



Public Interest Assessment

Form 2A

Under the *Liquor Control Act 1988* (LC Act), the Director of Liquor Licensing (DLL) has the discretion to grant or refuse any application if the DLL considers this to be in the public interest.¹ The DLL requires certain applicants to fill in this Public Interest Assessment (PIA) form and provide supporting evidence that their application is in the public interest.² If you are applying for the grant of any of the following licences, or the removal of one of these types of existing licence to another premises, you will need to complete a PIA to provide evidence that your application is in the public interest:

- hotel/hotel restricted
- tavern/tavern restricted
- liquor store
- nightclub.³

A PIA is also required if you are applying for an extended trading permit for extended hours, which has a duration of more than 3 weeks⁴, or for a temporary bar (refer to the [Temporary bars policy](#)). The DLL may also ask for a PIA to be prepared as part of any application under the LC Act, and will ask for one if it would assist in deciding whether the grant of the application is in the public interest.

The DLL will consider the following factors when determining whether granting the application is in the public interest, but this list is not exhaustive:

- the harm that might be caused due to the use of alcohol
- whether there might be a decrease in the amenity, quiet or good order of the locality
- whether people who live or work nearby might suffer offence, annoyance, disturbance or inconvenience
- how it might affect tourism, culture and the community.⁵

The level of detail required will be unique to each PIA. If you do not provide enough information, your application might not succeed or you might be asked to provide further information.

¹ LC Act s33(1).

² LC Act s38(3).

³ Liquor Control Regulations (LC Regs) r9EA.

⁴ LC Regs r9F.

⁵ LC Act s5 and s38(4).

Your completed PIA will be made publicly available and may be [advertised on the DLGSC website](#), allowing the community an opportunity to make submissions on it. Because it will be made public, do not include sensitive or personal information on this form. You can complete this PIA by taking a common-sense approach and you don't need a lawyer or a consultant to fill it in. The PIA form is a guide, and it is up to the applicant to satisfy the DLL that their application is in the public interest. If you do not have enough space, attach extra pages or prepare a separate submission. If you prepare your PIA as a separate submission, please refer to each of the question numbers on this form, so we know what question you are responding to. Lodge this form by submitting it with your application at portal.dlgsc.wa.gov.au

Part 1 — Application details

Applicant name:

ALDI FOODS PTY LTD

**What licence or permit type
are you applying for?**

LIQUOR STORE LICENCE

Are you applying for:

☒ New licence

☐ Removal of existing licence (which licence/permit type)

Premises trading name:

ALDI HAYNES

**Address of proposed
premises:**

ALDI HAYNES, HAYNES SHOPPING CENTRE, 1270

ARMADALE ROAD, ARMADALE

If you are lodging an application for an extended trading permit for extended hours at the same time as an application for the grant of a licence, you should submit separate PIAs for each. This is because the information required for each may be different and the DLL may approve the licence but not the extended trading hours.

Part 2 — Manner of trade

Please provide enough information for us to understand how you are intending to run your business, so we can understand the impact it will have on the community and the potential for it to cause alcohol related harm.

2.1 What is the proposed manner of trade and your target client base?

PLEASE REFER TO THE FORM 2A ANNEXURE PREPARED BY JESSICA
PATTERSON LAW & CONSULTANCY PTY LTD

2.2 Describe the premises/proposed premises. Include a map of the locality and a floor plan detailing the nature and layout of the premises, highlighting the unique aspects of the proposed facility. What is the maximum number of patrons permitted on the premises? How will the proposed premises contribute to the streetscape and atmosphere of the area?

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2.3 If you intend to sell packaged liquor, give the names and addresses of all existing licensed premises within the locality. The LC Act puts limitations on how many packaged liquor premises can be in a certain location. Refer to [Outlet Density — Packaged liquor premises](#) for more information.

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Part 3 — The profile of the local community

The better you capture the characteristics of the local community, the better the DLL will be able to understand the potential impact the grant of your application could have on the public interest. Your local government may have information about the area around the proposed premises, and you should seek useful data and statistics from a variety of sites, such as: www.police.wa.gov.au/crime/crimestatistics and www.abs.gov.au

You need to provide profile information from the *locality* that is within a certain distance to your intended business. If your intended business is:

- within 15km of the Perth CBD, the locality is a radius of 2km of it
- anywhere else (unless remote), the locality is a radius of 3km of it
- in a remote area, you should make a submission on what the appropriate size of the locality should be. Remote areas are those where the nearest town is at least 200km away and Perth is at least 400km away.

If you think the above definitions of locality are not appropriate for your intended business, make a separate submission on what you think the size should be.

3.1 Please outline the population characteristics in the locality. Helpful demographic information will include the total population, estimated population growth, average age, income and employment status, and the type of people who live and work in the community.

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3.3 List the community buildings in the locality If any of the following are in the locality, please provide their names and addresses: schools and educational institutions, hospitals, hospices, aged care facilities, churches/places of worship, drug and alcohol treatment centres, short term accommodation or refuges, childcare centres, or a local government.

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Part 4 — Minimising the potential for alcohol to cause harm

Excessive consumption of alcohol can cause health problems, increase the risk of accidents and contribute to societal problems such as domestic violence. You must demonstrate how the responsible conduct of your business will minimise the potential for alcohol to cause harm. This could be through promoting a culture of responsible consumption of alcohol amongst staff and patrons, having strategies to prevent alcohol being served to juveniles, discouraging rapid or excessive consumption of alcohol, being alert for signs of intoxication and not serving drunk people.

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

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Part 5 — Impact on the amenity, quiet or good order of the locality

A well designed premises will make it easier to prevent negative impacts on the locality. For example if a premises is:

- in good repair, well lit, with operational CCTV and designed to allow passive surveillance of areas such as the car park and entrances, it will tend to discourage anti-social behaviours such as vandalism or crime

- designed with sufficient parking and with good transport options available, it will allow patrons to leave the area quickly rather than potentially inconveniencing the neighbours
- provided with sound insulation sufficient for the proposed entertainment, it will prevent the surrounds from being exposed to unacceptable noise.

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

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Part 6 — Impact on the people who live or work nearby, and whether they might suffer offence, annoyance, disturbance or inconvenience

You need to demonstrate how your business will be a responsible member of the community and minimise negative impacts on the people who live or work nearby. For example, this could include:

- keeping the premises and surrounds clean and tidy, monitoring patron behaviour and discouraging anti-social behaviour
- ensuring that any entertainment is in keeping with the locality, that those present are within the allowed accommodation numbers and licensed crowd controllers are used if required
- asking departing patrons to keep the noise down so they do not disturb the neighbourhood
- being responsive to any complaints from neighbours and working with them to resolve issues.

6.1 What actions will you take to minimise the impact on people who live or work nearby?

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Part 7 — Impact on tourism, culture and the community

When making licensing decisions under the LC Act, the DLL is required to consider the proper development of the liquor industry, the tourism industry and other hospitality industries in the State.⁶ This is your opportunity to expand on how the grant of your application would result in positive developments to tourism, culture and the community. This could include increased local employment opportunities, the provision of unique entertainment or food options, and the creation of new leisure opportunities in the area.

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

YES. PLEASE REFER TO THE FORM 2A ANNEXURE PREPARED BY JESSICA
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⁶ LC Act s5(1)(c).

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

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Part 8 — Declaration

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

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

Signature of applicant/s


ALAN BESSIE
ALDI - REAL ESTATE DIRECTOR

Date

12/6/2025

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date



ALDI Foods Pty Ltd

applicant for the conditional grant of a liquor store licence

in respect of premises to be situated at

Haynes Shopping Centre, 1270 Armadale Road, Armadale

to be known as

ALDI Haynes

Public Interest Assessment Form 2A Annexure

including section 36B submissions



Law & Consultancy Pty Ltd
Liquor | Hospitality | Tourism | Events

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1. Executive summary

- 1.1. This application involves a bespoke type of liquor service, which has huge popularity in the general community. It is intended to operate from a small and modest licensed area at the new ALDI Haynes store, in a mainly residential area that is exploding with significant growth and projected development, but where there are currently very few options for packaged liquor and significant demand for ALDI's proposal.
- 1.2. The liquor range, comprising many award-winning products, is almost entirely exclusive to the applicant.
- 1.3. The liquor store model is well-known, sought-after by the public and has been previously approved by the licensing authority on many occasions elsewhere in this State.
- 1.4. The applicant is well-known, highly sophisticated and enjoys an excellent trading compliance record.
- 1.5. The location is perfectly suited to the proposed liquor service. The site itself has no concerning sensitivities or high risks associated with it.
- 1.6. The application is strongly supported and demanded by the local community. Evidence of this support and demand is attached. The following are just some of the compelling findings reported by the expert market researcher which strongly support the application¹:
- Indeed, the great majority (74%) of packaged liquor buyers, and 84% of those who have previously consumed ALDI liquor products believe that the proposed ALDI liquor section will provide a different packaged liquor experience to that which is currently available in the Haynes locality (see section 4.5.2).
 - If the Haynes ALDI liquor section is established almost 7 in 10 (64%) of packaged liquor buyers will shop there for their packaged liquor requirements at least once a month. Thirty-six per cent will do so at least once a fortnight (see section 4.5.3).and 97% "at least sometimes".
 - Sixty-eight per cent of buyers who shop for their packaged liquor needs at least fortnightly report that if the Haynes ALDI liquor section is established they would buy their packaged liquor needs there at least fortnightly, 88% at least monthly and 100% at least sometimes (see section 4.5.3).
- 1.7. A demand/supply analysis of relevant factors in this case reveals that demand cannot reasonably be met by supply, justifying the grant of the licence².
- 1.8. The application is supported by a substantial volume of compelling evidence which goes far above and beyond the level or degree of requirement capable of justifying the grant³.

¹ Survey of the Consumer Requirement for Liquor Retailing Amongst Adults Resident in the 3km Radius Locality of the Proposed Haynes ALDI Supermarket, by Patterson Research Group (**PRG**), dated November 2024, at section 2.1, page 6 (**PRG Report**) (attached). PRG and Jessica Patterson Law & Consultancy Pty Ltd are totally unrelated entities. The commonality of the name "Patterson" is purely coincidental.

² *Liquorland (Australia) Pty Ltd v Director of Liquor Licensing* [2024] WASC 128 (**Liquorland Southern River**) [57] (Lemonis J)

³ *Liquorland Southern River* [128] [137] (Lemonis J)

2. Introduction and background

- 2.1. ALDI Foods Pty Limited (ACN 086 210 139) (**ALDI**⁴) seeks the conditional grant of a liquor store licence pursuant to sections 33, 38, 36B, 47 and 98D of the Liquor Control Act 1988 (WA) (**Act**) for a very small section of its new supermarket premises currently being built at Haynes Shopping Centre, 1270 Armadale Road, Armadale (on the border of Haynes), to be known as ALDI Haynes.
- 2.2. This document has been prepared as an annexure to and in accordance with the Public Interest Assessment Form 2A (**Form 2A**) of the Department of Local Government Sport and Cultural Industries (**Department**). Together they comprise the applicant's Public Interest Assessment (**PIA**). The PIA has been prepared in accordance with the Act and with reference to relevant Department policies.
- 2.3. As directed by the Department in the Form 2A, the applicant has applied a "common-sense approach"⁵ to the preparation of the PIA and therefore, provided a level of detail considered appropriate for the circumstances in terms of the content of this document and the attachments. Further detail and additional copies of source material can be provided if necessary.
- 2.4. Hundreds of members of the public have provided evidence of strong demand for the ALDI Haynes liquor service. This evidence is based largely on consumers with first-hand knowledge of the proposed liquor products and store model. The PRG report found that "[m]ore than seven in ten (71%) of the Haynes locality population have previously been in an ALDI store that has a packaged liquor section: it is not a new concept for them"⁶.
- 2.5. The applicant is motivated and able to address the community requirement quickly. The main store construction is due for completion by December 2025. The licensed area is, subject to approval, intended to open together with the rest of the store before the end of this year.
- 2.6. This PIA has been formally adopted and verified by a senior representative of ALDI by way of signing the Form 2A.

3. Brief outline of the application

- 3.1. This application involves a petite liquor display/browse and checkout section of only approximately 48m² within the ALDI Haynes store.
- 3.2. A small but carefully selected and exclusive range of unrefrigerated liquor is proposed to be available in a discrete and clearly designated licensed area under the same roof of the ALDI Haynes supermarket store. The size, layout and style of operation will be almost identical to existing ALDI liquor store licences trading in WA.

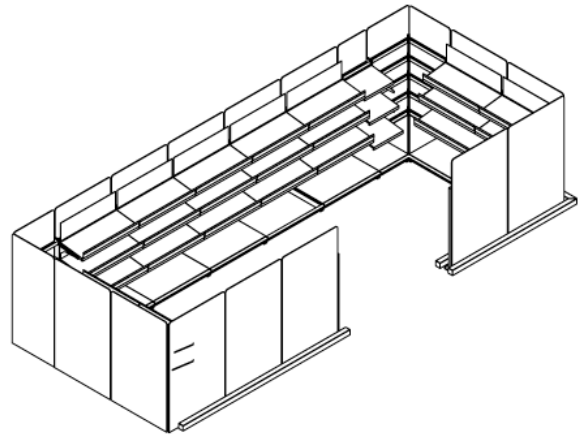
⁴ Including related entities forming the ALDI group

⁵ Form 2A page 2

⁶ At para 4.2, page 15

3.3. This liquor model is unique to ALDI. Its various features, referred to throughout this PIA, make for a bespoke manner of trade. The boutique type of liquor service perfectly complements the diverse and attractive range of ALDI's unique non-liquor services and facilities. This creates an exceptional one-stop shopping convenience for customers, which is a key feature of the ALDI offering. Customers can even benefit from one-transaction shopping at ALDI, thereby satisfying the growing society demand for enhanced conveniences.

3.4. Pictured to the right is an aerial render that is generally indicative of what is proposed as the liquor display/browse area. The checkout is located next to the entrance space that is depicted. The boundary partitioning is proposed to be made of 2.1 metre high opaque frosted glass which is depicted in the following photograph.



- 3.5. Additional details of the ALDI liquor offering are provided further on in this PIA.
- 3.6. As part of its thorough preparation of this application, the applicant consulted with relevant authorities and the local community. In doing so, the proposed liquor service has been explained and feedback sought.
- 3.7. As referred to elsewhere in this PIA, the applicant also consulted with local consumers and received overwhelming support. Hundreds of people have provided evidence that has encouraged ALDI to lodge this application and seek approval to provide liquor at its proposed Haynes store.
- 3.8. Members of the local community and other consumers visiting Haynes Shopping Centre precinct where the new ALDI store is being established, will have the

opportunity to enjoy the full range of ALDI's offering, including its liquor service, if this application is approved. The applicant seeks to provide the local community with the same valuable choice, diversity and specialty range as many other communities in Australia enjoy.

4. Applicant's background

- 4.1. ALDI operates more than 10,000 stores across 20 countries and is one of the largest and most popular retailers in the world. It has more than 570 stores in Australia.
- 4.2. The company (including related entities) has become a world-leading supermarket operator since it was founded in 1913 in Germany as a family business.



- 4.3. The following is a snapshot of the history of the organisation⁷.

"The first foundation stone was laid in 1913 with the opening of a small food store in the German town of Essen. It didn't take long for this little 'service store' to become a popular place to shop.

During the '40s, an expansion program was created and more ALDI stores were opened. In 1954, a celebration was held for the opening of the 50th store in Germany.

By 1960 ALDI had grown to a network of over 300 stores between the Ruhr Valley and Aachen. The prosperous family business was then divided into two independent companies: ALDI Süd - to service the South, and ALDI Nord - for the North.

'Self-service' was still a relatively new retail structure in the '60s and ALDI became the first company in Germany to adopt this new retail concept. While customers were still able to take advantage of the same high quality products as before, they could now purchase them at much more competitive prices.

In 1983, ALDI Süd started chilled distribution depots and sold fresh products such as cheese, yoghurt and sausages. Frozen products came in 1998 and

⁷ <https://corporate.aldi.com.au/en/about-aldi/aldi-history/>

were closely followed by fresh meat. ALDI, to this day, continues to keep up with the ever-evolving taste of the modern consumer."

- 4.4. ALDI stores offer a wide range of quality products including fresh food, packaged food, other consumables and various household, garden, leisure and personal items. At most stores, liquor is also available.
- 4.5. Modern ALDI supermarkets contain around 1,350 core product lines, which is significantly less than many other supermarket operators. There are limited brand options within each different product line. For example, ALDI may offer only two or three different brands of plain flour, rather than five or more as is commonly stocked at most other supermarkets. This enables ALDI to operate from a smaller and more user-friendly footprint and with a more exclusive and carefully selected range. It also facilitates a simpler and more convenient shopping exercise for consumers⁸.
- 4.6. "At ALDI, we have three core values that guide everything we do: simplicity, consistency, and responsibility. What this means is simple: we know it's our responsibility to consistently do good so we can make a positive impact on the world. No ifs, no buts, no excuse.
- Just because our products are at the lowest prices doesn't mean we sacrifice quality or cut corners in our supply chain. In all of our actions, we are committed to doing the right thing for our customers, the community, our employees, the environment and our business partners. Whether it's the way we work with our nearly 1,000 Aussie suppliers, or how we support our millions of customers to live healthier lives, our responsibility to people and planet guides us every day."⁹
- 4.7. ALDI's published mission is to provide the public with "unbeatable value"¹⁰. This is achieved through a highly sophisticated business model involving a very focused selection of products and advanced levels of systemisation and organisation designed for optimum efficiency and product control. ALDI is dedicated to maintaining consistency in its philosophy of incredibly high quality at impossibly low prices.
- 4.8. Most of ALDI's products are exclusive to ALDI. They are often versions of mainstream big-brand name items which are manufactured according to ALDI's particular and strict specifications to ensure quality and value-for-money. Expressi Coffee is one of the most popular non-liquor examples. The Expressi Coffee capsule machine and coffee capsules have won numerous awards.
- 4.9. The majority of ALDI's exclusive products that are available in Australia are sourced from Australian suppliers.

⁸ For example: <https://www.macrobusiness.com.au/2021/03/the-rise-and-rise-of-aldi/> - "In addition to its competitive prices and good product quality, I like the simplicity of Aldi. Having a small footprint and limited product choice makes shopping quick and easy. Products are always in the same spot irrespective of store, making them easy to find. By contrast, I find Woolworths and Coles too large and confusing, and I often waste time wandering aisles trying to find what I need."

⁹ <https://corporate.aldi.com.au/en/corporate-responsibility/>

¹⁰ <https://www.aldi.com.au/en/about-aldi/aldis-low-prices/>

4.10. Every Wednesday and Saturday "special buys" are promoted by ALDI which are specialty short-term product lines that are usually non grocery items. Flat screen televisions, furniture, clothing, appliances, BBQs, tools, gardening equipment, vacuums, camping gear and toys are just some examples. These have proven extremely popular such that customers often queue outside a store to try to access these items and then spend long periods browsing. ALDI special buys, displayed in the now well-renowned middle aisle of every ALDI store, are sometimes even reported by the media as news¹¹ and have been described in the media as "iconic"¹².

4.11. Some special buys are repeated occasionally but most are one-off items in limited stock so when a store sells out, the item won't be replenished.

ALDI Special Buys™

4.12. ALDI special buys are displayed in the now well-renowned middle aisle of every ALDI store.

4.13. The following images show a sample section of catalogue-advertised special buys previously available at ALDI Haynes, by way of example.

ONE OF A FINDS

A \$149
1 Year Warranty
Also available in white

B \$19.99
BPA Free
Smartphone not included

C \$129
De'Longhi
2 Year Warranty

D \$7.99
melii

Welcome to our curious corner of the catalogue, where a little extraordinary lives in the everyday. A collection of new and surprising Special Buys you can call **One of a Finds**.

