

# Public Interest Assessment

Where a Public Interest Assessment is required this form can be completed and lodged with the licensing authority. Applicants should ensure they read the Director of Liquor Licensing's policy - *Public Interest Assessment* prior to completing this form.

## PART 1 - Application details

1.1 Applicant name: Eclipse Brewing Co PTY LTD

1.2 Application for:

<input type="checkbox"/>	Hotel (inc Hotel Restricted)	<input type="checkbox"/>	New licence	<input type="checkbox"/>	Removal of licence
<input checked="" type="checkbox"/>	Tavern (inc Tavern Restricted)	<input checked="" type="checkbox"/>	New licence	<input type="checkbox"/>	Removal of licence
<input type="checkbox"/>	Small Bar	<input type="checkbox"/>	New licence	<input type="checkbox"/>	Removal of licence
<input type="checkbox"/>	Liquor Store	<input type="checkbox"/>	New licence	<input type="checkbox"/>	Removal of licence
<input type="checkbox"/>	Nightclub	<input type="checkbox"/>	New licence	<input type="checkbox"/>	Removal of licence
<input type="checkbox"/>	Special Facility	<input type="checkbox"/>	New licence	<input type="checkbox"/>	Removal of licence
<input type="checkbox"/>	Restaurant	<input type="checkbox"/>	New licence	<input type="checkbox"/>	Removal of licence
<input type="checkbox"/>	Club	<input type="checkbox"/>	New licence		
<input type="checkbox"/>	Club Restricted	<input type="checkbox"/>	New licence		
<input type="checkbox"/>	Extended Trading Permit	<input type="checkbox"/>	Ongoing Hours	<input type="checkbox"/>	Liquor Without a Meal (more than 120 persons)
<input type="checkbox"/>	Other				

1.3 Premises name: Eclipse Brewing Co

1.4 Address of proposed premises:  
232 Fitzgerald st East (Rear), Northam 6401

## Introduction

The public interest test is based on the principle that licensed premises must operate within the interests of the local community. The Butterworth's Australian Legal Dictionary defines the term "public interest" as:

*"an interest in common to the public at large or a significant portion of the public and which may, or may not involve the personal or propriety rights of individual people"*

The public interest provisions enable the licensing authority to consider a broad range of issues specific to each licence or permit application, and flexibility exists to assess each individual application on its merits.

Each community is different and has individual characteristics. Similarly, each licensee's business or proposed manner of trade is unique to the particular premises. A Public Interest Assessment (PIA) outlines how the premises/proposed premises will impact the community and provide an outline of how the applicant will manage any impact.

Section 31 of the *Liquor Control Act 1988* ('the Act') provides the licensing authority with the discretion to grant licences.

Under section 33(1) *'the licensing authority has an absolute discretion to grant or refuse an application on any grounds, or for any reason, that the licensing authority considers in the public interest.'*

In considering the public interest, the licensing authority will take into account the objects of the Act as provided in section 5 and the matters set out in section 38(4).

In this regard, applicants will be required to lodge a PIA with the application.

### Legislative Provisions

The primary objects of the Act as set out in section 5 are:

- a) to regulate the sale, supply and consumption of liquor;
- b) to minimise harm or ill-health caused to people, or any group of people, due to the use of liquor; and
- c) to cater for the requirements of consumers for liquor and related services, with regard to the proper development of the liquor industry, the tourism industry and other hospitality industries in the State.

The secondary objects of the Act are:

- a) to facilitate the use and development of licensed facilities, including their use and development for the performance of live original music, reflecting the diversity of the requirements of consumers in the State;
- b) to provide adequate controls over, and over the persons directly or indirectly involved in, the sale, disposal and consumption of liquor; and
- c) to provide a flexible system, with as little formality or technicality as may be practicable, for the administration of this Act.
- d) 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.

Section 38(4) of the Act provides that the matters the licensing authority may have regard to in determining whether the granting of 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;
- 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;
- 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;
- 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. (Please note: there are no prescribed requirements at this time).

The licensing authority has discretion to impose conditions on the licence or permit that has regard to the public interest, the objects of the Act and the information provided in the applicant's PIA submission. Conditions may also be imposed based on the content of the PIA submission.

