



PUBLIC INTEREST ASSESSMENT

Application for a Liquor Store Licence (Small Format)

Packaged Specialty Sri Lankan Beer and Spirits – Off-premises Consumption Only

Colombo Express Bakery and Grocery Pty Ltd

Shop 9, 134 Westfield Street, Maddington WA 6109

Date: 25th June 2026

INTRODUCTION

This Public Interest Assessment (PIA) has been prepared in support of an application by Colombo Express Bakery and Grocery Pty Ltd (The applicant) for a **Liquor Store Licence (Small Format)** to permit the sale of a limited range of authentic Sri Lankan packaged beer and spirits for **off-premises consumption only**, as a secondary and ancillary component of its existing bakery and grocery business.

This assessment has been prepared with reference to the requirements of the Liquor Control Act 1988 (WA) and addresses the public interest considerations relevant to the application, including the proposed manner of trade, local packaged liquor requirements, proximity to existing packaged liquor premises, harm minimisation, community amenity and the cultural and community benefits of the proposal.

PART 1 – APPLICATION DETAILS

- Applicant Name: Colombo Express Bakery and Grocery Pty Ltd
- Licence Type: Liquor Store
- Licence being applied for: New Licence
- Address of Proposed Premises: Maddington Village Shopping Centre, Shop 9, 134 Westfield Street, Maddington WA 6109

The business currently services a loyal and predominantly Sri Lankan and South Asian customer base.

PART 2 – MANNER OF TRADE

2.1 Proposed manner of trade and target client base

The applicant proposes to introduce a limited range of authentic Sri Lankan beers and spirits imported through authorised Australian distributors. Liquor sales will be strictly for off-premises consumption and will

remain an ancillary component of the existing bakery and grocery business, serving primarily customers purchasing Sri Lankan grocery products.

Liquor sales will:

- Be ancillary to grocery retail
- Not constitute the primary business activity
- Be limited in scale and product range

The proposal is for a small-format packaged liquor offering (appx. 12 sqm) integrated within an existing grocery business.

- Packaged liquor sales only (takeaway)
- No on-site consumption, tastings, or dining
- No liquor-focused promotions encouraging excessive consumption or grocery items
- Trading hours aligned with its current grocery trading hours

The proposal is intended to enhance customer convenience by enabling existing customers to purchase culturally complementary grocery and liquor products during a single shopping visit.

Liquor sales are intended to complement grocery purchases and primarily serve customers visiting the premises to purchase Sri Lankan grocery and bakery products. The business does not intend to operate as a destination packaged liquor outlet.

2.2 Description of the premises

The proposed licensed area comprises **approximately 12 square metres** within the existing bakery and grocery premises and will operate under a secure "store-within-a-store" model. The licensed area is physically separated from the remainder of the premises and incorporates CCTV surveillance, passive observation from the main retail area and controlled staff supervision.

Liquor products will not be available through unrestricted self-service. All sales will be conducted by RSA-trained staff under the supervision of an Approved Manager whenever liquor is sold.

Customers will enter the licensed area only as part of their normal grocery shopping. As liquor is supplied solely for off-premises consumption, no patron capacity is proposed.

A floor plan of the proposed licensed area and a locality map are provided as separate attachments forming part of this submission for reference.

Appendix A: Floor Plan of the Proposed Liquor Area

Appendix B: Locality Map (Maddington Village, 134 Westfield Street MADDINGTON WA 6109)

2.3 Existing licensed premises

A Cellarbrations packaged liquor outlet operates within Maddington Village (Address: Cellarbrations Maddington Village, 134 Westfield Street Maddington WA 6109) and provides a broad range of mainstream Australian and international beer, wine and spirits.

However, the Applicant's proposal is materially different. The applicant seeks to supply a highly specialised and limited range of authentic Sri Lankan beers and spirits that complement its established Sri Lankan grocery business and cater to the specific requirements of its existing customer base.