E \$249
1 Year Warranty

F \$229
2 Year Warranty
harman / kardon

G \$199
1 Year Warranty

H \$8.99

A Kamado ceramic BBQ \$149
• Stainless steel grill rack and built-in temperature gauge
• Multifunctional – smoke, char grill, bake, sear, roast and low and slow cook
• Weight: 21.5kg
• 67285

B Insulated Drink Bottle 1.5L with Magnetic Phone Stand \$19.99
• Double-walled, stainless steel bottle with screw-on lid
• Magnetic phone stand holds your phone securely with a built-in magnet
• Adhesive magnet ring included
• 629078

C De'Longhi Icona Breakfast Pack \$129
Toaster: Easy-to-use with intuitive controls
• Extra wide slots and extra lift feature
• Kettle: 1.5L • 360° rotating swivel and non-slip base
• Auto shut-off
• 625862

D Melii 12 Compartment Snackable Box \$7.99
• Features 12 compartments with removable dividers to customise your container
• Use for snacks, meals or arts and crafts
• Total capacity: 1.3L (100ml per compartment)
• Assorted colours
• 627023

E 20L Road Shower \$249
• With built-in pressure relief valve and stainless steel thermometer
• Includes cordless digital inflator pump
• Compatible to attach to roof rack mounts, hitch mounts, bumper mounts and roll cage mounts
• 60093

F Harman Kardon Citation 700 Soundbar \$229
• Output power: 250W RMS
• Bluetooth
• Surround sound
• Automatic calibration
• Colour display to control music
• Apple AirPlay, Google Home and Chromecast built-in
• 625276

G Lay-Z-Spa \$199
• Fits 1 person
• "Titech" puncture-resistant sidewalls are reliable against weight, strain and movement
• "Polar Shield" weather defense prevents liner from freezing or cracking in cold temperatures
• Drain valve
• Water capacity: 225L
• Size: 80cm(W) x 90cm(D) x 60cm(H)
• 623231

H Portable EV Charger \$199
• EV connector (Type 1)
• Function box (Type 2)
• Total length 5m
• IEC 62152 type 2 charging plug
• Over-temperature and plug temperature protection
• 625237

I Die Cast Figures \$8.99
• 627027

2 While stocks last – please note items are limited and may vary between stores. Despite our careful planning, we acknowledge selected items may sell out on the first day due to unexpected high demand and in the event of unexpected high demand, ALDI reserves the right to limit purchases to reasonable quantities. Product can potentially cause a normal handling injury due to its gross weight.

At ALDI Special is a thing you can buy twice a week, every week 3

¹¹ For example, Chanel 7: "ALDI Australia set to bring back its wildly popular snow gear sale after two-year hiatus", 9 May 2023 (<https://7news.com.au/lifestyle/aldi/aldi-australia-set-to-bring-back-its-wildly-popular-snow-gear-sale-after-shock-hiatus-c-10571950>)

¹² <https://www.news.com.au/travel/travel-deals/aldis-iconic-special-buys-range-is-back-with-a-twist/news-story/a8c4b4413631b58150ae6d7502d17935>

A Reformer Pilates Machine \$299
• Adjustable resistance • Adjustable height settings • Folds away for compact storage • Transport wheels
• Maximum user weight: 125kg • Includes introductory exercise chart • Weight: 33kg
• Assembled size: 215cm x 57cm x 73cm 452299

B Pilates Ring \$12.99
• Easily adjustable foot bar with 4 positions
• Smooth gliding exercise deck
• Padded exercise deck for comfort and support

C Medisational Drink Bottle \$9.99
• Helps you keep track of your daily water intake
• Stay motivated and develop healthy water habits
• 2L capacity • BPA free

D Protein \$34.99
• 4 HIGH PROTEIN TREATS
• ON MY APPLE PIE FLAVOUR
• 24g protein per serve • Available in Chocolate or Vanilla \$49.99 per kg 401425

E Creatine \$24.99
• 30g of protein per serve • Available in Chocolate or Vanilla \$49.99 per kg 401425

F Plant Protein \$24.99
• 30g of protein per serve • Available in Chocolate or Vanilla \$49.99 per kg 401425

G Onset Sport Gummies \$24.99
• Formulated with a high performance blend of vitamins • Available in Pre-workout, Creatine or BCAA 31% per gummy 596072

H Onset Supplement Powders \$24.99
• Available in BCAA, Pre-workout or Creatine • No artificial flavour • \$4.07/56.32 per 100g 400703

10 While stocks last - please note stocks are limited and will vary between stores. Despite our careful planning, we apologise if selected items are sold out on the first day due to unexpected high demand and, in the event of unexpected high demand, ALDI Stores reserves the right to limit purchases to reasonable quantities. Product can potentially cause a manual handling injury due to its gross weight.

Good Health. Keeping Aussies happy and healthy for generations to come.

On Sale Saturday 1 March

A 20V Brushless Stick Vacuum \$99.99
• Brushless motor with cyclone technology and digital display • Includes crevice nozzle, brush nozzle and wall mount bracket adaptor
• 5 Year Warranty
• Battery not included

B 20V Air Pump or Air Inflator \$39.99
• Cordless, portable design
• Pump or inflator • Insects

C 20V Wet and Dry Vacuum Cleaner \$49.99
• Ultra lightweight, powerful and portable • Great for use at home, in your garage or at your office 594846
• 5 Year Warranty
• Battery and charger sold separately

D Garden Shade Sail or Filling Kit \$29.99
• Shade Sail: UV treated fabric with 90% UV block out
• Available in Black, Sage or Grey • Size: 3m x 5m
• Filling Kit: Stainless steel • Complete installation kit 420644

E ActiviGrow Garden Soil \$5.99
• ActiviGrow Garden Soil 25L \$5.99
• Nutrient-enriched, premium soil with 8 active ingredients 420704

14 While stocks last - please note stocks are limited and will vary between stores. Despite our careful planning, we apologise if selected items are sold out on the first day due to unexpected high demand and, in the event of unexpected high demand, ALDI Stores reserves the right to limit purchases to reasonable quantities.

Relax with our 60 day satisfaction guarantee returns policy

On Sale Saturday 1 March



- 4.14. The sample images above show that an enormous and diverse range of popular consumer items are commonly available at exceptional value-for-money prices. Sometimes the special buys include a small selection of liquor. The following shows recently available special buys of liquor.

 <p>Venturer Series Pinot Grigio 2024 750ml</p> <p>750ml \$9.99</p>	 <p>Collezione Oro Prosecco Rosé DOC Millesimato NV 750ml</p> <p>750ml \$13.99</p>	 <p>Rose Full Coteaux d'Aix en Provence 2023 750ml</p> <p>750ml \$12.99</p>	 <p>The Standing People Lighter In Alcohol Pinot Gris 2024 750ml</p> <p>750ml \$9.99</p>
 <p>Vok Gin and Juice Ready to Serve Cocktail 2L</p> <p>2L \$22.99</p>	 <p>Breezy-T Mango Alcoholic Iced Tea 4 x 330ml</p> <p>4 x 330ml \$12.99</p>	 <p>Sofi Blood Orange & Bitters Spritz 4 x 250ml</p> <p>4 x 250ml \$12.99</p>	 <p>Carlsberg Pilsner 4 x 500ml</p> <p>4 x 500ml \$12.99</p>
 <p>Rivet Blonde Low Carb Lager 12 x 330ml EXPERIENCING DELAYS</p> <p>12 x 330ml \$16.99</p>	 <p>Soldada Blanco Tequila 700ml</p> <p>700ml \$46.99</p>	 <p>Stoli Vodka 700ml</p> <p>700ml \$48.99</p>	 <p>Kyte Apple & Raspberry Cocktail 700ml</p> <p>700ml \$12.99</p>
 <p>O'Donnells Strawberry and Cream Liqueur 700ml EXPERIENCING DELAYS</p> <p>700ml \$14.99</p>	 <p>Slane Irish Whiskey 700ml</p> <p>700ml \$56.99</p>	 <p>Glenlivet Founder's Reserve Single Malt Scotch Whisky 700ml</p> <p>700ml \$64.99</p>	 <p>Jack Daniel's Tennessee Honey Liqueur 700ml</p> <p>700ml \$49.99</p>
 <p>XXXX Ultra Zero Carb 6 x 330ml EXPERIENCING DELAYS</p> <p>6 x 330ml \$13.99</p>	 <p>BrewDog Highland Pilsner 4 x 375ml</p> <p>4 x 375ml \$14.99</p>		

- 4.15. ALDI prides itself on consistently competitive pricing across all of its product lines and providing customers with exceptional value-for money. The company's ability to achieve such low prices for quality products stems from its highly

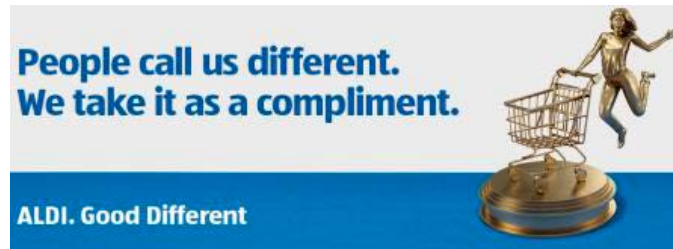
sophisticated business model which focuses on operational efficiency. The following are but a few examples of aspects of ALDI's in-store operations which heighten productivity, reduce waste and enable competitive value-for money pricing to be maintained.

- 4.15.1. Customers need to insert a gold coin into a trolley in order to be able to use the trolley. This encourages customers to return the trolley to retrieve their gold coin and avoid the need for staff to spend time collecting trolleys.
- 4.15.2. Products in ALDI stores are displayed on re-usable crates, designed specifically for ALDI. The crates fit systematically in the ALDI Jandakot warehouse, delivery trucks and stores and can be moved from one place to another without unloading or extra-handling.
- 4.15.3. ALDI products are packaged with multiple barcodes for quick and easy scanning at the checkout with little to no time wasted fumbling to find a barcode and scan the product.
- 4.15.4. Customers are required to pack their own shopping bags at the checkout and a dedicated packing area is provided for customers. Checkout staff do not use valuable time packing bags and checkout processing is kept moving as there are no interruptions with customers holding-up the procession whilst packing at the checkout.
- 4.16. ALDI's business is highly systemised and disciplined. ALDI's shelving, storage methods, displays, product placement and other logistical aspects are designed to coordinate with each other to achieve optimum operational efficiencies. As a result, ALDI is able to reduce operating costs and provide better services and facilities for its customers.
- 4.17. ALDI does not operate by the regular retailing method of rotating discounts each day or week. Rather, prices are maintained at a consistently low level. This means that customers know what to expect when shopping at an ALDI store. It also reduces costs and resources associated with the logistics of managing specials and sales promotions which involves external advertising on site, changing ticket prices, reconfiguring product placement, adjusting till systems and other processes. ALDI does not incur all of these costs, thereby enhancing its operating efficiency.
- 4.18. Consistent pricing is also indicative of consistent quality. ALDI does not downgrade its products through heavy discounting. The applicant is driven by quality and consistency. In this regard in terms of liquor especially, ALDI's products very much represent value-for-money. High quality award winning liquor items are provided at prices accessible to most people.
- 4.19. The Australian Liquor Stores Association has said that Australian "shoppers have migrated towards the value messaging of Aldi"¹³.

¹³ ALSA – IRI State of the Industry Report, March 2017 at page 14 - copy available if required, upon request

- 4.20. ALDI's approach to business is neatly encapsulated in its "Good Different" slogan, which was launched in 2017. Mr Thomas Daunt, then director of the applicant company, explained this campaign as follows:

"ALDI Australia is unapologetically different – and that's a good thing for shoppers. We are proud of our differences and we stand by them wholeheartedly, as they are what allows us to bring unbeatable value to our customers, maintain strong relationships with our suppliers and support our staff every day."¹⁴



- 4.21. ALDI is a responsible and sophisticated corporate citizen and operates pursuant to very high standards and key performance indicators, which include the following published principles. "We are passionate about putting our customers at the heart of everything we do. It's why we're so proud to have won more Roy Morgan Customer Satisfaction Awards than any other supermarket in the last five years. Talk about Good Different!"¹⁵.

- 4.22. Further¹⁶:

- We are the only supermarket that has eliminated artificial colours from all products storewide. This includes both our ALDI exclusive range and the popular branded products we stock in our stores
- None of our products contain added MSG
- We are rolling out the 'Health Star Rating' (HSR) on our products to help make healthy choices easy to identify, and all our confectionary features the 'Be Treatwise' logo
- We're increasing healthier options for our customers: in the last two years alone our organic range has grown by 21% and our 'Has No' gluten-free range is forecast to increase by 50% in 2018
- Every production facility that makes ALDI food products should be certified according to the Global Food Safety Initiative (GFSI) standard, recognising world class food manufacturing safety.

- 4.23. For the 12 months to June 2024, ALDI was the second most trusted brand in Australia amongst consumers. In the assessment by reputable firm, Roy Morgan, ALDI had a strong performance, far ahead of most other supermarkets¹⁷.

- 4.24. ALDI's pursuit of excellence and quality in all things is evident in the many awards it has won in Australia, including Canstar Blue Most Satisfied Shoppers – Supermarkets 2014-2016 and 2018-2023 and Roy Morgan Supermarket of the

¹⁴ <https://insidemcga.com.au/2017/05/15/aldis-good-different-campaign/>

¹⁵ <https://corporate.aldi.com.au/en/corporate-responsibility/customers/>

¹⁶ <https://corporate.aldi.com.au/en/corporate-responsibility/customers/>

¹⁷ <https://www.roymorgan.com/findings/9666-risk-monitor-quarterly-update-june-2024>

Year for the last four consecutive years¹⁸. Upon winning Supermarket of the Year in 2023, "Roy Morgan's research found Aldi's average customer satisfaction score was 95.7 per cent based on face-to-face customer interactions at supermarkets"¹⁹.

- 4.25. More specifically, ALDI is also an award-winning retail liquor supplier, notwithstanding its relatively small stature compared to others in the market. Among its many liquor retailing awards has been the Canstar Blue Most Satisfied Customers – Liquor Retailer 2021 and Roy Morgan Liquor Store of the Year in 2018 based on customer satisfaction.
- 4.26. Canstar Blue is a major, renowned national independent reviewer and reporter of consumer products and services "helping Australian consumers make better-informed purchase decisions on products and services by providing factual, up-to-date and well-researched comparison tables, ratings, reviews, guides and news on a range of consumer-related topics...Canstar Blue uses its wealth of consumer and expert research and data to identify outstanding brands, products, services and plans. We award these brands, products, services and plans with an award that recognises this achievement"²⁰.
- 4.27. There should be no question as to the credibility of these awards and certainly no doubt that ALDI customers are immensely satisfied with the products and services provided by ALDI which include liquor.
- 4.28. "Our success is based on the close relationships we have with our suppliers, who all share our passion for awesome quality. Aldi partners with some of the best producers and winemakers both in Australia and internationally, which means we can deliver exceptional quality, value and consistency to our customers. Our partnerships with our suppliers are focused on a desire to see the customer win with great-tasting wines at unbeatable prices".²¹
- 4.29. ALDI is a highly sophisticated and experienced packaged liquor operator, which enjoys extensive supermarket and liquor retailing experience within Western Australia, elsewhere in Australia and overseas.
- 4.30. ALDI has been operating in Australia since 2001 when the first ALDI store opened in Sydney. There are now nearly 600 stores throughout Australia, including 52 in WA. The large majority of ALDI's stores throughout the country include a liquor component. In WA there are 34 ALDI stores trading with a liquor section.
- 4.31. Over the last ten years approximately, ALDI has been undergoing a \$700 million expansion, most notably in WA and South Australia. ALDI opened its first four stores in Western Australia on 8 June 2016.

¹⁸ <https://www.roymorgan.com/findings/roy-morgan-unveils-annual-customer-satisfaction-award-winners-across-all-categories-2023>

¹⁹ <https://www.news.com.au/finance/business/retail/aldi-named-supermarket-of-the-year-in-roy-morgans-customer-satisfaction-awards-for-fourth-year-in-a-row/news-story/66f907a7efa9941ae6fc2610bc93c65f>

²⁰ <https://www.canstarblue.com.au/about-us/>

²¹ Jason Bowyer, ALDI Australia's Buying Director, in response to winning the Roy Morgan Liquor Store of the Year in 2018: <https://theshout.com.au/national-liquor-news/aldi-wins-roy-morgan-liquor-store-of-the-year/>

- 4.32. The ALDI liquor service was made available in WA from the end of August 2017 in five ALDI stores initially. Since then, the applicant has had an excellent compliance record.
- 4.33. The ALDI liquor offering has been described as follows by ALDI Australia's Buying Director, Mr Jason Bowyer:

"Like our grocery offer, ALDI's liquor range is focused, ensuring that we offer great value and exceptional quality. Since establishing in WA more than a year ago, customers have spoken loudly about their desire for us to bring our popular liquor offering to the West.

ALDI partners with a number of high calibre international and Australian wine suppliers, who each share our passion for quality. We have built strong relationships with these suppliers, who are committed to ensuring that our wine products offer great value at their respective price points."²²

5. The liquor – ALDI exclusive products

- 5.1. The ALDI range of liquor products comprises a selection of wines, beers, spirits, ciders and liqueurs. The in-store range at Haynes will contain a carefully selected value-for-money variety of approximately 95 items, many of which are award-winning and the large majority is produced for and available exclusively at ALDI.
- 5.2. Attached is a stocklist, which varies from time to time. The stocklist identifies the items that are available exclusively at ALDI. Notwithstanding that the stocklist is smaller than most liquor outlets, it contains a wide and well-balanced variety.
- 5.3. The range is adapted from time to time to include new products that become available to the applicant, to respond to customer requirements and to offer occasional specialty items. Generally, the liquor service at ALDI Haynes would include the following:
- 5.3.1. Approximately 60 different wines – red, white, sparkling and fortified.
 - 5.3.2. Approximately 15 different beers – full, medium and light strength.
 - 5.3.3. Approximately 15 different spirits – bourbon, brandy, gin, scotch, vodka and liqueurs.
 - 5.3.4. Approximately 5 different ciders.
- 5.4. The applicant's product range includes Western Australian produced wines. ALDI has partnered with various wine makers from the Margaret River region to develop a selection of exclusive ALDI Margaret River region products.
- 5.5. In recognition of the launch of the ALDI liquor service in WA, renowned wine expert Ray Jordan was invited to sample six of the wines in ALDI's WA stores. Mr Jordan produced a media article on his tasting and remarked that one of the wines in particular, being a \$7 bottle of One Road South Australian Heathcote

²² https://www.aldi.com.au/fileadmin/fm-dam/Products/Groceries/Liquor/WA_Launch/ALDI_Media_Release_-_WA_Liquor_Launch_1_.pdf

Shiraz 2015, was “damn good”²³. That Shiraz has also won several other awards, including Double Gold & Best Value Shiraz of the Year at the 2017 Melbourne International Wine Competition. This Shiraz is just one example of ALDI's many high quality, value-for-money, award winning liquor products.

- 5.6. A large number of accolades have been bestowed on ALDI for its exclusive liquor range. Attached is a list of awards received. The following are just two of the numerous published reports attributed to ALDI's super quality award-winning products:

A bargain **ALDI** vodka has taken home the top award at The Spirits Business Global Vodka Masters for 2022.

The supermarket's Tamova Quadruple Distilled Vodka (700ml) retails for just \$30.99 and is made in Australia.

The affordable spirit was awarded the Master Medal by an independent panel of experts, who tasted more than 139 vodkas from 75 companies around the world.

Melita Kiely, editor of The Spirits Business, said it the recent win was an “excellent achievement” for ALDI.

“To receive any sort of medal is something that every company should be extremely pleased with, and for ALDI Australia to receive a Master medal, the highest medal we award, for their single entry within a very competitive selection is an excellent achievement,” she said.

“The multi award-winning vodka, part of ALDI's everyday range, is four times distilled and traditionally filtered for exceptional purity and a clean, crisp natural flavour.”

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Aldi is your one stop shop when it comes to amazing products at low prices. From the furniture sold in the Special Buys sale to the fresh produce on the shelves, Aldi is your go-to for all things groceries and homewares. However, the German retailer has another feather to add to its cap: seller of award-winning booze.

The 2019 International Wine and Spirits Awards were held recently, and **Aldi** took home 13 awards.

Earning an impressive score of 95 in the cask-inish single malt scotch whiskey category, the Glen Marnoch Single Malt Sherry Cask Scotch Whiskey, which retails for just \$43, took home the gold medal and is now recognized as one of the best scotch whiskeys in the world.

The whiskey is currently only available in Aldi stores throughout NSW, however, Aldi's Highland Earl 8 Year Old Scotch Whiskey, which retails at just \$34 and came in at second place, is available Australia-wide.

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- 5.7. One of the most unique aspects of the ALDI liquor offering is the exclusive range itself, made-to-order for ALDI stores and not available at any other packaged liquor outlet. As stated previously, the majority of ALDI's range is unique and

²³ <http://www.perthnow.com.au/news/western-australia/aldi-will-start-selling-alcohol-in-perth-stores-from-today/news-story/c59014afc215ba475dd1265a0e89eb4c>

²⁴ <https://7news.com.au/lifestyle/food/bargain-30-aldi-vodka-picks-up-top-award-at-the-global-vodka-masters-2022-c-8149807>

²⁵ <https://www.bhg.com.au/aldi-scotch-whiskey-award>

exclusive to ALDI. Shoppers simply cannot access those items at any other non-ALDI outlet.

- 5.8. In order to become an ALDI exclusive product, the producer enters into an arrangement with ALDI whereby it is agreed that particular brands of product will not be distributed or provided to any other retailer. This confirms that ALDI exclusive products cannot be obtained anywhere other than at an ALDI store.
- 5.9. The ALDI exclusive products differ significantly from the Woolworths and Coles private-label liquor ranges. Woolworths and Coles generally purchase the whole producer and production facility where possible and the products from those facilities then become what are known as private-label liquor items. The issue with this approach, in terms of the proper development of the liquor industry, has been well explained by David Prestipino in his article 'Winestein Uncorked: 'Local' WA wines actually owned by Woolworths, Coles' where he described the duopoly's approach as follows:

"To avoid certain wine taxes and further boost their huge profits, Woolworths and Coles create 'wine brands' (such as the Cow Bombie) under cheeky and creative (some say misleading) names.