In considering the public interest, applicants should demonstrate the positive aspects of their application including the social, economic and health impacts. It is not sufficient for applicants to merely demonstrate that the grant of the application will not have any negative impact.

### Locality

As part of a PIA submission, applicants must provide details regarding the community in the vicinity of the licensed premises (or proposed licensed premises) and any amenity issues in the locality.

The term 'locality' in this instance refers to the area surrounding the proposed licensed premises. This locality will be the area most likely to be affected by the granting of an application in relation to amenity issues.

However, in terms of potential harm or ill-health impacts on the community an applicant may need to consider a wider geographic area depending on the intended nature of the business.

In this regard, in terms of addressing objects 5(1)(b) and 5(1)(c) of the Act, an applicant may need to consider an area which is much broader than the 'locality' used for consideration of amenity issues. For example, an application for a destination liquor store, which may draw its clientele from a large geographic area, would need to address 5(1)(b) and 5(1)(c) of the Act in a much broader context. The onus is on the applicant to satisfy the licensing authority that the grant of the application is in the public interest and provide relevant evidence and submissions to discharge this onus. An applicant should address all relevant considerations under the Act, bearing in mind all the circumstances and unique features of its particular application.

### Licensing Authority's Expectations for a PIA

Completing the PIA should be part of an applicant's business planning. A PIA assists the licensing authority in assessing the impact of the application, if granted, on the community, including existing services and amenity. It is also a valuable document for informing the community about the proposed manner of trade. It is important to note that there is no requirement in the Act for PIAs to be prepared by legal counsel or industry consultants. Applicants can complete their own PIA by taking a common-sense approach after liaising with the relevant key stakeholders and interest groups in the community.

Evidence to support an application being in the public interest should include, but is not limited to petitions; survey results; and letters of support and statements of consumers having a requirement for the type of liquor to be sold and supplied under the licence sought.

It is important to note, however, that because each community is different, the level of detail required in a PIA will be different for individual applications. The required level of detail is subject to the complexity of the application and the impact the premises/proposed premises will have on the surrounding community.

*The following questions have been developed to guide applicants through the PIA process and highlight the areas which should be considered.*

*The information provided should not be limited to the space provided on the form. If you need to attach additional information, please refer to the relevant attachment in the space provided.*

**PART 2 – Manner of trade**

*Description of the proposed business, manner of proposed trade and target client base. This information should be consistent with your business plan/model.*

**2.1 What facilities and services will be provided by the proposed premises?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Please see attached "Application Letter", page 1 (*Proposed Business and Services*)

**2.2 What is the proposed manner of trade?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Please see attached "Application Letter", page 1,2 and 5 (*Proposed Business and Services, Days an Hours of Operation, Noise Generating Activities, Patrons*)

**2.3 What is the target client base?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number). Include objective, accurate and relevant evidence such as a petition, customer survey results and letters of support and statements from potential/existing customers.

Please see attached "Application Letter", page 5 &6 (*Patrons, Tourism Opportunity*)

**2.4 Will the premises be distinguished by any particular theme or decor?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

The premises décor will have a unique blend of old and new with modern building techniques and compliance tastefully integrated into century old tenements.

Please see attached images (*Décor*)

**Part 3 – Public Interest – section 38(2)****3.1 Why is the grant of a licence in the public interest and how will it benefit the community?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Please see attached “Application Letter”, page 5 (*Patrons*)

Please see attached “Application Letter”, page 6 (*Tourism Opportunity*)

**PART 4 - Harm or Ill Health - section 38(4)(a)**

*Risk assessment with respect to the harm or ill health that might be caused to people, or groups of people within the locality, due to the use of liquor.*

**4.1 List any 'at risk' groups or sub-communities within the locality, travelling through the locality or resorting to the locality? <sup>1</sup>**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Aboriginal and Torres Straight Islander

Youth

Low income households

Rural Communities

**4.2 What are the social health indicators for the locality? <sup>2</sup>**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Alcohol related Harm: Above average risky drinking and hospitalisations in the Wheatbelt .

