols, ensuring consistency across all levels of operation.

Management and Maintenance

- 7.10 The venue will be maintained to a high standard, with regular inspections scheduled to address any maintenance, vandalism, or operational concerns. All staff will be instructed to report hazards or damage immediately. This proactive approach contributes to a safe, clean, and orderly venue environment, a crucial factor in discouraging antisocial behaviour and fostering a positive public perception.
- 7.12 The Applicant has considered a range of design and operational elements that support crime prevention through environmental design principles. These measures contribute to improved safety and reduced opportunity for anti-social behaviour, including but not limited to:
- **Lighting:** External areas surrounding Queen Maeve's will be well-illuminated to enhance visibility and deter loitering or criminal activity, particularly during evening trading hours.
 - **Landscaping:** Located within a compact inner-suburban streetscape in Subiaco, the premises will avoid overgrown or obstructive landscaping features that could limit visibility or conceal offenders.

- **General appearance:** Queen Maeve's will maintain a clean, contemporary presentation and a high-quality internal fit-out. A well-maintained venue reduces the likelihood of unwanted behaviour and contributes to positive perceptions of the locality.
- **Entrapment places:** The venue design avoids recessed spaces, blind corners, or confined entry points that could present entrapment risks to patrons or staff.
- **Activity generators:** Operating across both daytime and evening hours, Queen Maeve's supports a steady level of foot traffic. Its offering of social, cultural, and recreational experiences encourages passive surveillance and contributes to an active, community-oriented environment.

7.13 The Applicant is committed to playing a constructive role in the local hospitality sector and broader Subiaco community. As part of this commitment, the Applicant confirms its intent to actively participate in the relevant local Liquor Accord and uphold its associated principles, including harm minimisation, responsible service, and stakeholder cooperation. The Applicant will continue to collaborate with WA Police, City of Subiaco officers, and local health and safety bodies to ensure the premises remains a safe, well-managed, and positive contributor to the precinct.

Social Health Indicators “At Risk” Groups

7.14 In preparing this submission, the Applicant has given due regard to those groups identified as most “At Risk” of alcohol-related harm and ill-health, as defined in the *Western Australian Alcohol and Drug Interagency Strategy 2018-2022*³⁷, as well as the Director's Policy on Public Interest Assessments.

	LOCALITY	GREATER PERTH	WESTERN AUSTRALIA
Population	28050	2116647	2660026
Median Age	41	37	38
Population Under 14 years	13.85%	18.96%	19.01%
Indigenous Persons	0.76%	1.99%	3.33%
Couple Family with Children	37.67%	45.70%	44.60%

7.15 The strategy identifies several key at-risk groups, and the Applicant has assessed the demographic profile of the Subiaco locality to ensure that the venue's operations are aligned with best practices in harm minimisation and community safety.

- **Aboriginal People and Communities:** Aboriginal and Torres Strait Islander people make up only 0.76% of the local population, significantly lower than the Greater Perth (1.99%) and WA (3.33%) averages. Nonetheless, the Applicant is committed to

³⁷<https://www.mhc.wa.gov.au/media/2831/western-australian-alcohol-and-drug-interagency-strategy-2018-2022.pdf>

cultural sensitivity, and staff will be trained in inclusive service practices and respectful engagement with First Nations patrons.

- **Children and Young People:** The proportion of children under 14 years in the locality is 13.85%, lower than both the Perth and WA averages. Queen Maeve's will maintain a strict ID checking policy and will not target or cater to minors. Clear signage, layout design, and trading hours reinforce the venue's focus.
- **People from Regional, Rural, and Remote Communities:** While the venue is situated in a metropolitan area, the Applicant recognises that Subiaco attracts visitors from regional parts of WA. Staff will be trained to provide a welcoming environment and clear information to ensure comfort and safety for these patrons.
- **Families and Domestic Safety:** Couple families with children represent 37.67% of households in the locality, which is notably lower than the Perth average (45.7%). Even so, the Applicant acknowledges the broader impacts of alcohol-related harm on families and will implement venue policies to promote safety and early intervention. These include responsible service of alcohol (RSA), staff de-escalation training, and safe transport options for vulnerable patrons.
- **Justice and Corrections System:** The Applicant supports cooperation with local authorities and service providers. Where required, vulnerable patrons, including those connected to or transitioning from the justice system, will be treated with dignity, and appropriate support will be provided.
- **Other Target Groups:** The venue is committed to inclusivity for LGBTQIA+ patrons, culturally and linguistically diverse communities, older adults, and individuals experiencing or at risk of homelessness. Queen Maeve's internal policies and staff training reflect a values-driven approach to equity, safety, and respectful hospitality.

7.16 In alignment with public health priorities, the Applicant supports the strategy's five key areas for addressing drug and alcohol-related issues within the community:

- Educating patrons and staff about responsible alcohol use.
- Identifying early signs of problematic drinking and engaging support services where appropriate.
- Implementing house policies and licence conditions to minimise alcohol-related harm.
- Supporting access to treatment and education services by making referrals and working with stakeholders.
- Actively participating in coordinated local responses, including the Subiaco Liquor Accord, to ensure ongoing harm minimisation and community wellbeing.