The wines are difficult to identify, and often undercut well-known brands, small boutique and family wineries and those struggling to find a voice in an ever-increasing crowded market.

Instead of Coles Reserve Chardonnay or Woolworths Bin 666 Cabernet, you have brands like Chateau Louise (Coles) and Augustine Wines (Woolworths) for sale...wines that are actually owned by the supermarket giants themselves.

By Developing their own private-label and exclusive wines, Coles and Woolies are now competitors to the very wineries (and consumers) they are meant to serve.

Why should this worry wine drinkers? Because not only are we losing diversity and competition as the duopoly increases its share of the wine market, but the relationship hurts independent merchants across the country, who are forced to close.

If the big chains need to move a product because it is not selling, or want to replace it for their own means, they slash the wine's price, essentially lowering the winery's brand/reputation at the same time."

- 5.10. ALDI's approach is very different because it does not own the wineries, breweries and distilleries that produce the ALDI exclusive products and therefore, those independent producers are capable of producing other liquor items under different branding to sell directly to consumers themselves, or to other packaged liquor retailers. Further, whilst those producers will be required to produce a product to ALDI's standards and specifications they will, nonetheless, give input and advice into developing the products as the independent wine, beer or spirit producing expert.

- 5.11. The ALDI model does not, therefore, have the same deleterious effect on the development of the liquor industry by removing independent liquor producers from the market, but rather, ALDI makes a highly valuable contribution to the industry by providing independent producers with a channel to develop and sell their products. This approach fosters development of and diversity in the liquor industry.
- 5.12. This is one of many factors which differentiate ALDI's liquor range. The community surrounding the Haynes store will benefit greatly from having access to this special service. The role of the shopping centre site will be enhanced with the increased product diversity to be generated by ALDI's liquor service.
- 5.13. Given that the majority of ALDI's liquor range comprises ALDI exclusive products, it means that, as stated previously, the ALDI offering, overall, is unique to ALDI and simply cannot be replicated by any other licensee. The overall offering includes ALDI's liquor services which also cannot be said to duplicate any existing operation in, or nearby to, the proposed new store.
- 5.14. Within the liquor range available in any given week is a selection of new and different liquor items which change from week to week, similar to the "special buys" offer referred to elsewhere in this PIA. Approximately eight different products per week are made available to customers until the stocks are depleted and then new ones are brought in for customers, so the product selection remains fresh and vibrant.
- 5.15. ALDI's liquor range is determined following a rigorous process of elimination trialling and testing of products, then identifying those that offer the very best value-for-money which necessitates excellent quality. The optimum range is provided to customers. Therefore, a quantity of products is stocked that is deliberately much smaller than may be found at most other liquor stores. The ALDI range is much more discerning and refined than most other liquor outlets. This ensures modern consumer requirements are met and ALDI's principles of quality, value-for-money and great convenience are upheld.
- 5.16. An example of ALDI's liquor advertising in a recently published catalogue appears below. It is relatively modest, yet smart and stylish. The advertisement contains product information for each item, demonstrating the quality and value-for-money propositions regarding the ALDI range and the fact the range is indeed carefully selected and responsibly promoted.

Bar hoppin'

A **Collezione dei Presenze Rosso DOC NV 750ml**
Apricot pink in colour with aromas of strawberry and a honeyed complexity. **\$13.99**

B **Moulin de la Chapelle Blanc NV 750ml**
A stellar Champagne - she's elegant and generous with a price point to embrace. **\$32.99**

C **Corte Carista Prosecco DOC NV 750ml**
Fresh, dry Prosecco with flavours of pear, white floral and all the body you expect from a classic Italian Prosecco. **\$10.99**

D **The Standing People Lighter in Alcohol Pinot Gris 2024 750ml**
Light but with aromatic cues of lemon, apple and pear. A fresh and vibrant wine, pure and refreshing with cleansing acidity. **\$12.99**

E **Rose Full of Colour of Alsace en Provence 2022 750ml**
Austria's rose rose from a blend of Gewürztraminer, Pinot Gris and Pinot Noir. Best summer fruits and refreshing citrus aromas. **\$7.99**

F **Vendure Series Pinot Grigio 2024 750ml**
Pale straw in colour, with aromas of peach and apple blossom. Fresh, bright and mineral, with mouth-watering, yet soft acidity. **\$9.99**

G **Truly Wildly Terra Valley Pinot Noir 2023 750ml**
From the Terra Valley, exotic spices and red berries on the nose. A silky-smooth palate with real power, something to every long drink. **\$13.99**

H **Pinella Negra Reserva Malbec 2022 750ml**
Aromas of plum, blackberry and coffee grounds, sweet, smoky, spicy and dark fruit, some dried herbs and toasty oak on the finish. **\$11.99**

I **Vok Blue Lagoon 2L**
A refreshing mix of Pink Blue Curacao, vodka and lemon juice. Ready to serve cocktail. Simply chill, pour and enjoy! **\$22.99**

J **Mainly Spirits Limoncello Spritz 4 x 275ml**
Bursting with the tangy zest of freshly squeezed lemons, exotic flavours of Australian native botanicals, a smooth vodka base and lots of after-dinner bubbles. **\$14.99**

K **Invennum Hot Cross Bun Vodka Liqueur 500ml**
This delicious vodka liqueur captures the rich flavours of hot cross buns. Enjoy over ice, with soda or lemonade. **\$16.99**

L **The Infusionist Lemon Myrtle Gin 750ml**
Distinctly Australian, this small-batch, award-winning craft gin is perfect in a martini or a G&A. **\$19.99**

M **Cardhu 12yo Single Malt Scotch Whisky 700ml**
Made in one of the oldest Speyside distilleries, lighter character with smooth notes of apple blossom and honey. **\$12.99**

N **Kirin Ichiban 4 x 330ml**
The smooth, rich flavour of the malt makes Kirin Ichiban the perfect accompaniment to Japanese cuisine. **\$49.99**

O **Better Beer Middy 10 x 250ml**
The perfect value beer with mid-strength to quench your thirst after a hard day's work. With only 16g per can, now every day can be a "Say For It". **\$4.99**

P **Stokade Ducks Lane Cider Lager 6 x 375ml**
Full flavoured, mid-strength, crisp lager. **\$10.99**

Q **Bluet Draught 12 x 330ml**
A great value, easy-drinking, session lager in a convenient 12 pack. **\$4.99**

R **Jack Daniel's Tennessee Fire Whisky 700ml**
The smooth character of Jack Daniel's Tennessee whisky with the fiery yet smooth finish of apple blossom and honey. **\$24.99**

S **Bundaberg Campfire Bourbon Barrel Rum 700ml**
Bundaberg's finest aged rum is rested in bourbon barrels, giving this rum a smooth, mellow taste - a perfect balance of toasted caramel and vanilla. **\$59.99**

T **Buchan's Black Bush Sherry Cask Irish Whisky 700ml**
A combination of a high amount of malt whisky, matured in former Oloroso sherry casks, with a sweet, batch-distilled grain whisky. **\$46.99**

U **Saintly Cranberry Vodka 700ml**
Great value, quality Australian vodka combined with the tartness of cranberry. Enjoy neat, on the rocks or in a delicious cocktail. **\$39.99**

ALDI Liquor available in selected stores. See aldi.com.au for locations

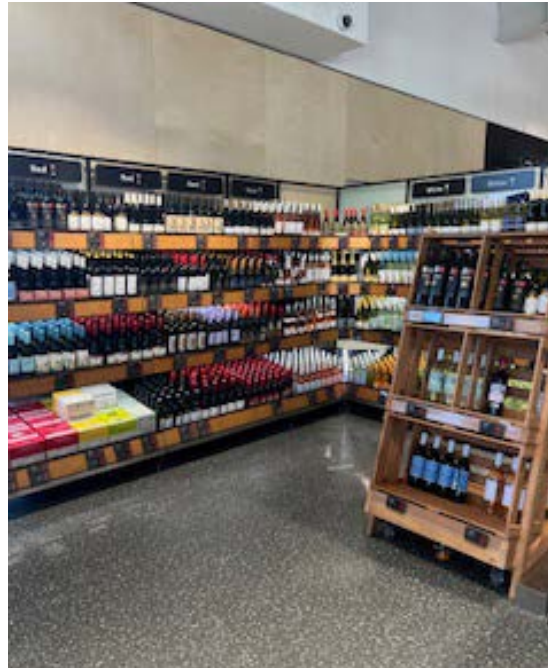
On Sale Wednesday 2 April

6. Form 2A "Part 2 – Manner of trade"

Form 2A "2.1 What is the proposed manner of trade and your target client base?"

- 6.1. This application involves a proposal to sell packaged liquor on and from premises proposed to be licensed, in accordance with section 47 of the Act.
- 6.2. As previously addressed in this document, the applicant proposes to offer a relatively small and mostly exclusive selection of carefully selected, value-for-money, non-refrigerated beer, wine and spirits (including a range of varieties, cider and sparkling). The following images depict a typical ALDI liquor section which will be established at the Haynes store if the licence is granted:





- 6.3. The low-level free-standing temporary displays, as depicted in the following image, may be placed in different positions within the small liquor block.



- 6.4. The applicant seeks approval for the same licence, in respect of the same business model and on the same terms and conditions as approved on 36 previous occasions under the Act for other ALDI stores in WA.
- 6.5. The opening times for ALDI Haynes are, at this stage, proposed to be around the following:
- | | |
|------------|------------------|
| Monday: | 8.30am to 8.00pm |
| Tuesday: | 8.30am to 8.00pm |
| Wednesday: | 8.30am to 8.00pm |
| Thursday: | 8.30am to 9.00pm |

Friday: 8.30am to 8.00pm
Saturday: 8.30am to 5.00pm
Sunday: 11.00am to 5.00pm

- 6.6. The liquor service will operate during the same hours as the wider store, but subject to trading hours permitted under section 98D the Act.
- 6.7. The applicant seeks approval for the standard trading hours permitted under section 98D of the Act, namely 8am to 10pm Monday to Saturday, 10am to 10pm on Sunday and 12 noon to 10pm on ANZAC Day (except no trading on Good Friday or Christmas Day). However, the actual opening times of the liquor section are proposed to be the usual ALDI store trading hours, as stated above (except no liquor trading before 12 noon on ANZAC Day or any time on Good Friday or Christmas Day). When the ALDI supermarket is not trading, the liquor display/browse area would be clearly closed off to customers and if the ALDI store is open for trade at times not permitted under section 98D of the Act, the liquor area will also be closed to the public.
- 6.8. The applicant invites the licensing authority, if it considers appropriate, to impose the following special trading conditions that are imposed on ALDI's existing licences in WA:
- 6.8.1. The licensee is prohibited from selling refrigerated liquor products.
 - 6.8.2. There is to be no external advertising of liquor products on the façade of the licensed premises.
 - 6.8.3. The browse/display area is to be closed off when not open for trade.
 - 6.8.4. The licensee is to have and maintain a CCTV system in accordance with the policies of the Director of Liquor Licensing.
 - 6.8.5. The liquor display and sale area must be separated from the food/grocery display and sale area by barricading of non-see-through material over two (2) metres in height.
 - 6.8.6. The entry/exit point to the licensed area must have a gate.
- 6.9. There are many aspects to the applicant's liquor model which differ from virtually all other non-ALDI packaged liquor outlets anywhere and which are most certainly totally different from the existing outlets relevant in this case. The following are key unique aspects of the liquor model, which will apply at ALDI Haynes, should the application be approved:
- 6.9.1. ALDI exclusive product range.
 - 6.9.2. Combination of the ALDI liquor service with the ALDI non-liquor store elements. A one-stop-ALDI shopping convenience.
 - 6.9.3. One transaction convenience.
 - 6.9.4. Its small size and location under the supermarket roof.
 - 6.9.5. Small, carefully curated selection of liquor with no bulk displays.

- 6.9.6. Absence of refrigeration.
 - 6.9.7. Absence of external presence of the liquor section.
 - 6.9.8. The particular level of surveillance of the display/browse area which can be seen and monitored by staff at all times in its entirety.
 - 6.9.9. Restricted visibility into the liquor section as a juvenile risk management feature.
 - 6.9.10. Combined beneficial effects of the features listed above which are supplemented by the overall manner of trade and harm minimisation features identified.
- 6.10. In regard to the "target client base" referred to in the Form 2A:
- 6.10.1. ALDI enjoys enormously favourable community sentiment and support. Its stores have huge popularity and significant regular custom.
 - 6.10.2. Principally, the target client base for the proposed liquor service comprises all adult shoppers of the ALDI Haynes store who require liquor to be made available to them there.
 - 6.10.3. The next nearest comparable liquor service is at ALDI Harrisdale, approximately 6.2km away (straight line), around 9km (and 15 minutes) by car (one way). The applicant's target customer base for ALDI Haynes will focus on people living within at least half of that distance, to save them travelling so far and well outside their neighbourhood.
 - 6.10.4. ALDI reasonably anticipates from extensive experience and research in the local market that the new Haynes store is likely to attract an average of around 5,000 shoppers per week. The PRG report confirms – as particularised elsewhere in this PIA – that a huge portion of this cohort will purchase liquor.
 - 6.10.5. ALDI Haynes is also expected to attract a large number of customers simply seeking one-stop shopping convenience which is currently not available anywhere nearby. As referred to elsewhere in this PIA, around 11,000 people live either in or near Haynes and all are currently forced to travel kilometres away to access one-stop shopping which is otherwise regarded as a reasonably expected modern convenience.
 - 6.10.6. The Haynes Shopping Centre precinct, as explained elsewhere in this PIA, is a large and expanding retail, food, beverage and commercial precinct. ALDI's proposal intends to cater for the needs of any adult shopper visiting the precinct, from wherever they have come. It has been identified that the Haynes Shopping Centre's "main trade area services 16,000 residents"²⁶. All of the adults within this community form part of the applicant's target client base.

²⁶ City of Armadale, Armadale Retail (Commercial) Centres Strategy, version 4, January 2021 at page 143 – copy available here: <https://my.armadale.wa.gov.au/service/retail-commercial-centres-strategy-2020> and a PDF can be provided to the licensing authority if required, upon request

- 6.11. ALDI operates friendly, inclusive and welcoming stores all around WA and will do so at the new location if the liquor licence is granted. Any adult may potentially visit the liquor section at ALDI Haynes and shop there provided only that they comply with ALDI's conditions of entry that apply to anyone and any legal requirements by which ALDI needs to abide.
- 6.12. ALDI enjoys enormously favourable broad community sentiment and support. Its stores have huge popularity and significant regular custom. Some customers are so passionate about ALDI that they have developed their own private Facebook page named, Aldi Fans Australia, dedicated to information for ALDI lovers. This is not an official ALDI media source and yet it has well over 100,000 members of the private group²⁷. ALDI's own, official Facebook page has 841,000 "likes" and 879,000 "followers"²⁸. This medium is the modern-day voice of the public and therefore, represents significant community sentiment.
- 6.13. The first two ALDI applications for liquor store licences in WA were initially refused at first instance²⁹. Subsequently, a massive 8,637 people took it upon themselves to participate in an Internet survey conducted by Nine News Perth³⁰ which asked: "Do you think ALDI should be banned from selling alcohol because it's too cheap?". Within just two days 7,428 people who participated (86%) answered "no". Importantly, this survey was conducted without any involvement from the applicant. It was completely unsolicited. It is indicative of ALDI's significant popularity in the WA community.
- 6.14. The applicant engaged independent expert market research firm, PRG³¹, to conduct a survey and to subsequently provide a report of the results which has been referred to throughout this document. Some of the results in the PRG report evidencing clear and strong demand for the ALDI liquor proposal from the 319 people surveyed, include the following:
- 6.14.1. "Eighty-six per cent of all residents, and 92% of packaged liquor buyers support the establishment of a liquor section within the proposed Haynes ALDI store..."³²
- 6.14.2. "A significant majority of respondents indicated that the key liquor store attributes that would be provided in an ALDI Liquor section appealed to them. The fact that 71% of residents had shopped in an ALDI store that included a liquor section adds some weight to these observations."³³
- 6.14.3. "In our assessment, the survey has shown that a clear majority of adults who reside within the 3km radius locality is looking forward to

²⁷ <https://www.facebook.com/groups/117155111252/>

²⁸ <https://www.facebook.com/ALDI.Australia/>

²⁹ Decision of Director of Liquor Licensing: ALDI Harrisdale (A000187300) and Decision of Director of Liquor Licensing: ALDI Joondalup (A000191943)

³⁰ 9 News Perth Facebook, 15 June 2016, printout attached

³¹ Experience, expertise and methods are referred to on pages 2, 5 and 11; Also: <https://marketresearch.com.au/>

³² PRG report at para 2.2, page 7

³³ PRG report at para 2.3, page 9

the possibility of a liquor section being established in the proposed Haynes ALDI store.”³⁴

- 6.14.4. “Well in excess of 9 in 10 (96% to 98%) ‘experienced shoppers’ agree...that:
- ALDI liquor sections have good quality products (96%),
 - the products represent good value for money (96%),
 - the liquor section is convenient for residents (98%), and
 - 85% agree that they have many brands and products not available elsewhere (other than another ALDI store)”.³⁵
- 6.14.5. “[A]lmost 9 in 10 residents of the locality (84%) like the notion that the liquor section would be located within the proposed Haynes ALDI store... The “like” proportion is elevated for both packaged liquor buyers (90%) and those who have consumed ALDI liquor products purchased from a WA ALDI store (96%)”.³⁶
- 6.14.6. “More than seven in 10 (73%) of the total locality resident sample liked the notion that the proposed liquor section would have mostly exclusive ALDI products... The “like” proportion is at an elevated 81% amongst packaged liquor buyers, and 88% amongst those who have consumed ALDI liquor products purchased from a WA ALDI store... It is clear that the weight of opinion is very much supportive of this aspect of the proposed Haynes ALDI liquor section.”³⁷ This should be considered alongside other evidence in the PRG report that “almost half the adult residents in the locality (49%) have previously consumed ALDI exclusive liquor products that had been purchased from a licensed WA ALDI store... This figure is elevated to 68% amongst those who have shopped in an ALDI with a liquor licence, and 59% of all packaged liquor buyers”³⁸. Therefore, the large majority of those interviewed who expressed strong support for the specialist exclusive range clearly knew exactly what liquor products they were addressing.
- 6.14.7. “Almost two thirds (65%) commented that they like [the award winning products] aspect of the proposed ALDI liquor offer...[with] elevated “like” responses of 73% and 78% respectively of packaged liquor buyers and those who have consumed ALDI liquor products purchased from a WA ALDI store”.³⁹
- 6.14.8. “Eight in ten (81%) of the total ALDI resident sample liked [the value for money pricing] aspect of the proposed Haynes ALDI liquor

³⁴ PRG report at para 2.4, page 10

³⁵ PRG report at para 4.3.2, page 18

³⁶ PRG report at para 4.4.1, page 19

³⁷ PRG report at para 4.4.2, page 20

³⁸ PRG report at para 4.3.1, page 17

³⁹ PRG report at para 4.4.3, page 21

section... [with] elevated 90% and 98% respectively of packaged liquor buyers, and those who have consumed ALDI liquor products purchased from a WA ALDI store, who provided a "like" response."⁴⁰

6.14.9. "More than 8 in 10 (85%) of the total locality sample liked [the one transaction shopping] aspect of the proposed liquor section... [with] an elevated 92% and 96% respectively of packaged liquor buyers and those who have consumed ALDI liquor products purchased from a WA ALDI store."⁴¹

6.15. The PRG report has been compiled by an extremely experienced expert. Such evidence was found by the Liquor Commission in *ALDI Foods Pty Ltd v Director of Liquor Licensing* LC 09/2017 (**ALDI Harrisdale**) to be "gold standard"⁴².

Form 2A "2.2 Describe the premises/proposed premises"



6.16. ALDI stores generally comprise a total footprint of approximately 2,000m². Some are located within shopping centres while others, like the Haynes store currently being built, are free-standing and include dedicated parking for ALDI customers. The following artist sketches are indicative of the smart-looking new store, once completed.