Mental Health: 18-20% of adults report high distress, worsened by rural isolation

Socioeconomic Status: Median income \$1200 per week, unemployment 5-6%

Indigenous Wellbeing: 5-6% of the population, with elevated alcohol-related health gaps

Chronic Disease: Obesity 20-25%, Diabetes 6-7%

**4.3 What are the proposed strategies the applicant will implement to minimise harm or ill health?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Please see attached "Harm Minimisation Plan"

<sup>1</sup> In regard to 'at risk' groups and sub-communities, these have been identified under the *Drug and Alcohol Interagency Framework for Western Australia 2011-2015* and may include: children and young people; aboriginal people and communities; people from regional, rural and remote communities; families; migrant groups from non-English speaking countries; people in low socio-economic areas; mining communities or communities with a high number of itinerant workers; and/or communities that experience high tourist numbers.

<sup>2</sup> In regard to social health indicators, these may include (but are not limited to) the:

- incidence of alcohol related crime in the area. (Data may be reported by local Police, the Australian Institute of Criminology or may be provided by the Office of Crime Prevention); and
- rates of, and trends in, alcohol related hospital presentations/admissions. (Data may be available from country local area health services; the metropolitan health service and the Drug & Alcohol Office).

In addressing social health indicators, applicants should also consider the proximity of the premises to bordering suburbs.

In terms of addressing objects 5(1)(b) and 5(1)(c) of the Act, an applicant may need to consider an area which is much broader than the 'locality' used for consideration of amenity issues.

## Part 5 - Impact on Amenity - section 38(4)(b)

**Descriptive report on the impact on the amenity of the locality of the proposed premises to people who reside or work in the vicinity of the proposed licensed premises.**

The key consideration for the licensing authority is the impact of the facilities and services of the proposed premises on the nature and character of the local communities.

When designing licensed premises, consideration should be given to the principles of *Crime Prevention through Environmental Design* (CPTED). Information on CPTED can be obtained from the WA Planning Commission, The WA Office of Crime Prevention, and the Australian Institute of Criminology.

When considering the nature and character of a community, applicants need to address the community's social profile in terms of:

- its identity;
- the quality of life;
- the type of people who live and work in the community;
- the average age, income, and employment status of people living in the community;
- the total population numbers and population projections; and
- whether there are any plans for community change/development (information may be obtained from the Australian Bureau of Statistics (ABS) and the relevant local government authority).

In addition to answering the questions below, applicants will also need to provide:

- a map depicting the locality of the proposed premises; and
- a floor plan which highlights the unique aspects of the proposed facility.

### 5.1 What is the nature and character of the local community?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Northam is a vibrant regional town known for its rich history, diverse community and rural charm.

It is stacked with many heritage listed buildings that will remind visitors of the early settlement days.

The residents of Northam share a strong Community spirit and often come together for community events festivals and an abundance of weekly sporting events.

### 5.2 How will the proposed premises integrate with the amenity of the locality (both positively and negatively)?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

The proposed premises lies within "Activity Node 2: Town Centre Central" within the *Northam Town*

*Centre Development and Connectivity Strategy* and aligns with Strategy 1 (Growing Local

Investment), Strategy 2 (A Town of destinations), Strategy 3 (Streets as Places), Strategy 4 (The Heart of the Avon) and Strategy 5 (Brightscaping). For negative impact see Q 4.3

**5.3 What will be the positive recreational, cultural, employment or tourism benefits for the community?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Please see attached "Letter of Support from Northam Shire President"

Please see attached "Eclipse Brew REDS Grant Agreement" Page 18- Project Outcomes

Please see attached "Letter of Support, Northam Hockey Club"

Please see attached "EBC Letter of Support, Northam Women in Business/ CCI"

**5.4 What consultation with local government regarding the proposed premises has been taken into account in establishing a business plan?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Years of planning has afforded us the opportunity of early sage consultation with Local Government (Shire of Northam) including Senior Health and Planning Officers, Councillors, business groups, Sporting clubs and existing responsible Liquor License holders in the area. We also secured a large show of support from the Wheatbelt Development Commission in securing a \$155,000 REDS Grant.