7.17 The Applicant also recognises the value of national awareness campaigns such as **DrinkWise®**, which aim to shift drinking behaviours, particularly among young adults, toward moderation. Research on DrinkWise®'s effectiveness shows:

- 40% of the target audience reported drinking less as a direct result of the campaign.
- 44% felt it created opportunities to talk to friends about their drinking habits.
- 76% stated the campaign helped them reflect on the benefits of moderation.
- 91% attempted to moderate their drinking behaviour before or during a night out.³⁸

Crime Statistics for the Locality

7.18 Please find below publicly available information from the WA Police Crime Statistics website for the locality.

7.19 The dataset shows fluctuations over the years, with a notable increase in offences during the 2022–2023, 2023–2024 financial years. In particular, the most recent figures indicate an upward trend in assault-related incidents, both family and non-family related. However, while this data provides a numerical overview of recorded incidents, it lacks key contextual elements, such as the increase in population, necessary for a comprehensive public interest evaluation.

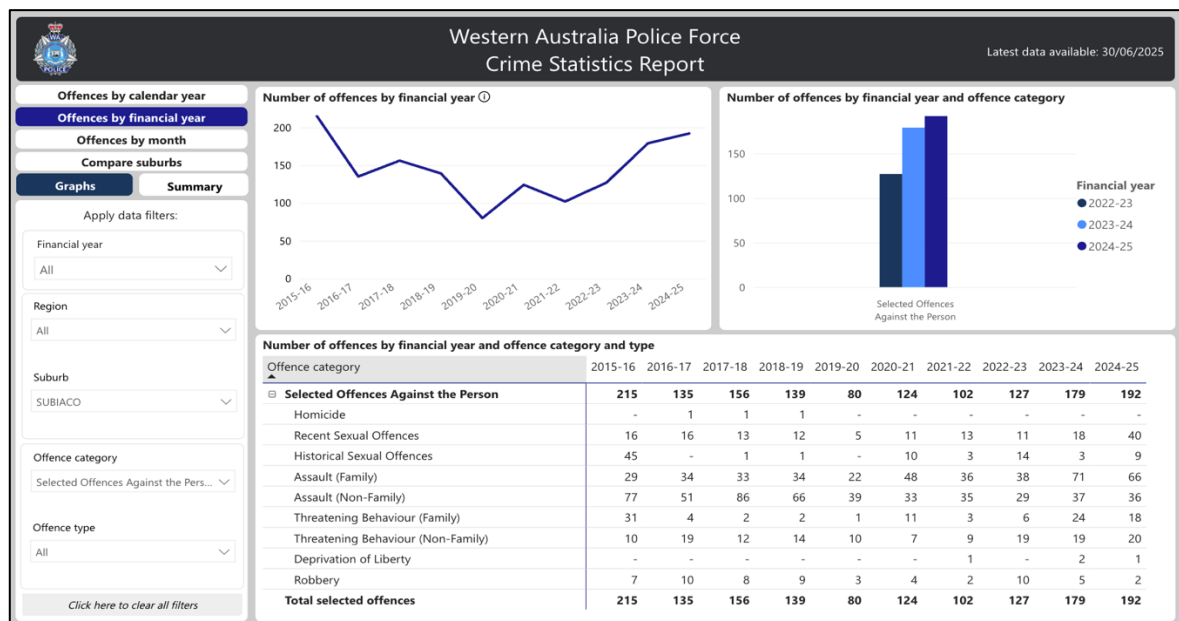


Figure 7: Crimes Against Persons³⁹

³⁸ <https://www.alcoholbeveragesaustralia.org.au/wp-content/uploads/Alcohol-Beverages-Industry-Report-Deloitte.pdf>

³⁹ <https://www.wa.gov.au/organisation/western-australia-police-force/crime-statistics>

7.20 The limitations of this dataset include the following:

- **No Alcohol Involvement Indicator:** The data does not specify whether alcohol was a contributing factor in any of the incidents. This omission limits the ability to draw correlations between licensed premises and criminal activity, despite the Act's emphasis on minimising alcohol-related harm.
- **No Source Attribution for Alcohol:** There is no insight into whether the alcohol involved in any incidents originated from on-premise, off-premise, or unlicensed consumption, making it difficult to assess whether licensed premises such as Queen Maeve's have any influence on the recorded statistics.
- **Lack of Offender Context:** The data does not distinguish between isolated incidents, serial offences by the same individual, or broader patterns of behaviour. This limits the usefulness of the data for developing a specific harm minimisation strategy.
- **No Differentiation in Family Violence Incidents:** Assault (Family) data does not identify repeat offenders, escalation patterns, or whether the location of the offence was related to a licensed venue or domestic setting. These distinctions are critical in shaping community safety policies.