⁴⁰ PRG report at para 4.4.4, page 22

⁴¹ PRG report at para 4.5.5, page 25

⁴² Hearing 22 February 2017, transcript at page 45

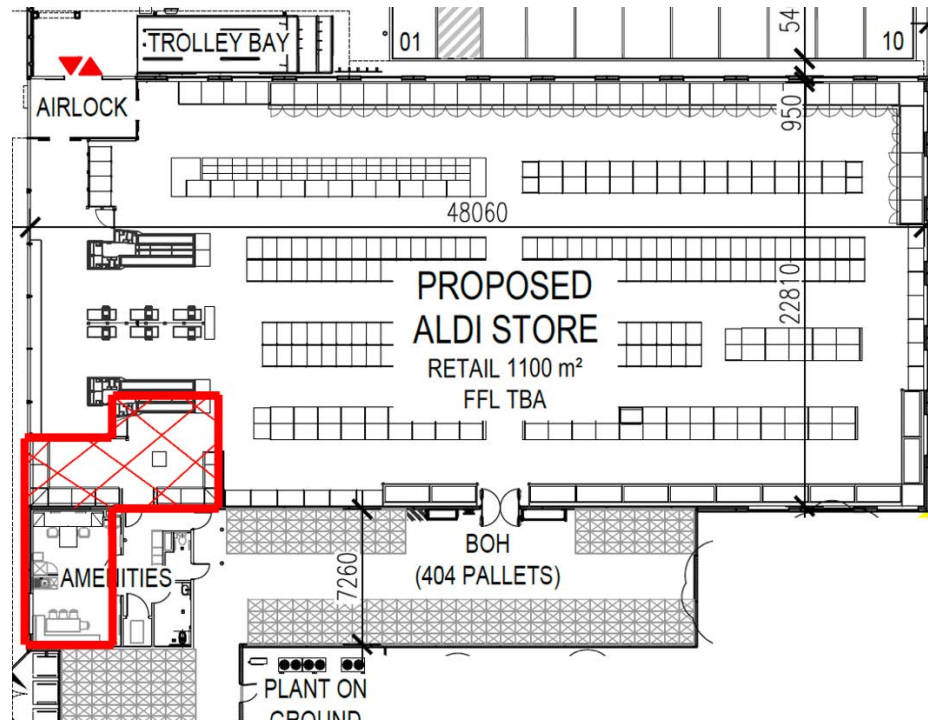


- 6.17. Consistent with other ALDI outlets, the following different parts or areas will comprise the Haynes store, listed in order of size in terms of the approximate portion of the total footprint:
- 6.17.1. Main public retail area (non-liquor) – displaying grocery, other supermarket items, homewares, clothing, furniture, tools and other non-grocery items.
 - 6.17.2. Storage.
 - 6.17.3. Loading dock/delivery area.
 - 6.17.4. Entrance and trolley bay.
 - 6.17.5. Checkout.
 - 6.17.6. Office and staff facilities.
 - 6.17.7. Liquor display and browse area (proposed).

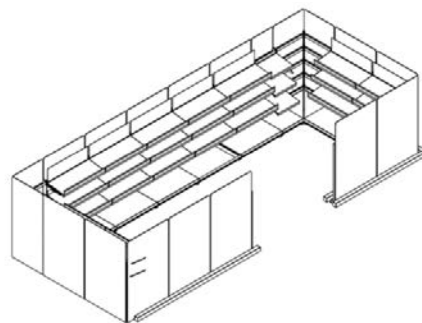
- 6.18. As referred to above, the Haynes store will have its own dedicated and spacious parking area with 79 bays, virtually at the front door.
- 6.19. ALDI stores are bright, fresh and pleasant shopping environments. The following images depict the stylish and crisp appearance that is proposed for ALDI Haynes:



- 6.20. ALDI operates a generic store modelling concept. The size, layout, colour, product location and stock range of each ALDI store are almost always the same. Minor differences may occur from time to time at some stores owing to land formation, town planning requirements or other unique particulars of the site. For example, the entrance door may be positioned a few metres away from its usual position at a particular location.
- 6.21. The standardisation of store layouts engenders familiarity for customers, enhances shopping comfort, efficiency and convenience. It also enables customers to rely on consistency of style, standard and overall offer. Importantly, these are key features of the applicant's successful superior efficiency model of operation which benefits customers enormously and is clearly popular with shoppers.
- 6.22. The layout for the ALDI Haynes store is pictured below in an extract from the applicant's floor plan lodged with the application. It shows the proposed licensed area outlined in red, which includes both liquor display/browse, checkout and office, with a combined area of approximately 48m². This is clearly a tiny proportion of the overall footprint. The office is sought to be licensed simply to house the required licensing documents and to accommodate the approved manager from time to time. The proposed public licensed area is the section outlined and cross-hatched in red in the image below, which is the display/browse area plus checkout.



- 6.23. The display/browse space is a simple rectangular shape as depicted in the image above which will be clearly delineated in the same manner as existing ALDI licensed stores. This design is based on many years of experience and enables convenience and a high level of surveillance of the area. The display/browse area will also comfortably accommodate shoppers with their trolleys.
- 6.24. The checkout closest to the liquor display/browse area is proposed to be licensed for the purposes of the liquor transactions. Staff operating at this checkout will be able to monitor all patron activity in this area.
- 6.25. The very small size and layout of the liquor display/browse area clearly confirms that the liquor section is a complementary service to the rest of the ALDI Haynes store and will help ensure the area is well-controlled and supervised.
- 6.26. As set out earlier on in this document, the following aerial render is indicative of the proposed sectioned-off liquor display/browse area, which is to be established if approved. The boundary partitioning is intended to be made of 2.1 metre high opaque frosted glass designed for the purpose.



- 6.27. The following photograph of the approved liquor section at the ALDI Yanchep store, which is the area behind the frosted glass and the checkout just in front of it, is indicative of what is proposed to be established at Haynes:



- 6.28. The position, layout and small size of the liquor section will enable very clear and uninterrupted visibility and supervision of the display/browse area. These features assist with security, surveillance, management and control by staff.
- 6.29. Thoroughly trained and suitably qualified staff members over the age of 18 will be positioned at the licensed checkout at all times, where they will be able to see directly into the whole liquor area. Such constant and close surveillance is rarely achieved at most other liquor stores due to their size, layout and walk-in cool rooms. Further details of the applicant's well developed risk management measures, which include a heavy emphasis on staff training, are set out further on in this PIA.
- 6.30. The liquor area will be entirely confined well within the ALDI supermarket building and have no access directly into, or visibility from, outside of the ALDI store. In fact, the liquor section will have even limited visibility from within the ALDI supermarket. It will be positioned on the opposite side of the store from the main entrance, next to the office, so as to reduce visibility and enhance the separation from the rest of the store. The liquor section will be discretely tucked-away into the corner, as depicted in the image to the right, at the end of the far-end aisle.



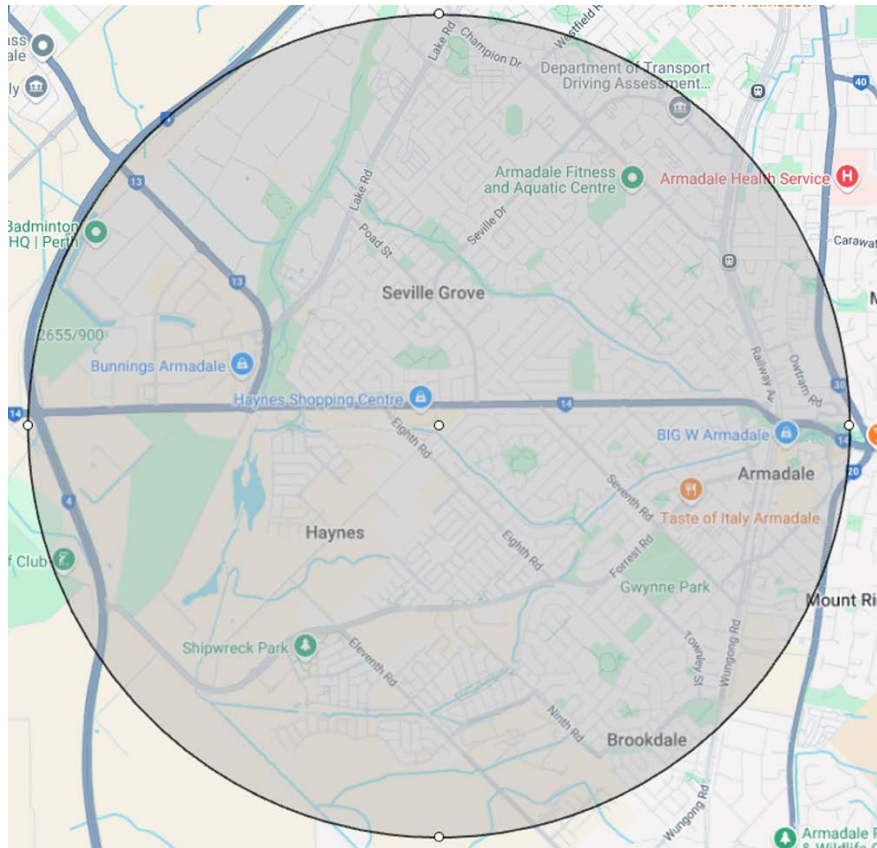
- 6.31. Signage external to the licensed premises may be displayed which is subtle, modest and states simply that there is “liquor available in store”. Such signage will not contain images of liquor products, references to particular liquor products or prices of liquor products. The following is an example of the innocuous type of external signage that may be displayed.



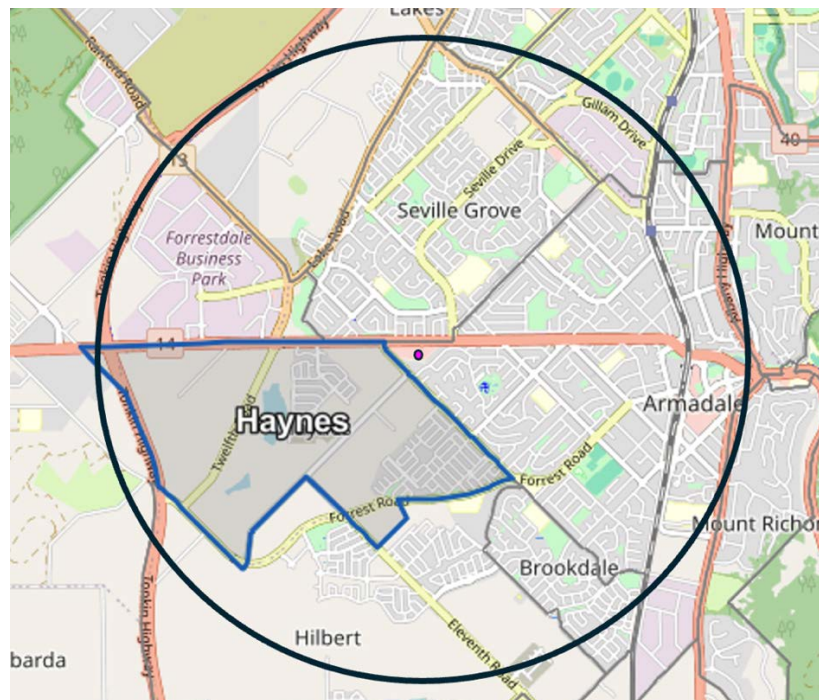
- 6.32. There will be no cool room or other refrigeration in the liquor area. All liquor items will be stocked and sold at room temperature. This unique feature further confirms the intention that the liquor service is genuinely designed to complement the other household items being sold and provide a one-stop-ALDI shop, not an impulse buying service designed to accommodate quick drinking.
- 6.33. As stated previously, the office inside the ALDI Haynes store is proposed to be licensed for the main purpose of storing licensing-related documents including the approved plans, harm minimisation plan, incident register and staff training register. From time to time, the approved manager may be positioned inside the office.
- 6.34. The applicant intends to store liquor in the back-of-house storage area of the ALDI Haynes supermarket and also at the applicant's distribution centre in Jandakot. No sale or supply of the liquor directly to customers will take place from the storage facilities.

Form 2A: “2.3 If you intend to sell packaged liquor, give the names and addresses of all existing licensed premises within the locality”

- 6.35. To address this point in the Form 2A, it is necessary to firstly identify the relevant locality.
- 6.36. There is no definition of “locality” in the Act.
- 6.37. The ALDI Haynes store will be located approximately 25km south east of the Perth CBD. In the Form 2A, the Department has suggested that the locality for this case may be a 3km radius around the proposed licensed area given that the premises is located more than 15km from the Perth CBD but still within the metropolitan area. That area is depicted in the Google Maps images below **(3km locality)**.



- 6.38. The following image⁴³ shows the suburb of Haynes in the context of the 3km locality, with the applicant's site marked by the central pink dot (approx.). ALDI Haynes will be located within the suburb of Armadale, but on the boundary of Haynes and within the Haynes Shopping Centre precinct.



⁴³ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50619> , 3km radius added

- 6.39. The 3km locality comprises all or parts of the following suburbs:
- | | | | |
|---------|---------------|---------|----------------|
| 6.39.1. | Haynes | 6.39.6. | Champion Lakes |
| 6.39.2. | Armadale | 6.39.7. | Forrestdale |
| 6.39.3. | Seville Grove | 6.39.8. | Kelmscott |
| 6.39.4. | Hilbert | 6.39.9. | Camillo |
| 6.39.5. | Brookdale | | |
- 6.40. Only tiny fractions of Kelmscott and Camillo fall within the radius and only a small portion of Forrestdale. Therefore, statistical information pertaining to these suburbs has been omitted from this PIA because including such information would likely distort the overall picture.
- 6.41. "[T]he word 'locality' in s 36B denotes an area that surrounds, and is geographically close to, the location of the proposed premises"⁴⁴.
- 6.42. "Given the context and purpose of s 36B, the word 'locality' is intended to connote the same concept of neighbourhood. I consider that, in this context, it means the geographical area surrounding the proposed site. Section 36B seeks to add an additional hurdle before a licence may be granted under which packaged liquor can be sold. It seeks to ensure that there are not multiple premises in close proximity to one another selling packaged liquor."⁴⁵
- 6.43. "This is not to say that the 'locality' will inevitably, or even usually, be a circular area within a particular radius of the proposed site. The shape and size of the 'locality' may be influenced by topographical features (including man-made features such as roads) and the areas from which the proposed site could be accessed reasonably easily on foot or push-bike. If there is a community in the area of the proposed site, the geographical spread of that community may also influence the shape and size of the 'locality'."⁴⁶
- 6.44. "[D]ue to the variety of factual situations that may arise, it is impossible to prescribe a specific test to be applied or even an exhaustive list of the factors that will or may be relevant in the determination of the locality in any given case. As has been observed in other jurisdictions, there will be some cases where it will be easy to determine the locality, and other cases where it will not be. An example of the former would be where the proposed premises was to be placed in a small country town. An example of the latter would be where it was to be placed in the CBD."⁴⁷

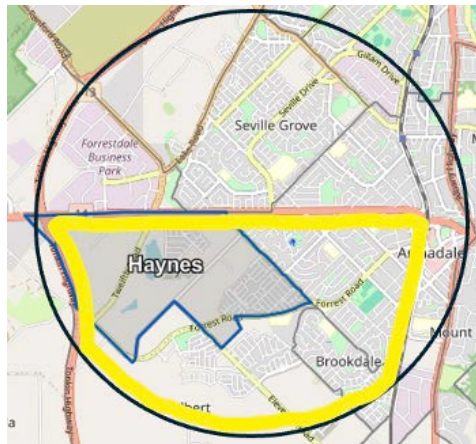
⁴⁴ *Liquorland (Australia) Pty Ltd v Director of Liquor Licensing* [2021] WASC 366 (**Liquorland Karrinyup**) [181] (Archer J); confirmed in *Liquorland Southern River* [62] (Lemonis)

⁴⁵ *Liquorland Karrinyup* [182] (Archer J); confirmed in *JB Foods Pty Ltd v Commissioner of Police* [2022] WASC 352 [15] (Smith J) and *Liquorland Southern River* [62] (Lemonis)

⁴⁶ *Liquorland Karrinyup* [185] (Archer J); confirmed in *JB Foods Pty Ltd v Commissioner of Police* [2022] WASC 352 [16] (Smith J) and *Liquorland Southern River* [62] (Lemonis)

⁴⁷ *Liquorland Karrinyup* [186] (Archer J); confirmed in *Liquorland Southern River* [62] (Lemonis)

- 6.45. "What constitutes a 'locality' relates to the geographical area surrounding, and what is relatively close to, the proposed site"⁴⁸.
- 6.46. "In any event, the factors which can be contemplated in deciding 'locality' must remain diverse and fluid and it is contemplated that the Director may impose different localities in respect to different applications, provided that, in the interests of natural justice, such decision is made on reasonable and ascertainable grounds"⁴⁹.
- 6.47. "The imposition of a radius circle is not necessarily appropriate where such the same encompasses an artificial area. To adopt a patently artificial radius does not reflect the licensing authority's mandate to have regard to the primary objects of the Act and the functions of the licensing authority which require consideration of the actual impacts of a proposed application".⁵⁰
- 6.48. For the purposes of section 36B of the Act and having regard to the findings of the Court in *Liquorland Karrinyup*, upheld in *Liquorland Southern River*, the applicant submits that the more relevant locality in this case is a smaller area within the 3km locality of approximately 45% of the 3km locality. This being the area that is within the 3km locality and south of Armadale Road, east of Tonkin Highway and west of the train line (**s36B locality**). This area is outlined in yellow in the following map and the proposition is based on the following reasons:



- 6.48.1. This is "an area that surrounds and is geographically close to the location of the proposed premises"⁵¹ which are the key criteria.
- 6.48.2. Armadale Road, Tonkin Highway and the train line are major pieces of infrastructure which dissect the district and create a definable community within.
- 6.48.2.1. "Armadale Road is a strategic freight route connecting the South West and the South East corridor. It is one of the

⁴⁸ *JB Foods Pty Ltd v Commissioner of Police* [2022] WASC 352 [14] (Smith J); *Liquorland Karrinyup* [186] and [190] (Archer J)

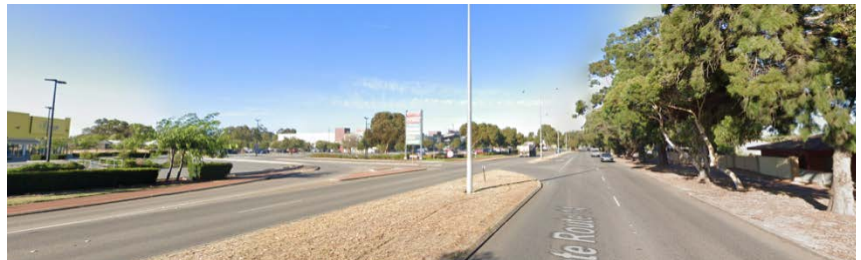
⁴⁹ *Endeavour Group Limited v Director of Liquor Licensing and ors* LC07/2023 at [164]; *Liquorland (Australia) Pty Ltd v Director of Liquor Licensing* LC09/2023 [92]

⁵⁰ *Endeavour Group Limited v Director of Liquor Licensing and ors* LC 07/2023 [172]; *Liquorland (Australia) Pty Ltd v Director of Liquor Licensing* LC 09/2023 [99]

⁵¹ *Liquorland Karrinyup* [181] (Archer J)

main east-west links within the Perth metropolitan transport network."⁵²

- 6.48.2.2. In recent years, Armadale Road has undergone significant upgrades.⁵³
- 6.48.2.3. It is a two-lane dual carriageway, depicted below near the applicant's site.



- 6.48.2.4. Based on published information of recording points, Armadale Road nearest to the applicant's site has been attracting between 16,180 and 29,230 vehicles per day, on average, since 2019/20⁵⁴.
 - 6.48.2.5. Tonkin Highway is, among other things, a "principle/major route for high volume traffic movements within large urban areas"⁵⁵.
 - 6.48.2.6. Travelling and crossing these roads involves considerable time and effort.
- 6.48.3. The ALDI liquor display and browse area will be a tiny space, with no visibility whatsoever external to the ALDI store. In fact, the liquor section will only be visible from well within the ALDI Haynes supermarket. When the site is considered in the context of the s36B locality and 3km locality, it is clear that the size of the ALDI liquor section is even further reduced in scale.