**Existing licensed premises within the locality of the premises, including the diversity of the current services.**

**5.5 If you intend to sell packaged liquor, provide the name and address of all existing licensed premises within the locality?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

We propose to only sell packaged liquor that is brewed onsite.

Please see attached "List of Licensed Premises"

**5.6 If you do not intend to sell packaged liquor, provide the name and address of all existing licensed premises within 500 metres of your premises?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See above



**Positive and negative amenity issues in respect to the locality of the premises/proposed premises**

**5.7 What are the public transport facilities (including taxi services) that would be available to patrons, or any other transport facilities proposed to be provided by the applicant for patrons?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Transwa Avonlink Train

Transwa Bus Services

Northam Taxis, Great Eastern Taxis, Avon Taxis

**5.8 What publicly available parking facilities exist in the locality?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

There are over 100 underutilized reciprocal use parking bays directly adjacent to the proposed

Venue. Parking has been discussed at length with the Shire of Northam and use of the shared public

Parking has been approved within the attached development application.

**5.9 What is the contribution of the proposed premises to the streetscape and atmosphere of the area?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Please see attached "Streetscape Contribution" before and after

**5.10 What is the potential impact of the proposed premises on the level of noise and anti-social activities in the locality, and the management strategies to minimise this impact?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Please see attached "Application Letter", page 2 (*Noise Generating Activities*)

**5.11 What is the potential impact of the proposed premises on vandalism, litter, criminal acts? (especially violent crimes including domestic violence). This may include improvements in the passive and active security of the area.**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Please see attached "Application Letter", page 4/5 (*Design*)

**Part 6 - Offence, annoyance, disturbance or inconvenience – section 38(4)(c)**

When addressing the level of offence, annoyance, disturbance or inconvenience in a community, applicants need to consider the impact that may be caused to people who reside or work in the vicinity of the proposed licensed premises.

Some strategies that could be implemented to ameliorate offence, disturbance or inconvenience include:

- the use of licensed crowd controllers and installation of a CCTV camera system;
- the provision of food;
- liquor to be provided by table service only;
- limitation on the types of liquor and containers available for sale;
- restricted advertising or liquor promotions;
- installation of noise limiters on all amplification equipment;
- types of entertainment being provided;
- furniture and premises layout design;
- lighting in and around the proposed premises;
- noise attenuation of the building; and
- maximum accommodation numbers.

**6.1 Identify the strategies you intend to implement to address potential offence, disturbance or inconvenience to local residents or business operators:**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Please see attached *Application Letter*, page 5 (*Patrons*)

Please see attached *Application Letter*, page 4/5 (*Design*)

**Part 7 – Community consultation****7.1 Are any of the following community buildings or facilities located in the locality of the proposed licensed premises?** (tick all boxes that apply)**Schools and Educational institutions**YES ☐ NO ☐ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Yes, please see attached document "Schools/ Hospitals/ Churches in Northam"

**Hospitals, Hospices, Aged Care facilities**YES ☐ NO ☐ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Yes, please see attached document "Schools/ Hospitals/ Churches in Northam"

**Churches/Places of worship (of any faith)**YES ☐ NO ☐ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Yes, please see attached document "Schools/ Hospitals/ Churches in Northam"

**Drug and alcohol treatment centres**YES ☐ NO ☐ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Holyoake, 133 Fitzgerald st. Wheatbelt Alcohol and Drug Services

Fresh Start Northam

**Short term accommodation or refuges for young people**YES ☐ NO ☐ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Avon Community Services (08) 96222612

Share and Care, 88 Wellington St Northam (08) 96225195

**Child Care Centres**YES ☐ NO ☐ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Sparrow Early Learning, 8 Duke st Northam. Willi Wag Tails Family Daycare

Northam PS Theircare, Duke st Northam. Elite Family Daycare

**Local Government Authority**YES ☐ NO ☐ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Shire of Northam, 395 Fitzgerald st Northam. (08) 96226100

**Police stations**YES ☐ NO ☐ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Northam Police Station, 7 Gairdner St Northam (08) 96224260

**Regional Office of the Department of Indigenous Affairs**YES ☐ NO ☐ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

No

**Who will be consulted****7.2 Identify the stakeholders who will be served with a Notice advising of the application**

(tick all boxes that apply)

☐ The occupier of neighbouring premises and businesses within 200 metres of the premises.☐ Stakeholders listed in item 5.1 within the locality of the premises. If not, please explain why:

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Please note: Neighbouring premises and stakeholders listed in item 5.1 have been notified via the

Shire of Northam Facebook page during our development application (P23026).