7.21 Despite these limitations, Queen Maeve's is committed to maintaining a high standard of public safety and responsible alcohol service. The Applicant has proactively implemented strategies consistent with the Act's harm minimisation objectives, including:

- Staff training in responsible service of alcohol (RSA),
- Installation of comprehensive CCTV surveillance,
- Strict ID checks and venue-specific patron management protocols,
- Safe transport options and early intervention procedures.

Alcohol-related Hospitalisations

7.22 Alcohol-related harm continues to be a recognised public health concern across Western Australia, including within the Subiaco and greater Perth metropolitan areas.

7.23 The Applicant acknowledges the significance of this issue and is committed to operating Queen Maeve's in a manner that actively avoids contributing to patterns of alcohol-related harm within the locality. The venue will be operated in alignment with the Director's Policy on Harm Minimisation and the relevant obligations under the Act⁴⁰.

7.24 To mitigate the potential for alcohol-related harm, the following operational measures will be implemented at Queen Maeve's:

⁴⁰https://www.wapha.org.au/wp-content/uploads/2016/03/8918_WAPHA_Population-Health-Requirements-Assessment_PHN-North_FA.pdf

- Full compliance with Responsible Service of Alcohol (RSA) obligations, with all staff certified under nationally accredited RSA training programs,
- Zero-tolerance approach to anti-social behaviour,
- Zero-tolerance approach to the service of alcohol to intoxicated persons or juveniles,
- Presence of an Approved Manager on-site during all hours of operation,
- Full CCTV coverage in line with the Director's Policy on Security at Licensed Premises,
- Engagement and collaboration with relevant stakeholders including WA Police, the Liquor Enforcement Unit, and participation in local Liquor Accord initiatives.

7.25 While public health authorities have raised concerns about high-risk consumption in urban precincts such as central Perth, broader trends indicate a gradual decline in harmful drinking behaviour across the State. The *WA Alcohol and Other Drug Services Plan 2015–2025*⁴¹ notes that per capita alcohol consumption in Western Australia is at a 50-year low. Additionally, recent research points to an ongoing trend of young Australians delaying their initiation into alcohol consumption and showing a preference for moderation and low-risk drinking behaviours.

7.26 These evolving social patterns are reflected in Queen Maeve's own hospitality model, which supports moderate consumption through its inclusive and responsible approach. The venue will offer a curated selection of zero- and low-alcohol beverages, fostering a setting that encourages social interaction, cultural appreciation, and responsible enjoyment. By combining thoughtful programming with robust harm minimisation strategies, Queen Maeve's will contribute positively to public health outcomes while supporting a vibrant, safe local hospitality environment.

Strategies to minimise harm or ill health

7.27 Queen Maeve's Subiaco will operate as a socially responsible hospitality venue with strong foundations in harm minimisation and public safety. The Applicant's operational philosophy will ensure that the premises contributes positively to the cultural, economic, and social life of Subiaco without contributing to undue alcohol-related harm or ill health.

7.28 A venue-specific Harm Minimisation Plan has been developed and is submitted as part of this application. The plan details tailored strategies designed to reduce risks associated with alcohol consumption, safeguard vulnerable patrons, and comply with public interest standards as set by the Director of Liquor Licensing and the Department LGIRS. It is

⁴¹ <https://www.mhc.wa.gov.au/media/3516/plan-update-2018-corrections-29-july-2020.pdf>

aligned with the *WA Alcohol and Other Drug Services Plan 2015–2025*⁴², the Director's Policy on Harm Minimisation, and relevant WA Health and Police guidelines.

7.29 The Applicant is committed to providing a safe, inclusive, and respectful environment. In line with this commitment, the following operational practices to be implemented at Queen Maeve's Subiaco:

- RSA training for all team members, including refresher sessions,
- Zero-tolerance approach to service of alcohol to intoxicated persons or minors,
- CCTV coverage across key areas of the premises, with protocols for incident recording and reporting,
- Approved Manager present during all trading hours to maintain compliance and support safe operation,
- A diverse range of non-alcoholic and low-alcohol beverage options offered at all times,
- Clear promotion of safe transportation options and education on responsible alcohol consumption.

7.30 The Applicant supports the values and public safety initiatives led by Crime Stoppers WA, including community engagement, anonymous reporting, and promoting responsible behaviour within licensed premises. The principles of Crime Stoppers WA align with the venue's commitment to social wellbeing and harm minimisation.



7.31 The premises' day-to-day operations and culture will reflect Crime Stoppers WA's values, including:

- **Social well-being:** Cultivating a low-risk, supportive environment that prioritises patron safety,
- **Inclusivity:** Ensuring all patrons, including members of marginalised or vulnerable communities, feel welcome and respected,
- **Proactive Management:** Adopting forward-thinking safety measures, internal reviews, and continuous improvement practices,
- **Integrity and Compliance:** Embedding integrity, compliance and professionalism into all aspects of the venue's operations,
- **Community Collaboration:** Fostering mutual respect between staff, consumers, law enforcement, and local stakeholders.