⁵² <https://www.iscouncil.org/project/armadale-road-to-north-lake-road-bridge-project/>

⁵³ For example, <https://www.iscouncil.org/project/armadale-road-to-north-lake-road-bridge-project/> and <https://www.buildingfortomorrow.wa.gov.au/projects/anstey-road-to-tapper-road/>

⁵⁴ East of Seventh Road 16,180 in 2019/20, 23,350 in 2021/22, 18,290 2022/23 and 18,430 in 2023/24 and west of Eighth Road 24,110 in 2019/20 and 29,230 in 2023/24: Main Roads Western Australia Statewide Traffic Digest at page 15 (copy available if required upon request)

⁵⁵ Section 13(2)(e) and (3)(d) of the Main Roads Act 1930

- 6.48.4. Having regard for these factors, it could be artificial to extend the locality relevant for the purposes of section 36B to an area wider and larger than the proposed s36B locality.
- 6.49. The s36B locality comprises virtually the whole of the suburb of Haynes, approximately 80% of Brookdale, approximately half of Hilbert and approximately a third of Armadale.
- 6.50. The applicant has carefully considered both the 3km locality and s36B locality, as referred to throughout this PIA and the accompanying Legal Submissions.
- 6.51. Information provided in this PIA regarding the s36B locality applies to the 3km locality given that the former is comprised within the latter.
- 6.52. As directed by the Department⁵⁶, the applicant has applied a “common-sense approach”⁵⁷ to the submissions contained within this PIA in relation to assessing the locality. In this context, the applicant has had regard for the decision in Liquorland Karrinyup and the fact that the 3km locality and s36B locality are both relatively established and presumably known to the licensing authority and so only pertinent locality material has been included in this document⁵⁸.
- 6.53. The 3km locality and 36B locality are located within the City of Armadale.
- 6.54. “The City of Armadale is one of WA's fastest-growing regions, with booming population, economy, and infrastructure, offering vibrant business parks, a transforming city centre, rich tourism experiences, and strong connections to Perth.”⁵⁹
- 6.55. “The 2024 Estimated Resident Population for City of Armadale is 109,218, with a population density of 194.9 persons per square km”.⁶⁰
- 6.56. “The City of Armadale is a residential, semi-rural and rural area. The main urban areas are in and around the suburb of Armadale, including the foothills of Kelmscott, Mount Nasura, Mount Richon, Seville Grove and Westfield. The City encompasses a total land area of 545 square kilometres, including many parks, reserves and state forests.”⁶¹
- 6.57. “Major features of the City include Armadale City Centre, Kelmscott Town Centre, Canning Reservoir, Churchman Brook Reservoir, Wungong Reservoir, Korung National Park, Midgegooroo National Park, Banyowla Regional Park, Jandakot Regional Park, Wungong Regional Park, Champion Lakes Regatta Centre, Minnawarra Park, Forrestdale Lake, Armadale Aquatic Centre, Armadale Arena, Armadale Reptile & Wildlife Centre, Armadale Golf Course, Araluen Golf Resort, Araluen Botanic Park, Armadale Health Service (Armadale

⁵⁶ Form 2A and at <https://www.dlgsc.wa.gov.au/departments/publications/publication/public-interest-assessment>

⁵⁷ Form 2A page 2

⁵⁸ Further detailed information and supporting documents can be provided if required, upon request

⁵⁹ <https://my.armadale.wa.gov.au/live-and-work?tags=Work+in+Armadale>

⁶⁰ <https://profile.id.com.au/armadale/about>

⁶¹ <https://profile.id.com.au/armadale/about>

Kelmscott Memorial Hospita) (sic) and South Metropolitan TAFE (Armadaale Campus)."62

- 6.58. The City of Armadale, 3km locality and s36B locality all contain a variety of land uses. This aspect is explained in more detail elsewhere in this PIA.
- 6.59. As required by the Form 2A, the applicant provides the following "names and addresses of all existing licensed premises within the [s36B] locality"63.
- 6.59.1. Haynes Bar & Grill, 131 Eighth Road, Armadale
 - 6.59.2. Armadale District Bowling Club, Gwynne Park, Forrest Road, Armadale
 - 6.59.3. Armadale Sporting Club Incorporated, Gwynne Park Pavilion, Seventh Road, Armadale
 - 6.59.4. Taste of Italy Pizzeria e Ristorante, Unit 8, 50Forrest Road, Armadale
 - 6.59.5. Guzman y Gomez (Haynes), Haynes Shopping Centre, Unit 4, 1256 Armadale Road, Armadale
- 6.60. Additional information and submissions regarding the one "packaged liquor premises"64 listed above are provided further on in this document.
- 6.61. Beyond the s36B locality, are the following existing licensed premises which are all located close to 2km, or further, away from the proposed ALDI packaged liquor premises, with most located near the periphery of the 3km locality:
- 6.61.1. The Dale Bar & Bistro, 229 Jull Street, Armadale
 - 6.61.2. Bottle-O Armadale, 142 Jull Street, Armadale
 - 6.61.3. Liquorland Armadale, Armadale Forum Shopping Arcade, Jull Street, Armadale
 - 6.61.4. 42 On Challis, 42 Challis Road, Armadale
 - 6.61.5. BWS – Beer Wine Spirits Armadale, Armadale Shopping City, cnr Neerigen Street and Orchard Avenue, Armadale
 - 6.61.6. Liquorland North Armadale, cnr Champion Drive and Seville Drive, Armadale)
 - 6.61.7. Han's Café Armadale, Shop 8, 193 Jull Street, Armadale
 - 6.61.8. Armadale RSL Sub-Branch, 1 Commerce Avenue, Armadale
 - 6.61.9. Diablo's Pizza Kitchen, Shop 9, Armadale Central Shopping Centre, 10 Orchard Avenue, Armadale
 - 6.61.10. Barrelhouse Eatery, 10 Orchard Avenue, Armadale

⁶² <https://profile.id.com.au/armadale/about>

⁶³ Based on information published by the Department as at 8 June 2025:
<https://portal.dlgsc.wa.gov.au/forms/fr/search/findallicence/new>

⁶⁴ Section 36B of the Act

- 6.61.11. The Springs Club, 629 Forrest Road, Forrestdale
- 6.61.12. Nanman Distillery, Unit 3, 9 Brant Road, Kelmscott
- 6.61.13. Dale Sports Club Inc, Bob Blackburn Pavilion, 115 Challis Road, Seville Grove

7. Form 2A “Part 3 – The profile of the local community”

Form 2A: “3.1 Please outline the population characteristics in the locality”

- 7.1. The following table contains resident population numbers from the 2016 and 2021 Census⁶⁵, conducted by the Australian Bureau of Statistics (ABS), for the suburbs which collectively comprise the large majority of the 3km locality (although a sizeable portion of Armadale falls outside the 3km boundary). The information shows the enormous amount of people living in the 3km locality and the growth of the resident community.

	Haynes	Armadale	Seville Grove	Hilbert	Brookdale	Champion Lakes	TOTALS
2016	753 ⁶⁵	13,619 ⁶⁶	10,270 ⁶⁷	1,552 ⁶⁸	2,941 ⁶⁹	1,128 ⁷⁰	30,263
2021	2,417 ⁷¹	13,415 ⁷²	11,408 ⁷³	4,165 ⁷⁴	2,968 ⁷⁵	1,355 ⁷⁶	35,728

- 7.2. Based on the information in the table above, the current population of the 3km locality may be considered to be approximately 35,728.
- 7.3. With reference to this data and having regard for the fact that the s36B locality comprises virtually the whole of the suburb of Haynes, approximately 80% of Brookdale, approximately half of Hilbert and approximately a third of Armadale, at the 2021 Census the population of the s36B locality was recorded as and is now regarded as currently being, approximately 11,345⁷⁷.
- 7.4. “The 2024 Estimated Resident Population for City of Armadale is 109,218, with a population density of 194.9 persons per square km.”⁷⁸
- 7.5. “The City of Armadale is undergoing rapid transformation, marked by its fast-growing population. In 2025, the City has an estimated population of 109,554 people and by 2046, the population is expected to grow to 145,843 – an increase of 33.12% making it one of the fastest-growing regions in Western

⁶⁵ <https://www.abs.gov.au/census/find-census-data/quickstats/2016/SSC50617>

⁶⁶ <https://www.abs.gov.au/census/find-census-data/quickstats/2016/SSC50026>

⁶⁷ <https://www.abs.gov.au/census/find-census-data/quickstats/2016/SSC51329>

⁶⁸ <https://www.abs.gov.au/census/find-census-data/quickstats/2016/SSC50634>

⁶⁹ <https://www.abs.gov.au/census/find-census-data/quickstats/2016/SSC50187>

⁷⁰ <https://www.abs.gov.au/census/find-census-data/quickstats/2016/SSC50280>

⁷¹ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50619>

⁷² <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50026>

⁷³ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51340>

⁷⁴ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50636>

⁷⁵ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50187>

⁷⁶ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50281>

⁷⁷ Based on 2,417 (Haynes) + 2,374.4 (Brookdale) + 2,082.5 (Hilbert) + 4,471.6 (Armadale)

⁷⁸ <https://profile.id.com.au/armadale/about>

Australia and in the country...Our population grew to more than 105,000 residents in 2023, a 4.21% increase from previous year and a 44.6% growth in the last 10 years."⁷⁹

7.6. The average person living in the 3km locality, statistically speaking based on ABS Census data from the 2021 Census⁸⁰ may be described as follows:

- 7.6.1. female, aged 31,
- 7.6.2. married and living as a couple family with children,
- 7.6.3. born in Australia, of English ancestry and speaking only English at home,
- 7.6.4. with no religious affiliation,
- 7.6.5. in the labour force, working fulltime, earning \$793 per week personally and
- 7.6.6. not suffering any long-term health condition.

7.7. The following further resident profile characteristics were recorded by people living in the 3km locality in the 2021 Census ⁸¹:

- 7.7.1. Approximately 30.2% of the population is aged 19 and under.
- 7.7.2. Approximately 1.8% of the population is aged 80 and over.
- 7.7.3. Approximately 3.7% of the population identified their indigenous status as being Aboriginal and/or Torres Strait Islander.
- 7.7.4. Approximately 26% of households use a non-English language.
- 7.7.5. Approximately 7.5% of people identified as being unemployed.
- 7.7.6. Approximately 46.6% of residents have attained levels of education/qualification above year 12.

7.8. Socio-Economic Indexes for Areas (**SEIFA**) measure relative levels of socio-economic disadvantage and advantage based on Census characteristics. Based on the 2021 ABS data, the City of Armadale recorded a SEIFA of 990 on the disadvantage scale. Within the list of 140 Local Government areas in WA, the City of Armadale ranked at number 66, placing it in the bottom half (which have higher rates of disadvantage than the top half)⁸². Within the City of

⁷⁹ <https://my.armadale.wa.gov.au/live-and-work/the-growth-of-armadale>

⁸⁰ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50619> (Haynes),
<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50026> (Armadale),
<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51340> (Seville Grove),
<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50636> (Hilbert),
<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50187> (Brookdale) and
<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50281> (Champion Lakes)

⁸¹ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50619> (Haynes),
<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50026> (Armadale),
<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51340> (Seville Grove),
<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50636> (Hilbert),
<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50187> (Brookdale) and
<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50281> (Champion Lakes)

⁸² <https://profile.id.com.au/armadale/seifa-disadvantage>

Armadale, however, several parts recorded much higher and more positive SEIFA, including the suburbs of Haynes, Hilbert and Champion Lakes which are comprise a good portion of the 3km locality. Haynes and Hilbert cover most of the s36B locality. Haynes recorded a SEIFA of 1,045.8 and Hilbert 1,033.6, both of which were better than Greater Perth with 1,020 and Western Australia with 1,011.⁸³

- 7.9. It is acknowledged that some people living in the 3km locality experience low socio-economic conditions and that this circumstance is a negative factor to consider. Based on the following reasons it is respectfully submitted that such conditions are mitigated in this case and should not inhibit the grant of the licence:
- 7.9.1. The positive factors associated with the application are significant and of much greater weight.
 - 7.9.2. The conditions associated more closely with the 3km locality and s36B locality, as opposed to the whole City of Armadale, are much more positive.
 - 7.9.3. The street address for ALDI Haynes may be in Armadale, but its position is on the periphery of the Armadale boundary, at the border with Haynes which has a positive SEIFA.
 - 7.9.4. The particulars of the ALDI Haynes proposal should confirm that it will be a relatively discrete and low impact liquor outlet with little capacity to exacerbate low socio economic circumstances.
 - 7.9.5. The applicant's pricing, quality and value-for-money policies will enable people living in the 3km locality to be able to access and enjoy award-winning liquor products.
 - 7.9.6. People experiencing low socio economic conditions should still be able to access liquor products and services that are very popular elsewhere, as ALDI's are.
 - 7.9.7. People experiencing low socio economic conditions should still be able to benefit from modern conveniences associated with liquor purchasing including one-stop shopping which is now a very established and expected aspect of modern consumer retailing but is currently not available in the area.
- 7.10. Further details of the nature and characteristics of the local community are provided elsewhere in this PIA and further submissions addressing the issues are set out in the applicant's accompanying Legal Submissions.

Form 2A "3.3 (sic) List the community buildings in the locality"

- 7.11. As required by the Form 2A, the names and addresses for the following have been identified within the 3km locality:

⁸³ <https://profile.id.com.au/armadale/seifa-disadvantage-small-area>

- 7.11.1. Schools and educational institutions:
 - 7.11.1.1. Sparrow Early Learning Seville Grove, 11 Lisbon Way, Seville Grove
 - 7.11.1.2. Willandra Primary School, 55-57 Chidzey Drive, Seville Grove
 - 7.11.1.3. Cecil Andrews College, 39 Seville Drive, Seville Grove
 - 7.11.1.4. Challis Primary School, 40 Braemore Street, Armadale
 - 7.11.1.5. Sowilo Community High School, 2 Gillam Drive, Kelmscott
 - 7.11.1.6. Kingsley Primary School, Lathwell Street, Armadale
 - 7.11.1.7. John Calvin Christian College, 18 Robin Hood Avenue, Armadale
 - 7.11.1.8. Neerigen Brook Primary School, 170 Seventh Road, Armadale
 - 7.11.1.9. Dale Christian College, 150 Forrest Road, Armadale
 - 7.11.1.10. Gwynne Park Education Support Centre, 11 Tijuana Road, Armadale
 - 7.11.1.11. Xavier Catholic School, 271 Forrest Road, Hilbert
 - 7.11.1.12. Nido Early School Hilbert, 331 Eleventh Road, Hilbert
- 7.11.2. Hospitals: none identified.
- 7.11.3. Hospices: none identified.
- 7.11.4. Aged care facilities:
 - 7.11.4.1. Scenic Lake Estate, 15 Bay Court, Champion Lakes
 - 7.11.4.2. Champion Lakes Lifestyle Village, 15 Bay Court, Champion Lakes
 - 7.11.4.3. Eureka Seville Grove, 15 Brechin Retret, Seville Grove
 - 7.11.4.4. Owtram Retirement Village, 99 Owtram Road, Armadale
 - 7.11.4.5. Maridale Village, 25 Dale Road, Armadale
 - 7.11.4.6. Dale Community Cre, 1 The Grove, Armadale
 - 7.11.4.7. Dale Cottages, 4 Hobbs Drive, Armadale
 - 7.11.4.8. Halo Care and Support, Suite 8, 122 Forrest Road, Armadale
 - 7.11.4.9. Armadale Place Care Community, 21 Angelo Street, Armadale
 - 7.11.4.10. Fair Haven Retirement Village, 15 Pine Tree Close, Armadale

- 7.11.5. Churches/places of worship:
- 7.11.5.1. The Salvation Army Armadale Corps, 57 Braemore Street, Armadale
 - 7.11.5.2. Armadale Church of Christ, 101 Challis Road, Armadale
 - 7.11.5.3. Ebenezer Full Gospel Church, Perth, Champion Centre, 76 Champion Drive, Seville Grove
 - 7.11.5.4. Chosen Church, 30 Brant Road, Kelmscott
 - 7.11.5.5. Heritage Christian Church, 26 Champion Drive, Armadale
 - 7.11.5.6. St Matthew's Anglian Church, Church Avenue (after Prospect Road, 108 Jull Street, Armadale
 - 7.11.5.7. Amazing Grace Life Centre, 6 Aragon Court, Armadale
 - 7.11.5.8. Minnawarra Chapel, 7 Orchard Avenue, Armadale
 - 7.11.5.9. Free Reformed Church of Armadale, 84 Fifth Road, Armadale
 - 7.11.5.10. Grace Christiann Church Armadale, 38 William Street, Armadale
 - 7.11.5.11. New Covenant Pentecostal Church, 12 Coombe Avenue, Armadale
 - 7.11.5.12. Armadale Uniting Church, 20 Avonlee Road, Armadale
 - 7.11.5.13. Armadale Congregational Church, 150 Forrest Road, Armadale
 - 7.11.5.14. St Francis Xavier Catholic Church, 279 Forrest Road, Hilbert
 - 7.11.5.15. Calvary Baptist Church, 177 Seventh Avenue, Armadale
- 7.11.6. Drug and alcohol treatment centres: DrugARM WA, 1st Floor, 56 Fourth Road, Armadale.
- 7.11.7. Short term accommodation or refuges: none identified.
- 7.11.8. Childcare centres:
- 7.11.8.1. Sparrow Early Learning Seville Grove, 11 Lisbon Way, Seville Grove
 - 7.11.8.2. MercyCare Early Learning Centre Seville Grove, 11 Poad Street, Seville Grove
 - 7.11.8.3. My World Child Care & Before & After School Care Seville Grove, 77 Morgan Road, Seville Grove
 - 7.11.8.4. Mundarda Child Care Centre, 101 Challis Road, Seville Grove
 - 7.11.8.5. Sonas Family Day Care, 20 Elanora Road, Armadale

- 7.11.8.6. My World Child Care & Before & After School Care
Armadale, 40 Braemore Street, Armadale
- 7.11.8.7. Neets Family Daycare, Kyabraam Road, Armadale
- 7.11.8.8. Acacia Hill Childcare – Armadale Childcare Centre,
210/220 Jull Street, Armadale
- 7.11.8.9. 5th Road, Child Care Centre, 108 Fifth Road, Armadale
- 7.11.8.10. Goodstart Early Learning Armadale, 82 Forrest Road,
Armadale
- 7.11.8.11. Tiny Tribe Early Education, 2 Farmer Avenue, Brookdale
- 7.11.8.12. Little Learners Place – Early Learning Centre, 2 Donovan
Street, Haynes
- 7.11.8.13. Nido Early School Hilbert, 331 Eleventh Road, Hilbert
- 7.11.8.14. Tiger Troops Family Day Care, 9 Astoria Boulevard, Hilbert
- 7.11.8.15. Small Friends Childcare & Education Hilbert, 89 Narran
Street, Hilbert
- 7.11.8.16. Kids Active ELC – Hilbert, 89 Narran Street, Hilbert
- 7.11.9. Local government: City of Armadale Administration Centre, 7
Orchard Avenue, Armadale.
- 7.12. The nearest residence is understood to be approximately 55m away from the
proposed licensed area, as a straight-line distance. The ALDI Haynes liquor
section will be much further away in terms of accessibility and walking or driving
distance. The proposed liquor store will not be visible, nor directly accessible,
from any residence. It will be concealed well within the wider ALDI store and
behind frosted barricading.

8. Form 2A “Part 4 – Minimising the potential for alcohol to cause harm”

Form 2A “4.1 What strategies will you use to minimise harm from the use of alcohol?”

- 8.1. Risk management and harm minimisation associated with the sale and supply of
liquor are not only very familiar matters to ALDI but are prominent considerations
and given priority in operational policies. ALDI has been successfully
implementing measures that minimise harm and ill-health at its large number of
existing liquor outlets for many years. Its liquor store model has been widely tried
and tested and proven to be entirely positive.
- 8.2. The applicant has had regard for harm and ill-health factors potentially
associated with the new liquor licence now proposed, with reference to its
trading history. The applicant has an excellent trading record in terms of
compliance and is not aware of any of its licences causing harm or ill-health.

- 8.3. Any potential negative impact of the licence should be considered in light of the low risk features of the ALDI liquor model, which are described throughout this PIA. This proposition is supported by the following finding of the Liquor Commission in ALDI Harrisdale⁸⁴ which involved virtually the same liquor model.
- “There is nothing to suggest that the granting of the licence will result in an increase in harm and ill-health. The small size of the proposed premises, the nature of its operation and the limited number of products are significant factors in reaching this conclusion.”
- 8.4. No part of the proposed licensed area will be visible in any way from the churches, schools, hospitals and daycare centres etc within the 3km locality which have been identified earlier on in this PIA. The liquor section will only be visible from within the ALDI supermarket.
- 8.5. The applicant has sought to identify current information regarding alcohol related hospitalisations and deaths associated with the 3km locality, but nothing specific could be identified from published material. Further, “due to different classification systems and alcohol as a contributing factor not being recorded within all health datasets, challenges exist in quantifying the incidence of alcohol-related injuries in WA.”⁸⁵
- 8.6. The applicant does, however, acknowledge that hospitalisation and death can potentially result for some people as a consequence of the use of liquor and that alcohol-related hospitalisations and deaths would most likely have occurred in the 3km locality⁸⁶ and may occur in the future.
- 8.7. Consideration has been given to the Armadale Canning Gosnells Alcohol Action Plan 2023-2026⁸⁷ which is intended to help minimise potential harm from liquor within the Cities of Armadale, Canning and Gosnells. The applicant has identified that its harm minimisation and risk management measures are consistent with the Action Plan. Several elements of the ALDI Haynes liquor store model and ALDI's well established practises, as referred to in detail within this PIA, go directly towards supporting the aims of the Action Plan. For example, the following appears on page 4 of the Action Plan:

Our priorities within this Plan include strategies to:

- delay initial use of alcohol by young people
- reduce exposure to alcohol advertising
- create safer environments

ALDI has outlined in this PIA how it manages issues relating to juveniles and what strategies will operate at the Haynes store, which are highly tried and tested.