See attached approved Development Application

- ☐ Special interest groups or individuals within the locality of the premises. These include children and young people; Aboriginal people and communities; people from regional, rural and remote communities; families; migrant groups from non-English speaking countries; people in low socio-economic areas; mining communities or communities with a high number of itinerant workers; and communities that experience high tourist numbers.

Write the name of the relevant groups below:

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Please note: Neighbouring premises and stakeholders listed in item 5.1 have been notified via the

Shire of Northam Facebook page during our development application (P23026).

See attached approved Development Application

## PART 8 – Declaration

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

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



Signature of applicant/s

27/6/25  
Date

Signature of applicant/s

Date

Signature of applicant/s

Date



## Proposed Business and Services

Eclipse will provide a unique “Paddock to Pint” hospitality and tourism experience to locals and visitors alike, using locally grown and malted barley to produce world class brewed beverages. The Eclipse development is similar in nature to premises such as Running with Thieves, Sail & Anchor and Gage Roads with the added benefit of showcasing some world renowned produce grown right here in the Wheatbelt.

With a focus on delivering a great hospitality experience the primary activity onsite will be providing meals and beverages in a welcoming, family orientated venue. Ancillary to these activities will be brewing of beer onsite to be served to our patrons or packaged and sold for consumption offsite.

An officer at the Department of Local Government, Industry Regulation and Safety has advised us that brewing under a tavern license is permitted and this use allows the sale of packaged liquor. We intend to apply for a “Tavern Licence” under the Liquor Control Act 1988 and would be expressly operating as a Tavern under the Shire of Northam Local Planning Scheme 6.

In fitting with our focus on delivering great hospitality, all types of Liquor will be available for consumption onsite. However, packaged liquor sales will be restricted to products produced by Eclipse.

Eclipse will be occupying the rear tenancy and yard at 232 Fitzgerald Street Northam, facing the Avon River. Essential to our business model is creating a family friendly, relaxing and enjoyable space that activates and adds value to the location. In order to achieve this, limited parking will be available onsite. However, ample street parking along Minson Avenue is available during opening hours.

## Employees

Eclipse Northam will initially create 10 Full Time Equivalent operational roles across the production, hospitality, sales and distribution sectors of the business.

We expect this number to steadily increase over time as our distribution and hospitality offerings grow.



## Proposed days and hours of operation

Under the proposed Tavern licence arrangement, the permitted hours of trade are as follows:

Day	Open	Close	General Conditions
Monday to Saturday	6:00am	12 midnight	
Sunday	10:00am	12 midnight	
New Year's Eve (Monday to Saturday)	6:00am	2:00am New Year's Day	
New Year's Eve (Sunday)	10:00am	2:00am New Year's Day	
Good Friday	12:00 noon	10:00pm	Ancillary to a meal only
Christmas Day	12:00 noon	10:00pm	Ancillary to a meal only
ANZAC Day	12:00 noon	12 midnight	

(or anytime within these hours)

Our intention is to initially open to the public between the hours of 11AM and 9PM Friday to Sunday. However, the ability for Eclipse to alter opening hours in line with demand is essential.

## Noise Generating Activities

The brewpub experience isn't complete without music. The majority of music played at the venue will be via a staff controlled system at a volume that allows normal conversation between patrons.

To add to our customer experience and enhance the tourism potential of the venue, we intend to engage family friendly live music artists to perform at Eclipse.

Due to the family friendly nature of the venue and our preferred hours of operation, crowd noise is expected to be minimal.

Furthermore, the travel of noise from the proposed development is mitigated by the raised, tree lined bank of the Avon River and the large separation distance between the venue and the nearest residential area.

# ECLIPSE

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CO**

## Car Parking and Access

The minimum number of parking spaces required under the Shire of Northam Local Planning Scheme 6 is 1 per five square metres of public area, plus 1 per 4 restaurant dining seats. This would require 89 bays to be provided by Eclipse. Adhering to this requirement would render the proposed development infeasible.