⁴² <https://www.mhc.wa.gov.au/media/3516/plan-update-2018-corrections-29-july-2020.pdf>

7.32 Guided by the strategic vision of the *WA Alcohol and Other Drug Services Plan 2015–2025*⁴³, the Applicant embraces a public health approach to liquor service. Key priorities include raising awareness about alcohol-related risks (particularly among ‘At Risk’ groups), encouraging moderation, and empowering consumers through education and support.

7.33 The premises’ approach includes:

- Person-centred planning that responds to community needs and expectations,
- Prioritising health and safety over commercial interests,
- Actively supporting individuals and communities impacted by alcohol-related harm,
- Providing access to up-to-date resources and information on alcohol-related health services,
- Pragmatically addressing emerging challenges within the hospitality landscape.

Promotion and Responsible Service of Alcohol (RSA)

7.34 The Applicant is fully committed to the responsible promotion, advertising, and supply of alcohol, and will strictly comply with the Director’s Industry Guideline on the *Responsible promotion and advertising of alcohol*⁴⁴. This framework promotes a culture of moderation, supports safe consumption practices, and aligns with the community’s expectations for responsible hospitality venues.

7.35 The key objectives of this guideline are to:

- Prevent intoxication and antisocial behaviour,
- Ensure that the promotion and supply of liquor occurs in a responsible and socially acceptable manner,
- Deter advertising practices that may encourage rapid or excessive consumption or appeal to minors or vulnerable persons.

7.36 The Applicant understands that obligations under the Act require Licensees to manage their promotions responsibly. In line with this, Queen Maeve’s Subiaco will not engage in:

- Any promotional activities that encourage excessive drinking, including “all-you-can-drink” offers or time-based discounts,
- The use of cheap or heavily discounted alcohol as a core marketing strategy,
- Promotions designed to appeal to juveniles or that misrepresent the strength or effects of alcohol.

⁴³ <https://www.mhc.wa.gov.au/media/3516/plan-update-2018-corrections-29-july-2020.pdf>

⁴⁴ <https://www.dlgsc.wa.gov.au/departments/publications/publication/responsible-promotion-and-advertising-of-alcohol>

- 7.37 All promotional strategies will be focused on enhancing the overall hospitality experience and reinforcing the venue's strong identity as a culturally themed, food-and-entertainment destination, not an alcohol-focused venue.
- 7.38 Rather than leading with alcohol incentives, promotional activity at Queen Maeve's Subiaco will centre on:
- A well-curated food menu tailored to local residents, professionals, and adult visitors,
 - Irish-inspired music and entertainment programming that adds cultural value,
 - Creating a welcoming, social environment where alcohol is consumed responsibly and in moderation.
- 7.39 The premises' responsible service standards will reflect the requirements set out in Sections 33 and 103A of the Act, as well as the Director's Policy on *Mandatory training for licensees, approved managers and employees*⁴⁵. The following practices are in place:
- All staff involved in the sale or service of liquor to complete the nationally recognised RSA training,
 - The Training Register to be kept on-site and up to date, allowing for inspection upon request,
 - All operational shifts to be supervised by an Approved Manager holding a current MLP1 qualification,
 - During busy periods, such as Friday and Saturday nights, an additional Approved Manager may be rostered to ensure enhanced oversight,
 - Staff will be trained to refuse service to any person showing signs of undue intoxication and to manage such situations in accordance with venue incident protocols.
- 7.40 The Applicant will also enforce a strict policy prohibiting the sale or service of liquor to anyone wearing a school uniform, regardless of age or identification. This safeguard extends beyond the legal drinking age, recognising that some Year 12 students may be 18 years of age but remain part of the school system. This approach aims to prevent secondary supply, discourage youth alcohol engagement, and build public trust in the venue's harm minimisation ethos.

⁴⁵ <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/mandatory-training>

8 Community Consultation⁴⁶

- 8.1 As part of the Community Consultation, the key organisations were contacted to discuss the Tavern Restricted Licence application and asked to comment and provide feedback with concerns (if any) about it.

WA Police Liquor Enforcement Unit (LEU)

- 8.2 An email outlining the details of the application was sent to the LEU and stated that the Applicant would appreciate any feedback the LEU could provide. The Applicant respects that the LEU will consider the application in its entirety when advertised and intervene if required. The Applicant notes that any communication they have with the LEU does not constitute support for this application.

Chief Health Officer (CHO)

- 8.3 The Applicant's representative also sent an email brief outlining the details of the application to the Chief Health Officer at the WA Health Department. The Applicant respects that the CHO will consider the application in its entirety when advertised and intervene if required. They also confirm that any correspondence with the CHO does not constitute an endorsement of this application in any way.
- 8.4 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 authority, local police station, situated within the specified locality of the proposed premises⁴⁷.