⁸⁴ ALDI Harrisdale [38(b)]

⁸⁵ Alcohol-related injuries in Western Australia Position Paper, by Injury Matters, dated April 2022, at page 2 (www.injurymatters.org.au) – copy of the paper available if required, upon request

⁸⁶ City of Canning - An Integrated Public Health Plan 2019-2023 at page 31 (copy available upon request if required and at this link: <https://www.canning.wa.gov.au/about-us/strategies-and-plans/public-health-plan/>)

⁸⁷ Copy available here: <https://my.armadale.wa.gov.au/service/health-fitness-and-wellbeing/alcohol-tobacco-and-vaping/armadale-canning-gosnells-local-drug-action-group> and as a PDF if required by the licensing authority, upon request

ALDI's liquor advertising will be very discrete and minimal. The liquor section at the Haynes store will be a tiny, modest environment.

- 8.8. The applicant's proposal for the Haynes store aligns with the strategies and actions referred to in the Action Plan. There is nothing in the Action Plan which conflicts with this application.
- 8.9. One of the key topics in the Action Plan is reducing risks for juveniles. Relevantly, the ALDI Haynes store will not be located in close proximity to any school nor any other place known to be designed for or especially attractive to juveniles.
- 8.10. Consideration has also been given to the City of Armadale Community Health Wellbeing Plan 2021-2024⁸⁸ with reference to this application and in this regard, the following key observations have been made:
- 8.10.1. The City is focused on minimising and managing risks associated with liquor consumption, which the applicant certainly endorses. There is no desire to prohibit new liquor licences.
- 8.10.2. "Harmful alcohol use" is considered a "top risk factor"⁸⁹. The applicant acknowledges this and has presented a business proposal designed to minimise harm alcohol use by consumers.
- 8.10.3. A survey of and consultation with local residents by the City asked: "How do you think the City of Armadale can support the community to reduce harmful drinking and smoking?"⁹⁰ None of the reported responses indicated any desire for there to be no new licences granted. 49% of participants reportedly asked for "less alcohol advertising"⁹¹ which should put the ALDI Haynes application in a positive light given its minimal advertising proposal, being far less than traditionally adopted by most liquor outlets. This is one of several factors which should make the ALDI Haynes proposal preferred over any other packaged liquor proposition.
- 8.10.4. In the face of the following published strategy about the City's management of liquor licences, the ALDI Haynes liquor store licence application has received planning approval from the City⁹².

Advocate for appropriate management of liquor outlets to influence the decisions of these outlets and the accessibility and availability of alcohol to the community in the City of Armadale.	<ul style="list-style-type: none"> Assess liquor licensing applications (Section 39 and 40) and other applications to include potential public health impacts on the community to reduce alcohol related harm in line with City's Alcohol Risk Minimisation Policy and the <i>Liquor Control Act 1988</i>. 	<ul style="list-style-type: none"> Assessment checklist with specific consideration to public health impacts developed. Number of liquor applications with Health Services input.
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⁸⁸ Copy available here: <https://my.armadale.wa.gov.au/service/health-fitness-and-wellbeing/community-health-and-wellbeing-plan> and as a PDF if required by the licensing authority upon request

⁸⁹ At page 11

⁹⁰ At page 19

⁹¹ At page 19

⁹² A copy of the planning approval, dated 12 February 2025, has been lodged with the application in the usual manner

⁹³ At page 26

- 8.11. The low impact, harm minimising, risk managing features of the ALDI Haynes liquor proposal will, if approved, have the opportunity of fostering a responsible drinking culture in the area. The store could potentially set a very positive example in the community for consumers to take a responsible approach to liquor. Shoppers of liquor at ALDI Haynes will not be able to buy in the same bulk quantities or ready-to-drink format which are available at most other packaged liquor outlets. Further, the quality, award-winning and value-for-money propositions with ALDI Haynes will help engender attitudes of appreciation for the taste experience of the liquor.
- 8.12. The most recent ABS data has revealed no specific alcohol-related health condition associated with local residents. The large majority (60.5%) of residents in the 3km locality reported at the 2021 Census that they have no long-term health condition which aligns with the State and national averages of 61.2% and 60.2% respectively⁹⁴. It is acknowledged that a small percentage of people did indicate that they experience some long-term health condition⁹⁵. The most common long-term health condition reported by residents was arthritis which is not commonly known to be associated with liquor consumption.
- 8.13. "New data from Roy Morgan's Alcohol Consumption Report shows the proportion of Australians who drink alcohol dropped by 1.8 percentage points to 67.9 per cent in the 12 months to June 2022"⁹⁶.
- 8.14. Data for the 12 months to March 2023 showed an increase of 1.3%, but relevantly "[t]he most significant driver of the increase in consumption of alcohol compared to pre-pandemic is the increasing popularity of RTDs (Ready-to-drink)"⁹⁷ and ALDI's liquor range includes only a tiny number of RTDs. The attached stocklist contains only six different RTDs. They will certainly not be available in bulk or even in large supply compared to other liquor outlets, given ALDI's modest stock volume and manner of trade.
- 8.15. ALDI has factored advertising and promotion into its harm minimisation strategies. Flamboyant and highly suggestive advertising posters, encouraging or even implying rapid, excessive or juvenile drinking are not displayed in association with ALDI's liquor service. Nor does ALDI advertise discount liquor prices for certain periods. This is because traditional, ad hoc "sales" may

⁹⁴ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50619> (Haynes), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50026> (Armadale), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51340> (Seville Grove), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50636> (Hilbert), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50187> (Brookdale) and <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50281> (Champion Lakes)

⁹⁵ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50619> (Haynes), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50026> (Armadale), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51340> (Seville Grove), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50636> (Hilbert), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50187> (Brookdale) and <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50281> (Champion Lakes)

⁹⁶ <https://theshout.com.au/australian-alcohol-consumption-declines-rtd-consumption-at-record-high/>

⁹⁷ <https://www.roymorgan.com/findings/9153-alcohol-consumption-march-2023>

encourage customers to purchase more liquor than they otherwise would have for fear of missing out on the deal.

- 8.16. Placing a heavy focus on staff is another key strategy to ensuring policies and practices are implemented and laws are complied with.
- 8.17. ALDI operates pursuant to a highly evolved and sophisticated corporate structure and hierarchy whereby staff at each level are entrusted with an advanced degree of responsibility and are provided with extensive and comprehensive training and support.
- 8.18. ALDI is a market leader in terms of staff training and development. Its impressive approach in this regard is detailed in the following sub-paragraphs:
- 8.18.1. "We believe that good people working together, united by a shared purpose, can achieve extraordinary things. ALDI isn't just a workplace; it's a place where you'll be part of a tight-knit team that supports and uplifts each other, where you can learn, grow and develop and make a meaningful impact by helping everyday Australians live richer lives for less."⁹⁸
- 8.18.2. "We provide [staff] with comprehensive training including induction training and quarterly retraining. We also offer leadership training programs that help create the operational leaders of the future."⁹⁹
- 8.18.3. "We offer diverse and cross-functional career pathways. We also value internal promotions with over 70% of our leaders promoted internally."¹⁰⁰
- 8.18.4. "ALDI Australia has taken top spot in the Australian Business Award's – Employer of Choice 2020"¹⁰¹.
- 8.18.5. ALDI has been awarded Retail Employer of the Year at the eftpos Australian Retail Association Awards.
- The ARA said that ALDI have proven to be "fierce contenders" with a strong commitment to diversity, non-discrimination and support to all employees. The supermarket was recognised for incorporating internal and external recruiting methods to select candidates and for nurturing the skills, confidence and leadership required to operate business functions.
- "Through a commitment to staff and the community, ALDI are the pioneers in the retail sector, leaving no stone unturned," the ARA said.
- 8.18.6. Every ALDI staff member is required to undertake detailed internal training and an induction programme, which will certainly apply for staff at the ALDI Haynes store. This involves education on a wide variety of facets of the business and includes liquor product knowledge and responsible service. To help ensure high standards

⁹⁸ <https://www.aldicareers.com.au/>

⁹⁹ <https://aldi-1481176-en-au.sr-atrax.com/benefits-that-matter>

¹⁰⁰ <https://aldi-1481176-en-au.sr-atrax.com/benefits-that-matter>

¹⁰¹ <https://www.aldiunpacked.com.au/aldi-australia-is-recognised-as-an-employer-of-choice/>

¹⁰² <https://insidefmca.com.au/2018/10/19/aldi-awarded-ara-employer-of-the-year/>

are achieved at all times, all ALDI staff are employed on a permanent basis.

- 8.18.7. The applicant will ensure all staff at the ALDI Haynes store are properly trained as to their responsibilities under the Act, the licensing authority's policies, ALDI policies and procedures, matters of safety and all other laws and regulations applicable to the proper conduct of the business.
- 8.18.8. The liquor section will be adequately staffed at all times with appropriately trained and knowledgeable people. In addition to having sufficient numbers of approved managers, other part-time and full-time staff will also be employed. At least one qualified unrestricted approved manager will be at the store at all time.
- 8.18.9. In-store staff are required to wear a uniform, which is of a smart and modern style and bears the ALDI logo. Staff presentation is considered by the applicant to be important both in terms of upholding its image and also in portraying a professional and responsible approach to the business.
- 8.18.10. PRG found that 96% of members of the local community recently surveyed do not consider harm or ill-health is likely to be experienced by them if the licence is granted.¹⁰³
- 8.19. Another harm minimising element of the ALDI model is the strong focus on quality of product and value-for-money propositions, not just price per se. The applicant invests enormously in providing customers with the perfect balance of high quality product at the lowest price that can be achieved whilst maintaining the quality. Many of its liquor items have been awarded accordingly. This value-for-money philosophy – which is entirely different from simple notions of low price and being cheap – is entirely consistent with consumer requirement. This latter proposition is supported by the following:
- 8.19.1. "Aldi is arguably one of the biggest disruptors to hit the Australian economy over the past 20 years, single handedly busting open the Woolworths/Coles supermarket duopoly."¹⁰⁴
- 8.19.2. "Seventy-eight percent of consumers are prioritising value for money when shopping..."¹⁰⁵
- 8.19.3. "Eight in ten (81%) of the total ALDI resident sample liked this aspect of the proposed Haynes ALDI liquor section... [with] elevated 90% and 98% respectively of packaged liquor buyers, and those who

¹⁰³ PRG report at para 2.2.1, page 8

¹⁰⁴ <https://www.macrobusiness.com.au/2021/03/the-rise-and-rise-of-aldi/>

¹⁰⁵ <https://ecommercenews.com.au/story/australians-prioritise-value-for-money-as-economic-pressures-mount#:~:text=Seventy%2Deight%20percent%20of%20consumers,research%20from%20Shopify%20has%20revealed> and <https://retailworldmagazine.com.au/four-in-five-australians-now-prioritise-value-for-money/>

have consumed ALDI liquor products purchased from a WA ALDI store, who provided a "like" response."¹⁰⁶

- 8.20. The ALDI liquor model clearly presents with a number of low risk elements, all of which have been proven to be successful in many of its stores in other locations given ALDI's excellent trading record.
- 8.21. As referred to previously, the liquor section will be positioned away from the entrance to the supermarket, tucked-away in the corner of the store, surrounded by opaque barricading making it substantially separate and discrete. Shoppers could choose to avoid the liquor section if they so wished. The layout of the supermarket and checkouts enables any shopper to work their way through the supermarket with barely noticing the liquor component, if at all and not needing to cross through it or near it.
- 8.22. To summarise and reiterate, the following are the key harm and risk minimising features of the ALDI Haynes liquor proposal:
- 8.22.1. Its small size
 - 8.22.2. The bright, open-plan layout
 - 8.22.3. The absence of refrigeration to help avoid impulse buying and impulse drinking. The absence of a walk-in coolroom also enhances surveillance.
 - 8.22.4. The limited stock range and volume.
 - 8.22.5. The absence of an online delivery service
 - 8.22.6. The absence of bulk quantities of cheap mainstream products.
 - 8.22.7. Reduced trading hours – significantly less than permitted under the Act and less than the usual trading hours of most other liquor stores.
 - 8.22.8. Its location/position confined within the supermarket footprint, away from the main store entrance, under the close supervision of the supermarket and its staff. ALDI staff will have a clear line of sight into the liquor display/browse area at all times.
 - 8.22.9. The restricted visibility into the liquor section.
 - 8.22.10. The lack of immediate or direct egress from the liquor area outside into the public domain. The design and layout forces customers to enter the supermarket and walk past the watchful eye of trained checkout staff.
 - 8.22.11. The limited and controlled nature of product pricing.
 - 8.22.12. The lack of signage external to the store advertising discounted liquor products.
 - 8.22.13. The highly experienced and reputable operator.

¹⁰⁶ PRG report at para 4.4.4, page 22

- 8.22.14. The high level of staff training.
- 8.23. Importantly also, there will be none of the following:
- 8.23.1. Prominent external advertising of liquor products and their prices.
 - 8.23.2. Products, advertising or promotional materials designed to entice juveniles.
 - 8.23.3. Large volumes of cheap bulk products displayed.
 - 8.23.4. Volumes of liquor products refrigerated and ready-to-drink.
 - 8.23.5. Energy drinks stocked in the liquor display/browsing area.
- 8.24. In respect of the issue of juveniles, very strict policies will apply. ALDI is very aware of the fact that juveniles will be in the supermarket from time to time, some of whom may be unaccompanied by a parent/guardian.
- 8.24.1. The store layout will enable juveniles to totally avoid going near the liquor section.
 - 8.24.2. The combination of store layout and security systems will facilitate and ensure a constant and high degree of surveillance over the liquor area and checkout to safeguard the proper management of juveniles. ALDI has successfully managed this issue at its existing stores elsewhere in Western Australia for many years.
 - 8.24.3. No liquor will be sold or supplied to juveniles or anyone who is suspected of trying to obtain liquor for a juvenile.
 - 8.24.4. ALDI had adopted an "ID Under 25" policy. Staff at ALDI Haynes will be directed to go beyond the requirement to ask customers suspected of being under the age of 18 to prove their age and in fact ask all customers suspected of being under the age of 25 for age verification, so as to err on the side of caution.
 - 8.24.5. The applicant will operate under a strict policy, which will be taught to and perpetuated with its staff, whereby liquor is not sold or supplied to anyone whom it is suspected might give the liquor to a juvenile, including guardians and parents.
 - 8.24.6. Juveniles observed to be loitering near the liquor block will be asked to move on and no juveniles will be permitted in the licensed area unless accompanied by a responsible adult. The applicant has not experienced notable issues of this kind at its existing stores.
 - 8.24.7. Lollies and other items commonly known to attract the attention of juveniles will not be stocked in the liquor display/browse area.
 - 8.24.8. The liquor display and browse area will have limited line-of-sight such that visibility into that area will be restricted.
 - 8.24.9. The liquor area will be subject to a high level of surveillance and security from the relevant checkout.

- 8.24.10. Unaccompanied juveniles who may be in the supermarket from time to time will be directed to a non-licensed checkout to make their purchase.
- 8.25. A clear example to confirm ALDI's high standards in its liquor service is when the company came under scrutiny from the public for the strictness of its approach to liquor and juveniles. Some ALDI stores in New South Wales have refused service to adults because staff have witnessed a juvenile touching the liquor items, even where they have touched the items simply to stop them from falling over in a trolley.¹⁰⁷
- 8.26. Adult consumers have felt comfortable shopping in an ALDI liquor area with their children as clearly depicted, by way of example, in the images below taken at one of the busy operating ALDI stores in WA with a liquor section¹⁰⁸.



- 8.27. Every effort will be made by the applicant to conduct business under the new licence in a manner that minimises the potential for harm or ill-health to occur as a result of the liquor store licence operating at ALDI Haynes.

¹⁰⁷ <https://www.news.com.au/finance/business/retail/aldis-strict-underage-alcohol-policing-leaves-shoppers-high-and-dry/news-story/c7beaa2c4b8e1f0345b3545c98c7789c>

¹⁰⁸ Faces redacted for privacy reasons

- 8.28. The applicant is an upstanding corporate citizen which operates pursuant to several high level standards and policies. ALDI has a considerable presence in the public domain, which it intends to continue growing in Western Australia. It is in the applicant's interests to ensure that the liquor service at the Haynes location is successful in all respects, including genuinely minimising harm and successfully managing risks.
- 8.29. The applicant has identified the issue of crime in terms of harm factors applicable to the 3km locality. The information contained in the attached Offence Data Summary has been considered. This general police data may possibly assist in assessing very broadly and generally criminal offence activity in the area.
- 8.30. It is acknowledged that there is a level of crime occurring in the 3km locality and that one suburb in particular, namely Armadale, stands out with much higher offence rates.
- 8.31. Haynes itself has a relatively low "crime rank" based on the information in the Offence Data Summary.
- 8.32. Any crime is undesirable and an issue to be addressed. Some of the Police data in this case can be considered as a negative factor. Nonetheless, the data should not inhibit the grant of the licence. This proposition is based in part on the following reasons:
- 8.32.1. The positive factors associated with the application, referred to elsewhere in this PIA, are significant and of much greater weight.
- 8.32.2. The street address for ALDI Haynes may be in Armadale, but its position is on the periphery of the Armadale boundary, at the border with Haynes. The majority of the Armadale offences can reasonably be presumed to have occurred around the most built-up, populated and busy part of the suburb of Armadale, which is the eastern side furthest away from the ALDI Haynes site.
- 8.32.3. In terms of the s36B locality, only approximately a third of Armadale is captured and therefore, only approximately a third of the offence data for Armadale should be regarded.
- 8.32.4. Haynes, Brookdale and Hilbert make up most of the s36B locality and a good portion of the 3km locality and they have recorded the best results amongst the group of relevant suburbs and they boast relatively low crime rankings.
- 8.32.5. To the extent that the data is considered for the whole 3km locality it may be regarded as somewhat relative and proportionate to an extent, given the enormous and growing population.
- 8.32.6. The highest type or category of police offence recorded overall across the 3km locality is "theft"¹⁰⁹. ALDI has multiple measures in

¹⁰⁹ Offence Data Summary attached

- place to reduce the risk of theft and other potentially criminal incidents.
- 8.32.7. The specifications associated with the ALDI Haynes proposal should be regarded as having a very low likelihood of attracting or generating crime.
- 8.32.8. The data is not identified as necessarily involving liquor and is not evidence of proven crimes.
- 8.33. The applicant will maintain its tried and tested risk, safety and security management measures and implement additional steps, to minimise potential crime. These measures are addressed elsewhere in this PIA and should ensure the risk of any crime associated with the premises is minimised. In addition, the likelihood of the liquor service contributing to alcohol related crime is reduced by the following mitigating factors.
- 8.33.1. Small, simple and open layout of the liquor block.
- 8.33.2. Location within the confined safety of the supermarket building.
- 8.33.3. Lack of external frontage.
- 8.33.4. Location of the liquor area adjacent to the checkout and therefore, under constant close staff surveillance and supervision.
- 8.33.5. Absence of refrigeration, which removes the opportunity for impulsive desires to steal liquor for immediate consumption.
- 8.33.6. Lack of a walk-in cool room, which is ordinarily hidden from staff view, providing cover and convenience for would-be criminals.
- 8.33.7. Installation of CCTV surveillance throughout the supermarket, including the proposed licensed area.
- 8.34. ALDI's considerable retailing experience, including selling liquor products, has provided the organisation with the ability to manage security well such that crime associated with ALDI stores is kept very low. The quality of the applicant's premises, both inside and outside and the standard of supervision by staff will help make the public feel welcome and safe but any would-be criminals or disorderly persons uncomfortable.
- 8.35. The liquor area will have no external access as it will be entirely confined and secured within the ALDI supermarket, set-back considerably from the main entrance.
- 8.36. The following security steps will be taken in relation to the proposed liquor section at ALDI Haynes:
- 8.36.1. Security cameras both inside the licensed area and outside will be operating.
- 8.36.2. Secure locking systems will be engaged for after hours.

- 8.36.3. A high level of staff training which includes how to deal with incidents that are, or could potentially become, obviously criminal or unsafe.
- 8.36.4. Maintaining a rigid enforcement of harm minimisation principles and policies. These will include, for example the "ID Under 25" policy, staff training, participation in the local liquor accord (if there is one), notifying Police of potential criminal behaviour and keeping in contact with Police.
- 8.36.5. Clear and obvious signage. The new premises will be bright, modern and attractive.
- 8.36.6. Limited public access and egress via one point only, from within the supermarket under the constant watching-eye of the cashiers. This will ensure a high level of staff surveillance from inside the store and inhibit would-be criminals by restricting the ease of a get-away.
- 8.37. The applicant has established, confidentially, a Security Layout plan¹¹⁰, illustrating the general position and fit-out of the items described above. An advanced security and surveillance system will be installed, based on the model which has been successfully operating in the eastern states. The applicant's advanced system includes the following features:
 - 8.37.1. An Access Control System as follows:
 - 8.37.1.1. 24 hour entry system to the store including interface with the security system.
 - 8.37.1.2. A tamper switch will be applied to set off the alarm in the event of unauthorised removal of the panel front covers.
 - 8.37.2. CCTV system – 24-hour surveillance of the licensed area and entry and exits to the store, which will include the following:
 - 8.37.2.1. 11 active cameras will provide 24-hour surveillance with the digital video recorder.
 - 8.37.2.2. Two full body cameras located within the licensed area, one facing the checkout and another one facing the liquor shelf.
 - 8.37.2.3. The digital video recorder will be configured for motion detection to allow efficient review of any incidents.
 - 8.37.2.4. An appropriately sized hard disk will be installed to allow images to be retained on the digital video recorder for at least two weeks without greatly compromising recording quality.
 - 8.37.2.5. The CCTV flat panel monitor will be located in the office to provide real time monitoring to the store staff of the

¹¹⁰ A copy can be provided to the licensing authority on a confidential basis, if required, upon request

retail floor including the licensed area. This will include a play-back function.