Based on observations of the nearby packaged liquor outlet and publicly available product information available at the time of preparing this assessment, these Sri Lankan specialty products do not appear to form part of its regular product range.

Accordingly, while mainstream packaged liquor is readily available within the locality, the specific consumer requirements for authentic Sri Lankan packaged liquor products are not reasonably met by existing packaged liquor premises.

Comparison of Proposed Product Range with Existing Packaged Liquor Outlet:

Product Category	Colombo Express Proposal	Nearby Cellarbrations*
Sri Lankan Specialty Spirits	✓ Proposed	✗ Not currently stocked
Authentic Sri Lankan Beer Brands	✓ Proposed	✗ Not currently stocked
Sri Lankan Arrack (traditional coconut-based spirits)	✓ Proposed	✗ Not currently stocked
Mainstream Australian Beer	No	✓ Yes
Mainstream Wines	No	✓ Yes
Local and Broad International Liquor Range	No	✓ Yes

**Based on observations of the nearby store and publicly available product information at the time of preparing this assessment.*

The proposed product range has been selected to complement Colombo Express' existing specialty grocery offering rather than replicate the extensive mainstream product range already available within the locality.

The proposed range is expected to include well-known Sri Lankan brands such as **Special Arrack, Old Reserve Premium Arrack, VSOA (DCSL), Lion Lager Beer, Lion Strong Beer** and **Lion Stout Beer**, together with other authentic Sri Lankan products that may become available through authorised Australian importers.

The applicant acknowledges that existing packaged liquor premises satisfy general consumer demand for mainstream liquor products. However, they do not currently satisfy the specific consumer requirements for authentic Sri Lankan packaged liquor products sought by the applicant's established customer base.

The applicant operates as a specialist Sri Lankan bakery and grocery retailer serving an established customer base within the Perth metropolitan area. The business has developed a strong reputation for supplying authentic Sri Lankan food and grocery products that are not generally available through mainstream supermarkets.

Based on ongoing customer interactions and trading experience, there is a demonstrated and increasing interest from customers in purchasing complementary Sri Lankan packaged liquor products, including authentic Sri Lankan beers and spirits, as part of the same cultural shopping experience.

The proposed liquor range has therefore been carefully selected to respond to this existing consumer demand and to complement the current specialty grocery offering, rather than to replicate or compete with the broad product range offered by mainstream packaged liquor retailers in the locality.

Within this context, the applicant submits that there is a specific consumer requirement for authentic Sri Lankan packaged liquor products, supported by the following observations:

- Customers of the applicant regularly seek access to traditional Sri Lankan spirits and beer brands as part of cultural and family occasions;
- These products are not generally available through mainstream packaged liquor outlets within the immediate locality;
- Customers currently rely on very limited specialist supply channels within Western Australia and, in some instances, interstate suppliers to access these products. Availability can be intermittent due to import and distribution constraints, and customers may incur higher overall costs associated with freight and supply limitations.

Accordingly, the proposal responds to a clearly identifiable niche market demand for culturally specific packaged liquor products that is not reasonably met by existing packaged liquor premises in the locality.

The application does not seek to increase general packaged liquor availability but rather to provide a small-format, controlled and ancillary liquor offering that complements an established specialist grocery business and addresses a specific consumer requirement.

PART 3 – PROFILE OF THE LOCAL COMMUNITY

3.1 Community profile

The proposed licensed premises are located within Maddington Village Shopping Centre in the City of Gosnells. The locality within a radius of approximately 3 kilometres comprises an established residential and mixed-use area supported by retail, commercial, light industrial, educational and community infrastructure.

According to the 2021 Australian Bureau of Statistics (ABS) Census, Maddington and surrounding suburbs within the City of Gosnells are characterised by a diverse and multicultural population, with residents born in Australia and a wide range of overseas countries, including significant representation from Asian and South Asian communities. The area has a relatively young median age profile and a household structure typical of established suburban communities in Perth's south-eastern corridor.