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

- 9.1 Queen Maeve's is located within the Subiaco Town Centre, a mixed-use precinct characterised by restaurants, small bars, retail outlets, cultural venues, and residential dwellings. The premises forms part of a strategically revitalised urban area actively supported by both the City of Subiaco and the WA State Government and is aligned with the objectives of creating a vibrant, walkable, and safe hospitality and entertainment precinct. The proposed trading conditions under a Tavern Restricted Licence have been developed to complement this objective, supporting a culturally enriched and socially inclusive environment.
- 9.2 The premises is situated just off Hay Street and is surrounded by compatible land uses, including other licensed premises, cafés, and local businesses. The proposed operations are consistent with the planning framework for the locality, which encourages street-level

⁴⁶ Attachment 6 – Community Consult

⁴⁷ Attachment 7 - At Risk Groups

activation and a diverse night-time economy that supports small business, tourism, and the arts.

9.3 In accordance with Section 38(4)(b) of the Act, the Applicant has carefully considered the potential impacts on the amenity, quiet, and good order of the locality and has taken proactive steps to ensure Queen Maeve's will operate as a low-risk, well-managed venue. These include:

- The premises layout has been designed to direct noise inward, with internalised entertainment and acoustic treatments to minimise sound spill,
- Patron entry and exit points will be clearly managed and monitored to prevent crowding, loitering, or anti-social behaviour near the venue,
- Noise emissions will be managed in line with the Environmental Protection (Noise) Regulations 1997 and any local planning conditions,
- Security and venue management protocols will include full CCTV coverage, crowd control measures where required, and staff trained in RSA and conflict de-escalation.

9.4 Queen Maeve's intends to be a positive contributor to the Subiaco community. The venue will offer a curated hospitality experience that focuses on high-quality food and beverages, Irish-inspired décor, and entertainment, all within a welcoming environment that caters to all demographics.

9.5 The Applicant is committed to maintaining a strong relationship with local stakeholders, including the City of Subiaco, WA Police, neighbouring businesses, and residents. Queen Maeve's will participate in community safety initiatives and adopt best-practice management standards in accordance with Liquor Control Act obligations and community expectations.

9.6 Based on the above facts, the Applicant respectfully submits that granting the application will not cause undue disturbance or negatively impact the amenity of the locality. To the contrary, the premises will enhance the diverse and inclusive atmosphere of the Subiaco Town Centre, in alignment with local planning objectives and Section 38(4)(b) of the Act.

10 Section 38 (4) (c) of the Act – Offence, Annoyance, Disturbance or Inconvenience

10.1 The Applicant acknowledges the importance of ensuring that the operation of Queen Maeve's does not cause undue offence, annoyance, disturbance, or inconvenience to people who reside or work in the vicinity. To this end, the Applicant has developed a tailored Harm Minimisation Plan that governs all aspects of venue management, staff conduct, and responsible alcohol service. This plan reflects statutory obligations under

the Act and is informed by the Director's policies and guidelines on public interest and harm minimisation.

10.2 The Applicant brings operational experience in managing licensed venues in WA. The management approach at Queen Maeve's reflects industry best practices that prioritise community wellbeing, safety, and social cohesion.

10.3 While all licensed premises carry inherent risks, Queen Maeve's is designed and will be operated in a way that minimises the likelihood of public nuisance or disruption. The following strategies will be implemented to ensure compliance with Section 38(4)(c) of the Act:

- An **Approved Manager** will be on duty at all times during trading hours, overseeing staff and venue operations.
- All staff will be **uniformed, RSA-trained**, and subject to ongoing professional development and refresher training.
- An **Incident Register** will be maintained, and protocols for managing intoxication, refusal of service, and patron removal will be strictly enforced.
- **Unaccompanied juveniles** will not be permitted on the premises under any circumstances.
- **No packaged liquor** will be sold, as consistent with the restrictions of a Tavern Restricted Licence.
- The premises will enforce a strict policy of **not serving alcohol to persons in school uniform**, regardless of age or ID, to prevent secondary supply and support community confidence.
- Alcohol will not be served to anyone who appears to be **unduly intoxicated**. Patrons who are disruptive will be asked to leave in accordance with safety protocols.
- The premises' **fit-out and ambience** are designed to attract a mature, responsible demographic, with a focus on high-quality service and atmosphere.
- **No loud external entertainment or amplified music** will be permitted beyond the venue's acoustic limits to avoid sound spill and noise complaints.
- A **wide range of low- and zero-alcohol products** will be available to support moderation and responsible choices.
- The venue will not engage in any **price-based promotions**, bulk discounting, or gimmick advertising that could incentivise rapid consumption or appeal to minors.
- **All promotional material** will align with the Director's Policy on the Responsible Promotion of Alcohol and avoid content that may appeal to juveniles or vulnerable consumers.