- 8.37.3. The security system equipment will include the following:
 - 8.37.3.1. Passive Infra-Red Motion Detectors.
 - 8.37.3.2. Break glass detectors.
 - 8.37.3.3. Magnetic reed switches.
 - 8.37.3.4. Vibration detector.
 - 8.37.3.5. External strobe and siren.
 - 8.37.3.6. Security flashing lights and horns.
- 8.37.4. A back-to-base monitoring system which will raise a security alarm if the security system is armed and there is a breach. The back to base alarm will then send a patrol as well as notifying the manager, which will also activate an external strobe light and external siren.
- 8.38. The design and installation of the electronic security, access control and audible system shall comply with the requirements of all relevant standards and codes including but not limited to the following:
 - 8.38.1. Australian Standards AS/NZS 3000.
 - 8.38.2. State Service and Installation Rules.
 - 8.38.3. National Construction Code.
 - 8.38.4. Local and other authority services and installation rules.
 - 8.38.5. Australian Communications Authority.
 - 8.38.6. Work Cover Authority.
 - 8.38.7. Other relevant Australian standards.
- 8.39. ALDI liquor area design and layout facilitates an advanced level of security and surveillance. The store's design will make it extremely difficult for juveniles, drunk people or would-be thieves to gain access to the liquor area and go undetected. This will be achieved by virtue of the following factors:
 - 8.39.1. Customers will be required to walk well into the supermarket footprint under clear view of a combination of various cameras, staff monitoring them and other customers observing.
 - 8.39.2. Customers will be required to walk through the manned and monitored checkouts in order to exit the store. There will be no quick get-away option.
 - 8.39.3. The simple small layout of the liquor area will also ensure that it is not in any way attractive for juveniles, drunk people or would-be criminals nor a temptation for impulse procurement.
 - 8.39.4. The location tucked away in the far corner of the store.

9. Form 2A “Part 5 – Impact on the amenity, quiet or good order of the locality”

Form 2A “5.1 How will your premises design protect the amenity, quiet or good order of the locality?”

- 9.1. “The City [of Armadale] contains a diverse range of land uses and destinations, including 26 existing activity and retail centres, which is set to grow to 44 in future”.¹¹¹
- 9.2. The Haynes Shopping Centre precinct is part of an Activity Centre within the City of Armadale and forms a designated Neighbourhood Centre¹¹².
- 9.3. The Shopping Centre precinct is made up of a collection of buildings surrounded by a open-air parking.
- 9.4. The City has identified 44 “centres” within its jurisdiction and ranked them according to recommended indicative floorspace to be developed. The ranking reveals the level of importance by which each of the centres is regarded. Relevantly for this application Armadale is ranked first, Hilbert fourth and Haynes sixth¹¹³. These suburbs largely represent the s36B locality and 3km locality. This information confirms the important role and suitability of the applicant’s site, the need for ALDI Haynes to offer comprehensive services and the likelihood of the store catering for a significant patronage.
- 9.5. The Haynes Neighbourhood Centre has been classified as “large”¹¹⁴ and recognised as a “standout...highly successful centre”.¹¹⁵
- 9.6. The amenity of the 3km locality is largely residential. As described earlier in this PIA there are rural, retail and other land uses.
- 9.7. The following Google Maps images show various aspects of the area immediately surrounding the applicant’s site, including ample easy parking.

¹¹¹ WSP Local Bike Plan, revision E, November 2024, Attachment 1.1.1 of the City of Armadale Technical Services Committee Meeting 5 May 2025, at page 47 – copy available here: <https://my.armadale.wa.gov.au/service/search> and a PDF can be provided to the licensing authority if required, upon request

¹¹² City of Armadale, Armadale Retail (Commercial) Centres Strategy, version 4, January 2021 at pages 7 and 98 – copy available here: <https://my.armadale.wa.gov.au/service/retail-commercial-centres-strategy-2020> and a PDF can be provided to the licensing authority if required, upon request

¹¹³ City of Armadale, Armadale Retail (Commercial) Centres Strategy, version 4, January 2021 at page 8 – copy available here: <https://my.armadale.wa.gov.au/service/retail-commercial-centres-strategy-2020> and a PDF can be provided to the licensing authority if required, upon request

¹¹⁴ City of Armadale, Armadale Retail (Commercial) Centres Strategy, version 4, January 2021 at pages 63 and 98 – copy available here: <https://my.armadale.wa.gov.au/service/retail-commercial-centres-strategy-2020> and a PDF can be provided to the licensing authority if required, upon request

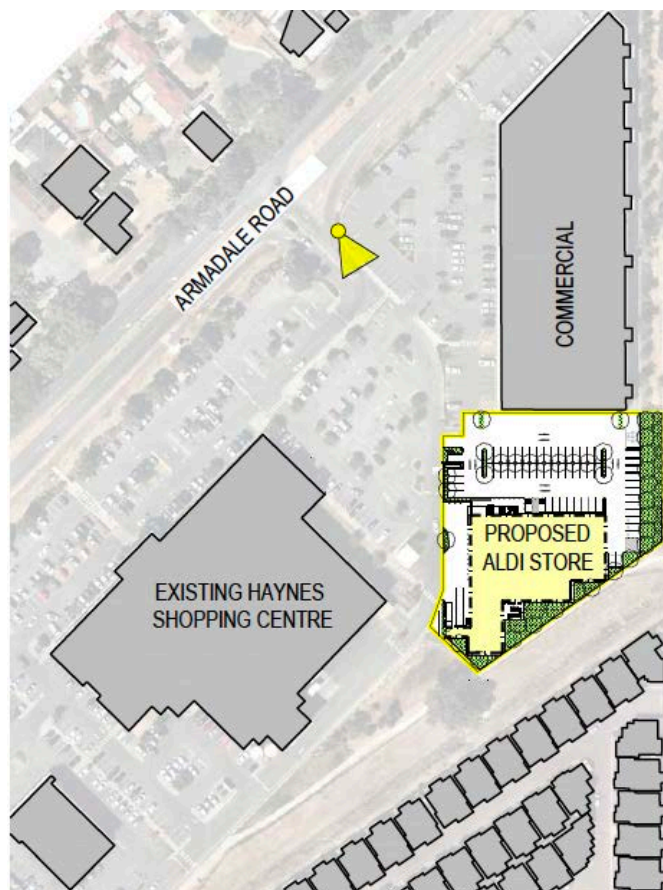
¹¹⁵ City of Armadale, Armadale Retail (Commercial) Centres Strategy, version 4, January 2021 at pages 57 and 58 – copy available here: <https://my.armadale.wa.gov.au/service/retail-commercial-centres-strategy-2020> and a PDF can be provided to the licensing authority if required, upon request

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- 9.8. The following images, extracted from the applicant's bundle of plans lodged with the application, show another aerial aspect of the shopping centre precinct (first image) and how the site will look from Armadale Road once the ALDI store has been completed (second image – showing the ALDI signage in the background, identified by the yellow arrow).





- 9.9. In addition to easy road access and plenty of spacious parking, public transport buses also stop regularly nearby along Armadale Road¹¹⁶.
- 9.10. ALDI Haynes, like all other ALDI stores will be designed, constructed and fitted out with high quality, fresh and inviting materials which will complement the existing businesses nearby. Artist sketches of what is proposed for the new Haynes store have been set out earlier on in this PIA.
- 9.11. The proposed liquor section will not have any external frontage, façade or overt signage. It will be contained inside the wider ALDI store footprint. The intended manner of trade is for the liquor service to complement the grocery and household offering in the supermarket. The premises will not operate as a stand-alone liquor outlet.
- 9.12. Given these circumstances, there will be no impact on the streetscape or external physical amenity whatsoever and so the amenity, quiet and good order of the 3km locality shall be entirely preserved.
- 9.13. Amongst this existing amenity, the ALDI liquor section will be an ideal addition from an operational perspective and in terms of enhancing services to the public. It will complement existing businesses at Haynes Shopping Centre and be totally consistent with nearby land-uses. From a visual, physical or streetscape perspective, the proposed licensed area will have no impact. It will not even be seen from anywhere other than well inside the ALDI supermarket.
- 9.14. Haynes Shopping Centre comprises a retail, food, beverage and commercial precinct which includes the Haynes Homemaker Centre. It is the second largest and most important retail and commercial site within the City of Armadale and

¹¹⁶ Bus route 529 stops at the shopping centre and other buses travel past along Armadale Road and through the area nearby

the 3km locality. It includes the following diverse range of businesses, supported by an enormous surrounding carpark:

9.14.1.	Coles supermarket	9.14.16.	Mr Noodles' House
9.14.2.	7 Eleven	9.14.17.	Pastacup
9.14.3.	Amcal Pharmacy	9.14.18.	Matty's Espresso Gelato Bar
9.14.4.	Haynes Medical Centre	9.14.19.	Subway
9.14.5.	Haynes Good News Agency Newspower	9.14.20.	KFC
9.14.6.	Ellia Barber Shop	9.14.21.	Shell service station
9.14.7.	Karizma Hair Studio	9.14.22.	BCF (Boating Camping Fishing)
9.14.8.	K&T Nails Spa	9.14.23.	Beacon Lighting
9.14.9.	Gift Box Australia	9.14.24.	Red Dot Home
9.14.10.	Bridgestone Select	9.14.25.	Petbarn
9.14.11.	AutoBahn	9.14.26.	Jaycar Electronics
9.14.12.	Autobarn	9.14.27.	BatteryWorld
9.14.13.	Bakers Delight	9.14.28.	3x ATMs (NAB, Westpac and Commonwealth)
9.14.14.	Pizza Hut		
9.14.15.	Guzman y Gomez Mexican Kitchen		

- 9.15. There are notable omissions from the range of services and facilities above, namely a liquor store and one-stop household/grocery/supermarket shop. ALDI Haynes, if approved, will fill this gap.
- 9.16. Despite the relatively tiny licensed area, of only approximately 48m², the ALDI Haynes liquor proposal will make a big and valuable contribution towards the services and facilities in the area.
- 9.17. The expert consumer survey found that 85% of local people consider that the ALDI liquor section will not lessen the amenity of the 3km locality.¹¹⁷
- 9.18. The following images¹¹⁸ depict aspects of the Haynes Shopping Centre precinct:

¹¹⁷ PRG report at para 4.6, page 29

¹¹⁸ First image: <https://www.haynesshoppingcentre.com.au/> and subsequent images from Google Maps

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- 9.19. The introduction of the proposed new retail outlet at a location undergoing considerable growth and development is more than entirely consistent and compatible. Such an advancement in local retail services is essential for a modern metropolitan area.
- 9.20. "The City is transforming, and over the next 30 years is expected to experience significant change in land use to accommodate anticipated growth in population. The City's population is forecast to grow...to just under 152,000 by 2041, making it the third fastest growing local government area (LGA) in WA. Much of the increase in population is projected to occur within the City's western suburbs including...Hilbert [and] Haynes"¹¹⁹.
- 9.21. Haynes and Hilbert have been confirmed as "major growth areas within the City boundary".¹²⁰

¹¹⁹ WSP Local Bike Plan, revision E, November 2024, Attachment 1.1.1 of the City of Armadale Technical Services Committee Meeting 5 May 2025, at page 48 – copy available here: <https://my.armadale.wa.gov.au/service/search> or a PDF can be provided to the licensing authority if required, upon request

¹²⁰ City of Armadale, Armadale Retail (Commercial) Centres Strategy, version 4, January 2021 at page 142 – copy available here: <https://my.armadale.wa.gov.au/service/retail-commercial-centres-strategy-2020> and a PDF can be provided to the licensing authority if required, upon request

- 9.22. “[The City of] Armadale’s growth is also reflected on its economy with a Gross Regional Product of \$3.76 billion in the year ending June 2023, growing 3.8% since the previous year. The area has become a pivotal centre including health care, education and training, distribution and warehousing, and construction - that’s exceptionally well connected to other centres in Perth through multiple high quality transport links... The value of building approvals within our City totalled \$518 billion worth of investment during 2023/24 FY. Residential approvals increased 27.5% than the previous year showing a strong outlook on this sector and the construction industry.”¹²¹

Strategic Metropolitan Centre

Armadale is a designated **Strategic Metropolitan Centre** in the State Government’s metropolitan plan Directions 2031 and Beyond. Strategic Metropolitan Centres status encourages government investment, and advances development opportunities for the area.

Less than a 30-minute drive from the Perth CBD, the Domestic and International Airports and major shipping ports of Fremantle and Kwinana, the Armadale City Centre is conveniently located at the crossroads of the Albany and South Western Highways, and Armadale Road.

As a modern city centre nestled amongst scenic parks, hills and picturesque valleys, the City of Armadale takes pride in its cultural heritage and unique community feel. The City’s semi-rural hills lifestyle has wide appeal and provides an important pillar for future investment attraction, particularly efforts to attract a greater diversity of professional workers and businesses to the area.

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- 9.23. Further submissions addressing the amenity issue under the Act and as referred to in the Form 2A are provided in the attached Legal Submissions.

10. Form 2A “Part 6 – Impact on the people who live or work nearby and whether they might suffer offence, annoyance, disturbance or inconvenience”

Form 2A “6.1 What actions will you take to minimise the impact on people who live or work nearby?”

- 10.1. ALDI has an excellent trading history. It is not known to be the cause of any offence, annoyance, disturbance or inconvenience in relation to any of its existing liquor store licences.
- 10.2. ALDI has carefully considered the impact that may be caused to people who reside or work in the vicinity of the proposed licensed premises in terms of how and in what circumstance, the sale and supply of liquor could potentially cause those people offence, annoyance, disturbance or inconvenience.
- 10.3. The liquor section proposed will not even be visible to people who live or work nearby unless they are shopping or working in the ALDI Haynes store.
- 10.4. It is not considered that there are any high risk factors associated with the ALDI application, for the various reasons referred to throughout this PIA. Despite that conclusion, the applicant acknowledges the potential for adverse effects from

¹²¹ <https://my.armadale.wa.gov.au/live-and-work/the-growth-of-armadale>

¹²² <https://my.armadale.wa.gov.au/live-and-work/the-growth-of-armadale>

any sale and supply of liquor and hence proposes to implement the following strategies to manage and minimise risks.

- 10.4.1. Maintaining a manner of trade which is low risk and low impact.
 - 10.4.2. Managing delivery times and methods in such a way as to minimise potential disturbance to others, even although there is no neighbour in close proximity.
 - 10.4.3. Implementing tried, tested and proven operational policies for overall management and conduct of business.
 - 10.4.4. Closely monitoring unaccompanied juveniles.
 - 10.4.5. Not stocking controversial liquor products and promotions designed to be attractive to juveniles.
 - 10.4.6. Maintaining a high standard of premises in terms of cleanliness, tidiness and overall quality, to indicate to patrons the operator's professional approach to management of the business.
 - 10.4.7. Employing only mature and skilled people to run the operation, all of whom will be presented in professional uniform. The staff will all be trained to be able to exhibit a high level of stock knowledge. These features will add an element of responsibility to the functioning and image of the business.
- 10.5. ALDI's advanced practises in terms of staff training will ensure that staff at ALDI Haynes will consistently enforce and uphold the licensee's policies and philosophies for a compliant business which focuses on integrating with the local community. The applicant values its excellent reputation as an upstanding corporate citizen and employees will continue to be trained to uphold reputation and share in ALDI's core values.
- 10.6. No high risk factors associated with the liquor store proposal in this case have arisen in preparing this PIA, especially given ALDI's trading history. The small risk factor that does exist, as with any licensed premises, will be closely monitored and carefully managed in any event.

11. Form 2A "Part 7 – Impact on tourism, culture and the community"

Form 2A "7.1 Are there any tourism, cultural and community benefits that would result from the grant of your application?"

- 11.1. People living in, near and visiting the 3km locality stands to benefit enormously from the introduction of the ALDI liquor service. The public will have the demand met and enjoy the well-known ALDI liquor products and services in their area which have been relished by other Australians elsewhere for many years.
- 11.2. The 3km locality offers a selection of retail products and services, but ALDI liquor is a notable omission which this application will rectify if approved.

- 11.3. ALDI is still relatively new to the WA market compared to other retailers. The opening of ALDI stores in Western Australia has been met with great enthusiasm by customers from across the metropolitan area. When the first ALDI stores in WA started trading in June 2016, members of the public queued up for hours, in winter, before the stores opened, as seen in the photographs below¹²³.



- 11.4. Clearly ALDI's positive reputation preceded itself and since then, as addressed earlier in this PIA, ALDI has grown and cemented itself in the WA market as a sought-after retailer. In the first six months of trade in Western Australia, more than 3.2 million customers were served at ALDI stores. The ALDI Cloverdale store transacted a staggering 156,338 customers in just 69 days of trading, which is an average of 2,266 customers per day.¹²⁴
- 11.5. The licensing authority is entitled to take into account the popularity of similar services provided at other locations when assessing whether the proposed services will be in the public interest at this particular location.¹²⁵
- 11.6. The growth and success of ALDI has resulted in tremendous employment benefits for Western Australians. The applicant currently employs approximately 1,000 people in WA. The approval of this application will generate further employment opportunities for people to work with ALDI. This fact benefits people in the 3km locality who identify as being unemployed¹²⁶.

¹²³ <https://www.watoday.com.au/national/western-australia/keen-shoppers-brave-cold-for-opening-of-perth-aldi-stores-20160608-gpe297.html>

¹²⁴ Evidence available if required, upon request

¹²⁵ *Woolworths Ltd v Director of Liquor Licensing* [2013] WASCA 227 [77] (Buss JA)

¹²⁶ As referred to earlier in this PIA; ABS Census

- 11.7. The consumer evidence in this case is clear, directly on-point and compelling. Hundreds of members of the local community have expressed a strong demand for the ALDI liquor products and service.
- 11.8. "It is clear that the great majority of packaged liquor buyers residing within the 3km locality would shop for their packaged liquor requirements from the Haynes ALDI liquor section if it was established. Slightly over a third (36%) would do so at least once a fortnight, 64% at least once a month and 97% on at least some occasions, should the liquor section be established within the proposed Haynes ALDI store... The clear suggestion is that the Haynes ALDI liquor section would better meet their packaged liquor requirements than the currently available Haynes liquor outlets"¹²⁷.
- 11.9. As referred to elsewhere in this PIA, locals are currently purchasing liquor outside of their neighbourhood, at other ALDI outlets several kilometres away.
- 11.10. Further submissions referring to the consumer evidence have been provided elsewhere in this document and in the attached Legal Submissions.
- 11.11. ALDI is a major supporter of local communities and Australian businesses. This proposition is explained by the following published ALDI policy.



Supporting local, because after all we're locals too

At the Heart of Our Local Communities

We know that we are only as strong as the communities in which we operate. We will always support our local communities through high-quality employment opportunities, long-term supplier relationships, and by partnering with local charities and community groups.

Prioritising Australian Made

Australian-made products are always our first choice when sourcing items for our stores. That's not just because Aussie-made foods represent some of the highest-quality products in the world, but also because supporting our community is the right thing to do.

We're proud to support Australian suppliers and manufacturers, and we only source from overseas when we can't find the item, quality, efficiency or innovation we seek here in Australia.

Look out for the Made in Australia logo in all ALDI Stores. We also support the Buy West, East Best logo in our Western Australian stores, and the South Australian State Brand in our South Australian stores.

Supporting Aussie Businesses

Since opening in 2001, we have built long-term relationships with nearly 1,000 farmers, producers and manufacturers in every state and territory, supporting them with reduced competition, simplified processes, and high-volume, timely, and consistent orders.

