

Section 36B(4) Submission – Packaged Liquor Requirements of the Public

Applicant:	Mopane Resources Pty. Ltd.
Application Number:	347357
Date:	10 July 2026

In accordance with s36B(4) of the Liquor Control Act 1988, the applicant submits that the packaged-liquor requirements of the public **cannot reasonably be met** by existing packaged-liquor premises within the defined 3km locality surrounding 660 Great Northern Highway, Herne Hill. The evidence demonstrates a clear gap in the availability of curated, tourism-aligned, locally focused packaged liquor offerings, particularly those paired with artisan cheese and delivered in a family-friendly environment.

1. Limited availability of general packaged-liquor retail within the locality

Within the 3km locality, there is **only one traditional packaged-liquor retailer**:

- **Rakish Cellarbrations Liquor**, Baskerville.

This outlet provides a **general liquor retail offering** and does not supply:

- curated Swan Valley wines
- cheese-pairing beverages
- boutique, small-batch WA spirits
- tourism-aligned premium products
- educational tasting experiences

The applicant's Form 2A confirms:

"This is the only traditional liquor store within the locality."

The limited presence of general packaged-liquor retail means the public's requirements for specialised, locally focused products cannot reasonably be met.

2. Existing liquor-selling venues are producer-only and inherently limited

The remaining 15 premises identified in the locality consist of **cellar doors, distilleries, and breweries**, each selling **only its own products**. These venues do not function as general packaged-liquor outlets.

As stated in the Form 2A:

“These venues sell only their own products and do not function as general packaged-liquor outlets.”

Consequently:

- No venue offers cross-producer Swan Valley wine curation.
- No venue offers cheese-pairing selections.
- No venue integrates food tourism with packaged liquor.
- No venue provides a multi-producer selection of premium WA spirits.
- No venue offers a family-friendly, daytime tasting environment linked to a major food attraction.

Producer-only venues cannot reasonably meet the public’s packaged-liquor requirements because they are structurally limited to their own product lines.

3. No premises north of the river offer curated Swan Valley wines paired with artisan cheese

The applicant proposes a unique offering not available anywhere north of the river:

- curated Swan Valley wines from multiple producers
- paired specifically with Harvey Cheese’s award-winning cheeses
- premium WA spirits from St Duke’s Distillery
- educational tastings in a controlled, low-risk environment
- packaged liquor aligned with Swan Valley tourism expectations

This combination does not exist elsewhere in the locality or the broader northern corridor. The public cannot reasonably meet these requirements through existing premises.

4. Objective evidence demonstrates unmet public demand

The applicant conducted a community survey (48 respondents), providing objective evidence as encouraged by the Director’s policy. Key findings include:

- **100% of respondents supported alcohol tastings.**
- **100% reported no concerns** regarding tastings.
- Visitors overwhelmingly described the venue as **family-friendly, safe, relaxed, and tourist-focused.**
- Numerous respondents expressed enthusiasm for **wine and cheese pairing, gin tastings, and local product availability.**
- A significant proportion of respondents visit **monthly or more**, demonstrating ongoing demand.

Examples from the survey include:

“Looking forward to a cheese and wine tasting experience.” “Bring it on... cheese and wine – no brainer.” “This area could use some diverse venues to build the winery culture already known to the area.”

This objective evidence demonstrates that the public’s packaged-liquor requirements, specifically for curated local wines, cheese-pairing beverages, and boutique spirits, are not being met by existing premises.

5. Harvey Cheese is a major tourism anchor; existing premises cannot service its visitor base

Harvey Cheese is one of the Swan Valley’s most visited destinations, attracting thousands of visitors weekly. These visitors cannot reasonably meet their packaged-liquor requirements elsewhere because:

- Producer-only venues do not offer curated selections.
- Rakish Cellarbrations does not offer Swan Valley wine curation or cheese pairing.
- No venue integrates food tourism with premium packaged liquor.
- No venue provides a safe, family-friendly tasting environment aligned with daytime tourism.

Visitors expect to purchase local wines and spirits **at the same location** where they enjoy cheese tastings, gelato, toasties, and Swan Valley produce. Existing premises cannot meet this integrated tourism requirement.

6. The proposed outlet is small-format, low-risk, and non-duplicative

The Form 2A states:

“The proposed outlet is a small-format, specialty outlet offering a curated selection of local artisanal spirits, cheese-pairing products, and Swan Valley producer goods not available from any other premises.”

This means:

- The outlet does not increase general outlet density.
- It does not duplicate existing liquor stores.
- It fills a clear, unmet public need.
- It supports local producers and enhances tourism.

7. Conclusion

Based on the evidence, the applicant submits that the packaged-liquor requirements of the public **cannot reasonably be met** by existing premises within the locality because:

- Only one general liquor store exists, offering mainstream products only.
- All other venues are producer-only and inherently limited.

- No venue north of the river offers curated Swan Valley wines paired with cheese.
- No venue integrates food tourism with premium packaged liquor.
- Survey data demonstrates overwhelming public demand for curated local products.
- Harvey Cheese's substantial visitor base cannot meet its packaged-liquor needs elsewhere.
- The proposed outlet is unique, low-risk, and non-duplicative.

Accordingly, the grant of the packaged-liquor licence is necessary to meet demonstrated public requirements and will contribute positively to the proper development of the liquor, hospitality, and tourism industries in Western Australia.