- 10.4 Queen Maeve's will also comply with any conditions imposed by the licensing authority and maintain strong working relationships with local stakeholders, including WA Police, the City of Subiaco, the Liquor Enforcement Unit, and local community networks. The Applicant is committed to participating in any relevant Liquor Accord or collaborative safety initiative operating in the locality.
- 10.5 Through this comprehensive and evidence-based approach to venue operation, the Applicant respectfully submits that Queen Maeve's will not cause undue offence, annoyance, disturbance, or inconvenience to nearby residents, workers, or businesses. On the contrary, it will contribute positively to the precinct's vibrancy and community character in a manner consistent with the objectives of Section 38(4)(c) of the Act.

Harm Minimisation Plan

- 10.6 Queen Maeve's is committed to delivering a culturally distinctive hospitality experience within the Subiaco precinct, underpinned by responsible service of alcohol and a best-practice harm minimisation framework. The Applicant understands that with the right of holding a Tavern Restricted Licence comes a responsibility to protect public safety, uphold social standards, and operate within the regulatory requirements set by the Director of Liquor Licensing and the Act.
- 10.7 The premises' design, service philosophy, and staff training are all informed by the core objectives of harm minimisation and a carefully curated venue designed for mature patrons who value a high-quality hospitality experience in a safe and welcoming environment.
- 10.8 The Applicant has considered harm minimisation principles in the operations of the venue, including:
- **Staffing:** All staff will be RSA certified and undergo refresher training as part of the venue's internal policy. An **Approved Manager** will be on duty at all times to supervise operations and assist with managing any issues relating to patron behaviour or intoxication.
 - **Patron Safety:** Clear entry and exit management procedures, active supervision, and CCTV surveillance will ensure all guests are monitored and protected throughout their visit. Staff will be trained in de-escalation techniques and conflict resolution, ensuring a calm and respectful environment.
 - **Service Model:** Water will be freely available at all times, and a diverse range of **zero- and low-alcohol options** will be available.
 - **Refusal of Service:** Strict protocols are in place to refuse service to intoxicated patrons, or those exhibiting problematic or aggressive behaviour. Patrons in school uniforms will not be served, regardless of age or identification.

- **Community Awareness:** Queen Maeve's is actively aligned with the local Subiaco community's values and expectations. The venue intends to engage with local stakeholders, including WA Police, the City of Subiaco, and Liquor Accord representatives, to ensure it meets community standards.

10.9 The overarching goal of Queen Maeve's Harm Minimisation Plan is to protect the health, safety, and welfare of all patrons, staff, and members of the surrounding community. This approach is consistent with the Act's core object under Section 5(1)(b), which seeks to minimise harm or ill-health caused to people, or any group of people, due to the use of liquor.

Controlling Intoxicated Persons

10.10 At Queen Maeve's, the responsible service of alcohol is a core operational priority, with all consumers encouraged to enjoy their experience in a safe, respectful, and socially responsible manner. Staff will be trained to monitor patron behaviour closely, ensuring compliance with RSA obligations and maintaining the venue's welcoming and inclusive atmosphere.

10.11 Any patron who displays signs of intoxication will be refused service immediately, in line with the Act and the venue's internal policies. Instead, water or a food option may be offered as a de-escalation measure. Staff are trained to assess the situation calmly and take respectful, decisive action to maintain safety and minimise risk.

10.12 If an intoxicated individual refuses to comply with instructions or continues to present a risk to others or themselves, they will be politely asked to leave the premises. Where necessary, assistance will be provided to ensure their safe exit.

10.13 These protocols reflect the Applicant's commitment to proactive harm minimisation, community safety, and the delivery of a high-quality hospitality environment. By intervening early and managing patron behaviour consistently, Queen Maeve's will ensure its operations do not contribute to undue harm, nuisance, or disruption in the surrounding Subiaco locality.

Monitoring Accompanied and Unaccompanied Juveniles

10.14 Queen Maeve's maintains a zero-tolerance policy regarding the sale, supply, and consumption of alcohol by minors. The venue operates strictly in accordance with the Act and adheres to all relevant guidelines issued by the Director of Liquor Licensing concerning juveniles in licensed premises.

10.15 To ensure full compliance and prevent underage drinking, the following measures will be implemented:

- Alcohol will not be served to any person under the age of 18, and valid, approved identification will be required from any patron who appears underage.

- Unaccompanied juveniles will not be permitted to enter the licensed premises.
- If a juvenile is found to be attempting to consume or has consumed alcohol on the premises, they will be removed immediately, and appropriate follow-up action taken.
- All staff will receive regular and comprehensive RSA training, with a specific focus on identifying and managing risks associated with juvenile access and secondary supply.

10.16 The Applicant acknowledges the vulnerability of minors and the importance of strong preventative measures. These policies are designed to safeguard young people, support broader community expectations, and ensure that Queen Maeve's operates as a responsible, compliant and socially conscious venue.