Creating Change In Our Communities

As we expand across Australia, we believe it's important to give back to the local communities that support us. We have a number of charity partnerships and projects designed to create sustainable, positive change in our local areas. Keep reading below to find out more:

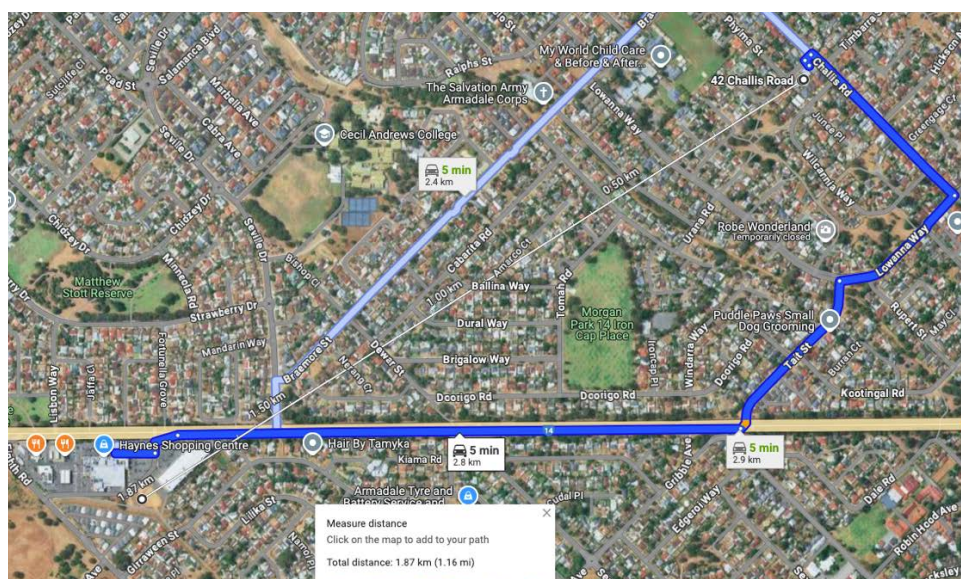
- 11.12. The grant of the licence will enhance and facilitate ALDI's involvement in the 3km locality. The local community will be the beneficiary of this.

¹²⁷ PRG report at para 4.5.3 on page 27

- 11.13. The 3km locality stands to reap many benefits from the approval of this application. The small and modest liquor service has the capacity to make a great impact in terms of choice, diversity, competition, convenience, development of the area and relevant industries and satisfying unmet consumer demand and requirement.

Form 2A “7.2 If you have any other information to provide in support of your application, include it here”

- 11.14. ALDI operates with liquor at nearly 350 locations across Australia. As stated previously, 34 of those are in WA. In the eastern states, nearly every ALDI store contains a liquor section.
- 11.15. The ALDI liquor model, now well-known and established in Western Australia, has been carefully designed to complement the supermarket and special buys. ALDI's particular products and services provide adult shoppers with superior shopping convenience through being able to access a highly diverse range of value-for-money household and consumable products at the one location.
- 11.16. There is currently only one packaged liquor licence catering for the more than 11,000 people living in the s36B locality and that is a tavern bottleshop¹²⁸.
- 11.17. There are only seven packaged liquor licences catering for the near-36,000 people living in the 3km locality, of which four premises are located nearly 3km away from the ALDI Haynes site. Collectively they offer a relatively rudimentary product selection¹²⁹.
- 11.18. 42 On Challis is the only liquor store within 2km of where ALDI Haynes will be located and it is approximately 1.8km away, as the crow flies, across the other side of the busy Armadale Road, a whole suburb away. The driving distance and route is much greater than the straight line distance, as depicted in the following Google Maps image:



¹²⁸ Based on the information and evidence cited earlier on in this PIA

¹²⁹ Based on the information and evidence cited earlier on in this PIA

- 11.19. The existing outlets can do little, if anything, for the thousands of people reasonably anticipated to be shopping at ALDI Haynes each week (on average), who are expected to be seeking and presuming the availability of one-stop shopping. Those outlets certainly do not address the demand for ALDI exclusive liquor.
- 11.20. The enormous population numbers and growth are currently being supported by a very small number of and limited diversity in packaged liquor.
- 11.21. The addition of the ALDI liquor section at the Haynes Shopping Centre precinct will, in effect, result in a self-sufficient, convenient retail outlet. Responsible adults living locally will be able to browse and purchase food – fresh, frozen and non-perishable – homewares, tools, gardening equipment, clothing, leisure items, sporting gear, toys, other products and liquor all in one trolley.
- 11.22. The following results in the expert consumer research carried out in the preparation of this application confirm that local shoppers are mostly already familiar with the proposed liquor store model and products, have travelled well outside of their area to access ALDI liquor products and services and very much need and demand the service within their own community:
- 11.22.1. 71% “have previously been in an ALDI store that has a packaged liquor section”¹³⁰.
- 11.22.2. 49% “have previously consumed ALDI exclusive liquor products that had been purchased from a licensed WA ALDI store”¹³¹.
- 11.22.3. 65-85% (mostly 73-85%) like the various key attributes of the ALDI liquor model¹³².
- 11.22.4. 97% said they will shop in the ALDI Haynes liquor section at least sometimes. 64% at least once a month and 36% at least one a fortnight. These percentages represent hundreds of people.
- 11.23. The evidence indicates that a high proportion of packaged liquor buyers in the 3km locality are currently going to the trouble and effort of visiting other ALDI stores elsewhere to access ALDI's particular liquor products and services which are not currently available in or near the proposed new site. The approval of this application will reduce or even eliminate this unhappy leakage factor. Given that the nearest ALDI store with liquor is over 6km away (straight line) and around 9km (and 15 minutes) by car (one way), across several suburbs and main roads, the approval of ALDI Haynes will solve this considerable inconvenience which is somewhat archaic for the otherwise modern local community.

¹³⁰ PRG report para 4.2 at page 15

¹³¹ PRG report para 4.3.1 at page 17

¹³² PRG report para 4.4 at pages 19-23

- 11.24. National Liquor News recently reported the following statements and quotes¹³³ which corroborate various points made in this PIA and further support the application:
- 11.24.1. "ALDI's reputation for value attracts customers, with growth outpacing the market without relying on aggressive promotions."
 - 11.24.2. "In 2024, ALDI's liquor business saw significant growth, particularly in spirits, with whisk(e)y and vodka performing strongly...Paul Handley, ALDI Liquor Expert, noted the success was partly driven by increased foot traffic from ALDI's grocery offering."
 - 11.24.3. "ALDI's reputation for delivering value has been key to attracting more customers to its liquor range".
 - 11.24.4. "[Paul] Handley [ALDI Liquor Expert] explained that ALDI's liquor strategy sets it apart from competitors...'*We don't try to attract customers into our stores with crazy pricing to shop our liquor offer – they are already there in large numbers to do their grocery shopping. Customers know that our tightly curated range represents great value – both across the core range as well as our seasonal and specials programmes*'. "
 - 11.24.5. "Amid ongoing cost-of-living pressures, ALDI is committed to offering high-quality products at competitive prices."
 - 11.24.6. "As ALDI continues to innovate and focus on value, sustainability, and growth in the liquor market, it is well-positioned for further success in 2025. '*At a time when shoppers are continuously seeking better value, we have never been more aware of the need to continue to deliver on our promise to offer Aussies the highest quality products at the lowest possible prices,*' [Paul] Handley [ALDI Liquor Expert] concluded."

12. Local packaged liquor requirements - section 36B of the Act

- 12.1. Section 36B of the Act deals with packaged liquor sold and supplied for take-away purposes for consumption off the premises and it also deals with premises authorised, or proposed to be authorised, to sell and supply packaged liquor.
- 12.2. Pursuant to section 36B(1), "packaged liquor premises means premises to which a licence referred to in subsection (2) relates". Section 36B(2) expressly states that section 36B applies to an application for a liquor store class of licence
- 12.3. Section 36B(4) of the Act provides that "[t]he licensing authority must not grant an application to which [section 36B] applies unless satisfied that local packaged liquor requirements cannot reasonably be met by existing packaged

¹³³ "ALDI's liquor growth strategy for 2025", Deborah Jackson, National Liquor News, 15 April 2025 (<https://theshout.com.au/national-liquor-news/aldis-liquor-growth-strategy-for-2025/#:~:text=Growth%20Strategy%3A%20Plans%20to%20convert,practices%20to%20reduce%20environmental%20impact.>)

liquor premises in the locality in which the proposed licensed premises are, or are to be, situated".

- 12.4. Section 36B(4) "imposes a meaningful additional hurdle"¹³⁴ to the section 38 public interest test.
- 12.5. Section 36B has been said to have been intended to "enable the licensing authority to manage the number of packaged liquor outlets where sufficient outlets already exist within a locality"¹³⁵.
- 12.6. No issue arises in respect of section 36B(3) of the Act in this case. The proposed packaged liquor service will not comprise a retail area that is of the prescribed size. In fact, the retail area will be significant less and only a tiny fraction of the prescribed area. Therefore, the application is eligible to be heard and determined.
- 12.7. The application for ALDI Haynes is far from a proposal for a full and traditional liquor store licence. The packaged liquor to be available will be of a discrete and limited nature. The full ambit of "liquor" and traditional liquor store features will not be available in this case, whilst several alternative features will be provided.
- 12.8. The licensing authority has determined that under section 36B of the Act a packaged liquor specialist, involving a narrow and discrete range, can be approved to hold a licence for a packaged liquor premises in appropriate cases and that an application may satisfy section 36B and be granted where the particular type of packaged liquor to be sold and supplied under the licence is limited and defined¹³⁶. Most relevantly, that has included approval for an ALDI licence under the current law¹³⁷. This present application falls squarely within that realm and is in fact a stand-out example of such an outlet.
- 12.9. With reference to the outlet density information and evidence referred to in this PIA, the relevant "packaged liquor premises" to be considered in the context of this case in terms of section 36B is only Haynes Bar & Grill at 131 Eighth Road, Armadale, referred to earlier in this PIA. This premises includes a Thirsty Camel branded drive-thru bottleshop which is part of a pub-style tavern with TAB. Google Maps images of the premises are depicted below, where the drive-thru bottleshop entry can be seen in the second picture.

¹³⁴ Liquorland Karrinyup [75] (Archer J)

¹³⁵ Explanatory Memorandum, Liquor Control Amendment Bill 2018 at page 1

¹³⁶ For example, Commune Wine Store (Maylands - 60321533920), Costco Wholesale (Perth Airport - 603213623419), Costco Wholesale (Casuarina - 603217776421), Pirate Life Perth (602213750319), Cherubino City Cellar (602215063820), Kakka Alley Brewing Co (602215442820), Casa Perth (602215763420), Gage Roads Brew Co (602216177321), Mane Osborne Park (603218426322), Commune Wine Store (Subiaco - 603220029123), Rocky Ridge Duncraig (602219804523) and Mane Bicton (603221936524)

¹³⁷ ALDI Yanchep (603220993723)



- 12.10. Haynes Bar & Grill operates from a standalone building within the Haynes Shopping Centre precinct, as shown below by the red balloon.



- 12.11. This single existing premises does not, nor is even able to, sell or supply the applicant's exclusive range or provide one-stop household shopping.
- 12.12. The Haynes Bar & Grill bottleshop sells various types of other liquor but no ALDI products and ALDI won't sell almost 100% of their products. As addressed earlier in this PIA, multiple other factors also differentiate the existing and proposed liquor models. In fact, there can hardly be any meaningful comparison.

- 12.13. With reference to the 3km locality, there are only seven packaged liquor licences in total, catering for nearly 36,000 residents, of which four are located close to 3km away from the ALDI Haynes site¹³⁸. To reiterate, the existing packaged premises are:

Premises name	Licence type	Address	Distance from ALDI Haynes site (approx. straight line)
Haynes Bar & Grill	Tavern	131 Eighth Road, Armadale	240m
The Dale Bar & Bistro	Tavern	229 Jull Street, Armadale	2.6km
Bottle-O Armadale	Liquor store	142 Jull Street, Armadale	2.8km
Liquorland Armadale	Liquor store	Armadale Forum Shopping Arcade, Jull Street, Armadale	2.7km
42 On Challis	Liquor store	42 Challis Road, Armadale	1.8km
BWS – Beer Wine Spirits Armadale	Liquor store	Armadale Shopping City, cnr Neerigen Street and Orchard Avenue, Armadale	2.6km
Liquorland North Armadale	Liquor store	cnr Champion Drive and Seville Drive, Armadale	2.3km

- 12.14. Like Haynes Bar & Grill, The Dale Bar & Bistro also operates with a Thirsty Camel branded drive-thru bottleshop.
- 12.15. The Haynes Bar & Grill is within the Haynes Shopping Centre precinct and relatively close to where ALDI Haynes is being built, however, it cannot offer the following key features which will be available at ALDI Haynes:
- 12.15.1. ALDI exclusive products.
 - 12.15.2. One-stop-shopping.
 - 12.15.3. Dedicated retail browsing.
 - 12.15.4. A take-away liquor service separate from dining, drinking, public bar and TAB.
- 12.16. The seven existing premises represent only five different brands/store models.
- 12.17. The licensing authority is presumably well versed in the usual product ranges of Thirsty Camel, Bottle-O, Liquorland and BWS which comprise almost entirely of a relatively mainstream, mass-produced selection of commonly known products across a variety of liquor types in terms of beer, wine and spirits.
- 12.18. In respect of the BWS specifically, the Liquor Commission found in ALDI Harrisdale that there “is a significant diversity between the products sold by ALDI and the BWS store.”¹³⁹.
- 12.19. 42 On Challis offers a more diverse range and is the only liquor store within 2km of where ALDI Haynes will be located. It is approximately 1.8km away, as the

¹³⁸ Based on the information and evidence cited earlier on in this PIA

¹³⁹ [43(g)]

crow flies, across the other side of the busy Armadale Road, a whole suburb away.

- 12.20. All existing premises sell various types of packaged liquor but no ALDI products.
- 12.21. Almost 100% of the existing product range available across the seven outlets will not be available at ALDI Haynes.
- 12.22. 86% of people surveyed by the expert market researcher in this case at least tended to agree and 51% completely agreed, that the applicant will offer many brands and products not available elsewhere (other than at another ALDI store)¹⁴⁰.
- 12.23. Also identified in the consumer survey is that "three out of four (74%) packaged liquor buyers believe that a liquor section in the proposed Haynes ALDI store would be different from the current liquor outlets within the 3km locality. This proportion is slightly elevated to 78% amongst liquor buyers who have been in a licenced ALDI store, and increases to 84% amongst those who have consumed ALDI liquor products purchased in a WA ALDI store."¹⁴¹
- 12.24. The current travelling requirement for those in the relevant community seeking ALDI's liquor range from the nearest outlet in Harrisdale, is timely, expensive, inconvenient and certainly undesirable.
- 12.25. It is highly inconvenient for people in and near Haynes and the surrounding area to access a modern level of meaningful choice in packaged liquor.
- 12.26. Given the growth and development of the Haynes district and wider surrounding area in recent years and contemporary expectations for a built-up metropolitan community, it is essential that the neighbourhood have ready access to usual modern conveniences. It is unreasonable for people living in, working in and visiting the s36B locality in particular and also the 3km locality, to be denied meaningful choice, diversity and competition in packaged liquor as are enjoyed by communities elsewhere.
- 12.27. The applicant is very conscious of the higher crime rates in some parts of the 3km locality and adverse health conditions associated with liquor which may be experienced by some local people. Balancing these factors with the retail needs of the growing population is essential and the applicant is acutely mindful of this. Any additional liquor outlet into the area should incorporate a high degree of risk management, which ALDI Haynes proposes to do. It is respectfully submitted that the ALDI Haynes liquor proposal is ideal for these circumstances. The small size, location, manner of trade and special trading conditions will provide useful and convenient products and services without an imposing impact. It is further submitted that the City of Armadale's inclusion of

¹⁴⁰ PRG report at para 4.3.2 at page 18

¹⁴¹ PRG report at para 4.5.2 at page 26

"liquor store (small)" as a permitted usage for the site within its planning approval for the ALDI Haynes development confirms this¹⁴².

- 12.28. It is an essential consideration in this case that "the phrase 'requirements of consumers for packaged liquor' in the definition of 'local packaged liquor requirements' in s 36B(1) of the Act is *not* limited in its scope to the physical item or product of packaged liquor"¹⁴³.
- 12.29. The evidence of the requirements of consumers, as referred to in this PIA, is very clearly that they require the applicant's particular range and associated products and services to be available to purchase for take-away purposes from the ALDI Haynes store.
- 12.30. As identified previously, almost 100% of applicant's stock range will be unavailable elsewhere in the 3km locality and beyond, up to over 6km. This is a striking factor in this case.
- 12.31. To reiterate, the following are key distinguishing features of the ALDI liquor proposal:
- 12.31.1. The majority of ALDI's products are exclusive and not available at any of the other liquor outlets.
 - 12.31.2. The licensed area will only comprise approximately 48m², being significantly smaller than many of the other packaged liquor outlets. The bespoke ALDI liquor section will be an ancillary but highly valuable component of its overall service.
 - 12.31.3. There will be no refrigerated liquor products at ALDI Haynes. This is a harm minimising feature of the ALDI liquor service and speaks to its genuine intention to complement its household and grocery offering.
 - 12.31.4. None of the other packaged liquor outlets can offer one-stop-shopping convenience to ALDI shoppers.
- 12.32. Situated within the free-standing ALDI store, the inclusion of the ALDI liquor section at Haynes will, in effect, result in a self-sufficient retail outlet. Responsible adults living locally will, for the first time in their area, be able to browse and purchase food – fresh, frozen and non-perishable – homewares, tools, gardening equipment, clothing, leisure items, sporting gear, toys, other products and liquor all in one trolley.
- 12.33. Further and more detailed submissions regarding section 36B of the Act are contained in the attached Legal Submissions.

13. Sections 5, 33, 36B and 38 of the Act

- 13.1. Relevant provisions of the Act have been taken into consideration in the preparation of the application, including sections 5, 33, 36B and 38. Submissions addressing those and other relevant provisions in the Act have been briefly

¹⁴² A copy of the planning approval, dated 12 February 2025, has been lodged with the application in the usual manner

¹⁴³ Liquorland Karrinyup [108] (Archer, J)

referred to in this document and are detailed in a separate set of Legal Submissions lodged with the application.

- 13.2. It is respectfully submitted that the licensing authority should be easily satisfied that in relation to ALDI Haynes, because the evidence shows substantially more than “trifling” and “considerable” requirements, the applicant has far exceeded the legislative high bar¹⁴⁴ for the grant of the licence.

14. Conclusion

- 14.1. This PIA responds to the Form 2A in full measure and addresses relevant sections of the Act with specific reference to particulars of the application.
- 14.2. The applicant has paid close regard to a wide variety of relevant public interest factors, both positive and negative and has presented a comprehensive proposal for the grant.
- 14.3. The ALDI Haynes liquor service will be unique, not only in the s36B locality but also in the 3km locality and beyond. The products and style of operation will be almost entirely unlike the limited existing products and services available to the rapidly growing community.
- 14.4. As stated previously, what is proposed is a modest liquor range comprising largely of award winning, value-for-money, exclusive products, through a modern one-stop-shop concept that has the potential to offer an unrivalled level of convenience for shoppers in and around Haynes and has been proven very popular elsewhere.
- 14.5. This PIA, together with the attachments referred to within, provide strong support for the application. Among the evidence is the following snapshot conclusion in the expert consumer survey report¹⁴⁵:

2.0 Executive Summary

The survey of adult residents of the 3km radius locality showed considerable support for and intended use of the proposed liquor section for the proposed Haynes ALDI store. Eighty-two per cent of residents indicated that they purchase packaged liquor products, 71% indicate that they have previously shopped in a Western Australia ALDI that had a liquor section, and 49% reported that they had consumed exclusive ALDI liquor products purchased from a WA ALDI store with a liquor licence.

These experiences served to ensure that, in a very great measure, residents’ comments on and attitudes towards aspects of the proposed ALDI liquor section were based on first-hand knowledge of the ALDI liquor retailing environment and products.

- 14.6. The licensing authority should be able to find as follows in this case, just as it did in ALDI Harrisdale where the liquor store model in question is virtually the same:
- “The granting of a licence for the selling of packaged liquor in a floor space of [43] square metres would not result in a proliferation of liquor stores within the locality or a proliferation of liquor within the locality. To the

¹⁴⁴ Liquorland Southern River [136] [137] (Lemonis J)

¹⁴⁵ PRG report at page 6

contrary, given the nature of products to be sold by the applicant it will add to the diversity of products on offer and allow greater choice for consumers of liquor, thus being consistent with the primary object set out in section 5(1)(c) of the Act."¹⁴⁶

- 14.7. Further submissions addressing conclusions to be drawn from the information contained in this PIA and supporting the grant of the licence as proposed are contained in the applicant's separate set of Legal Submissions.

Dated 12 June 2025



Jessica Patterson Law & Consultancy Pty Ltd
Law practice acting for the applicant

Attachments	
No.	Title/description
1.	Offence Data Summary
2.	PRG report
3.	Stocklist, including identification of the ALDI exclusive products (subject to change)
4.	List of awards received by ALDI
5.	9 News Perth Facebook, 15 June 2016
6.	Legal Submissions dated 12 June 2024

¹⁴⁶ [42]