There currently exists over 100 underutilised parking bays along Minson Avenue. Further to this, the width of Minson Avenue allows for approximately 20 on street parallel parking bays between the proposed development and Beavis Place.







Minson Avenue 6<sup>th</sup> March 2023 11:56AM

The Eclipse development will serve to activate both the Gordon Place and the Minson Avenue areas, increasing public utilisation of existing local assets and enhancing the Northam tourism experience. The use of the ample on street parking bays by our patrons will facilitate this activation.

To assist in increasing available formalised parking options nearby, the proposal offers the addition of 3 formalised parallel street parking bays adjacent to 232 Fitzgerald St on Minson Avenue. Located adjacent to 232 Fitzgerald St and inclusive of one ACROD Parking space with required clearances and venue access. Further to this, multiple informal staff parking bays will be retained on site.

Public access will be via the main entrance on Minson Avenue, with provision for future access via the laneway from Fitzgerald Street.

Service access is via the existing gates on the corner of Minson Avenue and Gordon Place, and via the existing laneway from Fitzgerald St.

## Landscaping

A hardstand path between the main entrance gate and the undercover area will be constructed as well as a nature playground in the southwest corner of the block. Fences will be screened with climbing plants to create an appealing green space. Native trees will be added strategically around the outdoor area to provide shade once mature.

One existing medium tree bordering Gordon Place within the proposed development will remain in place.

## Harm Minimisation Plan

The proposed development aims to offer a safe and welcoming environment for all patrons and their families. Eclipse seeks to provide this environment via design, staff training, and patron management.

## Design



The venue has been designed to maximise visibility from the bar to the licenced areas, enabling easy monitoring by staff. A nature based playground with seating nearby provides space for children to play while supervised by their parents from seating within the licenced area. The creation of a green space in the beer garden aims to create a pleasant, laid-back environment for families and friends to relax over a nice meal and their beverage of choice.

Visually permeable border fencing provides a welcoming view to the beer garden while acting as a deterrent to criminal activity. Exterior spaces will be well lit at all times, and a security system including CCTV will be installed to provide both a deterrent and security footage should the need arise.

## Staff

All staff will be trained to comply with Sections 33 and 103A of the Liquor Control Act. Furthermore, training on in house patron relationship procedures will equip our staff to provide friendly service and diffuse any issues that may arise with patrons in a respectful manner.

A training register which records employee training compliance will be maintained by venue management.

## Patrons

A welcoming and relaxing hospitality experience for our patrons is at the forefront of our proposal. We would love our venue to become a social hub for the town and a tourism destination. Below are some of the ways we intend to facilitate good decision making by our patrons and cater for a wide audience.

- Quality meals will be available from 11AM until 8PM on all days of opening, with snacks available between 8PM and the time of closing. The menu is under development, with a brief to contain delicious, healthy options for children and adults alike.
- A range of premium no and low alcohol (NoLo) beverages will be available at our venue, along with quality Coffee and Tea



- Self-serve water stations will be placed strategically around the venue to encourage spacing of drinks
- Prohibiting the serving of high alcohol beers (>6.5% ABV) in pint glasses
- Installing government signage in appropriate areas to inform patrons and assist staff with respectfully communicating their RSA decisions.
- Signage showing local taxi service details

## Tourism Opportunity

Our tourism offering will provide an educational experience covering the history of brewing in Northam, and the regional journey of our product from paddock to pint. Patrons will then be offered tastings of our product in our cellar room, followed by a beer paired meal.

Tourism Research Australia figures indicate 348000 visitors per year to the Northam Shire (2016-2019). Approximately 80% were day visitors with an average spend of \$110.

We believe tourism is a team sport. The Eclipse experience aims to complement and enhance existing offerings in Northam and the wider Avon Valley region. A collaborative approach between Eclipse, the local business community, the Shire and Destination Perth will positively influence Northam's tourism appeal, leading to longer stays and higher average spends in the shire.

# ECLIPSE

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Tourism Experience



Cellar Tasting Room