Resolving Complaints

10.17 Queen Maeve's is committed to upholding the highest standards of customer service and community accountability. The Applicant recognises that effective complaint resolution is essential to maintaining strong community relations and ensuring a safe, inclusive and enjoyable venue for all patrons.

10.18 To this end, the following complaint resolution measures will be implemented:

- Patrons will be encouraged to raise any concerns directly with the Approved Manager on duty, who is trained to resolve issues promptly, respectfully, and in line with venue policy.
- A structured complaints procedure will be in place to ensure all concerns are logged, reviewed, and resolved in a timely and appropriate manner.
- Communication channels will be available for patrons to provide feedback, including in-person discussions and digital platforms. Online reviews will also be monitored, with management responding constructively where appropriate.

Respect for Neighbours and the Local Community

10.19 The Applicant is dedicated to fostering a respectful and harmonious relationship with residents, businesses, and visitors in the Subiaco locality. As a venue located in a mixed-use urban precinct, Queen Maeve's recognises the importance of minimising any potential disturbance or inconvenience to those living or working nearby.

10.20 To support this commitment, the following measures will be adopted:

- Patrons will be encouraged to depart the venue quietly, especially during evening and late-night hours, to minimise disturbance to nearby residents.
- Prominent signage will be displayed at all exits reminding patrons to be considerate, loitering, or unnecessary engine noise.

- Venue staff, including front-of-house and floor supervisors, will actively manage patron egress to ensure a calm and orderly departure.
- Any individual engaging in disruptive behaviour will be addressed by staff, and repeat offenders may be refused re-entry or future access to the premises.
- The Applicant will maintain open lines of communication with neighbouring businesses and residents to proactively address any concerns and ensure Queen Maeve's continues to operate as a responsible member of the Subiaco community.

Incident Register and Compliance Monitoring

10.21 To support its strong focus on responsible service and regulatory compliance, Queen Maeve's will maintain a comprehensive Incident Register in accordance with Section 116A of the Act. This register forms a core part of the venue's risk management and harm minimisation strategy and ensures ongoing accountability in line with the expectations of the Director of Liquor Licensing.

10.22 The register will include documentation of:

- Any alcohol-related incidents such as refusals of service, disturbances, disorderly conduct, or the presence of intoxicated patrons.
- Patron complaints, operational concerns, or issues raised by the local community to support transparency and timely resolution.
- Interactions with enforcement authorities, including WA Police or Liquor Enforcement Officers, along with details of any relevant follow-up actions.

10.23 This recordkeeping system allows Queen Maeve's to demonstrate continuous compliance, identify areas for operational improvement, and maintain a safe and respectful environment for both consumers and the broader Subiaco community.

Staff Induction Guidelines (RSA)


10.24 **RSA Service Protocols:**

- Alcohol will only be served in accordance with the conditions of the Tavern Restricted Licence (subject to approval).
- Staff will be vigilant in monitoring patron behaviour and will refuse service to any person displaying signs of undue intoxication.
- No promotions, incentives, or pricing strategies that encourage excessive or irresponsible drinking will be permitted.
- Free drinking water and a selection of non-alcoholic and low-alcohol beverages will be available at all times.

- Staff will be empowered to promote moderation and assist patrons in making low-risk consumption choices.

10.25 ID Checking Strategies:

- All staff will receive dedicated training in proper ID verification, including the detection of fraudulent or altered identification documents.
- Valid identification must be presented by any patron who appears under the age of 25.
- Staff will be supported in enforcing a strict “no ID, no service” policy, with zero tolerance for service to any person wearing a school uniform.




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 quite 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



Figure 8: Destination Perth - Subiaco⁴⁸

- 11.1 Subiaco, affectionately known as *Subi*, is one of Perth's most dynamic inner-city destinations, offering a unique mix of heritage charm, arts and culture, boutique retail, and dining experiences. The suburb plays an increasingly important role in Western Australia's visitor economy, particularly for interstate and intrastate travellers seeking a localised, village-style experience with easy access to the city centre.
- 11.2 Queen Maeve's, a culturally distinctive venue rooted in Irish hospitality, will make a meaningful contribution to the tourism, cultural, and social landscape of Subiaco by enhancing the area's day-to-evening activation. The venue's offering will be consistent with Tourism WA's broader objective of developing character-rich precincts that invite exploration and return visitation through atmosphere, entertainment, and culinary experience.
- 11.3 The premises supports the tourism function of Subiaco by strengthening its position as a must-visit precinct. Located within walking distance of key attractions such as Rokeby Road's shopping strip, the historic Regal Theatre, the Subiaco Arts Centre, and Subi Farmers Market, Queen Maeve's will complement existing offerings while providing a warm, vibrant hospitality experience aligned with the area's character and appeal.⁴⁹

⁴⁸ <https://www.destinationperth.com.au/listing/rokeby-road/2813/>

⁴⁹ <https://www.westernaustralia.com/en/places/subiaco/56b267b5d5f1565045daae9c>



Figure 9: Indigenart Aboriginal Art Gallery in Subiaco⁵⁰

11.4 Subiaco is already a recognised destination for both leisure and cultural tourism. Queen Maeve's will contribute to this identity by:

- Offering visitors an immersive venue experience combining quality Irish food, curated beverages, and live acoustic music,
- Supporting Subiaco's calendar of events, workshops, and cultural programming through collaboration with local artists and businesses,
- Encouraging visitation and extended dwell time in the area through a welcoming and socially inclusive environment.⁵¹

11.5 These outcomes are consistent with the aims of the *WAVES 2033 – the Western Australian Visitor Economy Strategy 2033*⁵², which identifies hospitality venues as critical drivers of WA's visitor economy and cultural identity. Queen Maeve's aligns with the Strategy's emphasis on inclusive, experiential precincts that stimulate tourism and generate local economic benefit.

⁵⁰ <https://www.westernaustralia.com/en/places/subiaco/56b267b5d5f1565045daae9c>

⁵¹ <https://www.destinationperth.com.au/listing/subiaco/745/>

⁵² <https://www.wa.gov.au/system/files/2024-10/waves2033.pdf>



Figure 10: Destination Perth: Rockeby Road, Subiaco⁵³

11.6 Furthermore, the venue's operation supports the principles of the City of Subiaco's Strategic Community Plan, which highlights the importance of community vibrancy, cultural engagement, and support for local business. Queen Maeve's will:

- Enhance Subiaco's appeal to both tourists and residents,
- Provide employment opportunities for local hospitality and creative workers,
- Contribute to a lively, walkable and safe town centre that celebrates diversity and quality experiences.

11.7 The Applicant submits that the premises will:

- Attract new and returning visitors to Subiaco through a unique cultural and hospitality offering,
- Support the local economy through supply chain engagement and collaborative programming,
- Promote Subiaco as a destination where culture, food, music and history intersect in an accessible, inner-urban setting.⁵⁴

11.8 In this context, the granting of the Tavern Restricted Licence is consistent with the public interest under Section 38(4)(ca) of the Act and furthers the licensing objectives outlined

⁵³ <https://www.destinationperth.com.au/listing/rokeby-road/2813/>

⁵⁴ <https://streetsofsubi.com.au/things-to-do-in-subiaco/>

in Section 5(1)(c) and 5(2)(a). The premises will strengthen Subiaco's status as a visitor-friendly, culturally rich precinct and contribute to the long-term growth and vibrancy of the local community.

12 Summary

- 12.1 Hospitality Total Services (Aus) Pty Ltd, on behalf of the Applicant, hereby submits this Public Interest Assessment (PIA) in support of an application for the grant of a Tavern Restricted Licence for the proposed Queen Maeve's, to be located at 61 Townshend Road, Subiaco, WA 6008, within the City of Subiaco.
- 12.2 Queen Maeve's has been designed as a culturally distinctive, community-oriented hospitality venue, offering a welcoming, Irish-inspired experience that supports Subiaco's broader lifestyle, tourism, and economic development goals. The venue will complement the suburb's rich heritage, vibrant food scene, and artistic culture while operating with a strong focus on harm minimisation, social responsibility, and regulatory compliance.
- 12.3 A Tavern Restricted Licence, as defined under Section 41 of the Act, authorises the sale and supply of liquor for consumption on the licensed premises only. The Applicant has complied with all application requirements and submitted documentation in accordance with Section 68 of the Act.
- 12.4 Subject to approval, the Applicant will ensure full compliance with all provisions of the Act, including the Director's Policies and relevant legislative obligations. The premises will be operated in a manner that is responsible, inclusive, and aligned with public interest expectations.
- 12.5 The experienced and responsible Directors of the Applicant company have addressed the matters set out in Section 38(4)(a), (b), (c), and (ca) of the Act, specifically in relation to harm or ill-health, impact on amenity, offence, annoyance or inconvenience to the public, and matters of tourism, culture, and community. These issues have been thoroughly considered throughout this PIA.
- 12.6 The Applicant has also reviewed and affirms compliance with the Department of Local Government, Industry Regulation and Safety (LGIRS) Industry Guideline on the *Responsible promotion and advertising of alcohol*⁵⁵ and is committed to upholding these standards at all times.
- 12.6 The Applicant also notes that the Act relevantly 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),*

⁵⁵<https://www.wa.gov.au/organisation/departments/departments-of-local-government-industry-regulation-and-safety>

(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).

- 12.7 Accordingly, the Applicant respectfully submits that the grant of this Tavern Restricted Licence for Queen Maeve's is in the public interest. The proposed venue will enhance Subiaco's reputation as a vibrant cultural and hospitality destination, support local tourism and employment, and operate as a safe, socially responsible and community-focused establishment.

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 Consumer Surveys
- 2 Harm Minimisation Plan
- 3 State Heritage Office
- 4 Queen Maeve's Plans
- 5 Support Letter Irish Club WA
- 6 Community Consult
- 7 At Risk Groups