The local economy is supported by employment across retail, manufacturing, transport, logistics, construction and service industries, reflecting the mixed residential and industrial nature of the broader locality. The area is serviced by established transport links, including road and public transport networks, supporting regular movement of residents and workers through the Maddington commercial precinct.

The City of Gosnells continues to experience gradual residential infill and redevelopment, with ongoing investment in local infrastructure, shopping centres and community facilities. This supports sustained demand for accessible neighbourhood retail services within the locality.

Within this context, the applicant operates as a specialist Sri Lankan bakery and grocery retailer servicing both the immediate local community and a broader metropolitan customer base. Based on the applicant's trading experience, customers regularly travel from across Perth—including suburbs located approximately 20 to 50 kilometres away—to access authentic Sri Lankan grocery and bakery products that are not widely available in mainstream supermarkets.

This pattern of customer demand reflects the specialised nature of the business rather than reliance on the immediate 3 kilometre catchment alone. The proposed packaged liquor offering is intended to complement this established retail model by providing a limited range of authentic Sri Lankan beers and spirits sought by a segment of these customers during their existing grocery shopping visits.

Accordingly, while the immediate locality provides a stable residential and working population base, the applicant primarily serves a broader metropolitan customer base seeking culturally specific products not generally available through mainstream retail channels. The proposed liquor offering responds to this identified consumer requirement while remaining a small-scale, ancillary component of the existing grocery business.

3.2 Community buildings

Name of Institution	Type	Address
East Maddington Primary School	School	79 Pitchford Ave, Maddington WA 6109
Bramfield Park Primary School	School	Lot 38 Yule St, Maddington WA 6109
Maddington Primary School	School	1951 Albany Hwy, Maddington WA 6109
St Luke's Anglican Church of Australia	Church	Westfield St (Cnr Sheoak St), Maddington WA 6109
Holy Family Catholic Church	Church	34 Alcock St, Maddington WA 6109
Moombaki Early Learning Maddington	Childcare	134 Westfield St, Maddington WA 6109
Child and Parent Centre East Maddington	Childcare	Westfield St (After Coachwood Way), Maddington WA 6109
Buggles Childcare Maddington	Childcare	3 Helm St, Maddington WA 6109
Maddington Village General Practice	Medical Centre	141 Westfield St, Maddington WA 6109
Maddington Child and Community Health Facility	Medical Centre	132 Westfield St, Maddington WA 6109

The proposal is not expected to adversely impact these facilities because liquor is supplied only in packaged form for off-premises consumption.

PART 4 – MINIMISING HARM

The applicant is committed to the responsible sale and supply of liquor in accordance with the objects of the Liquor Control Act 1988 (WA), including the minimisation of alcohol-related harm.

Given that the proposed licence is for off-premises packaged liquor sales only, harm minimisation strategies will focus on responsible retail practices at the point of sale and effective staff training and supervision.

The key strategies to be implemented include:

- Responsible Service of Alcohol (RSA) training: All staff involved in the sale or supply of liquor will hold a current RSA qualification and will be trained in recognising intoxication, refusing service, and complying with legislative obligations.

- Proof of age verification: Acceptable proof of age will be requested from any person appearing under 25 years of age, or where there is any doubt as to legal age, and liquor will not be sold without satisfactory identification.
- Refusal of service to intoxicated persons: Staff will be trained and required to refuse service to any person who is intoxicated or appears to be intoxicated at the point of sale.
- Prevention of sales to minors: Strict controls will be in place to ensure liquor is not sold or supplied to persons under the age of 18 years.
- Supervision and management oversight: An Approved Manager will be responsible for the licensed area whenever liquor is being sold, ensuring compliance with all legislative requirements.
- Controlled retail environment: Liquor will be stored within a defined and secure licensed area, with sales conducted under staff supervision and no unrestricted self-service access.
- Record keeping and accountability: Refusals of service, incidents, and complaints will be recorded and reviewed by management as part of ongoing compliance and continuous improvement.

A detailed Harm Minimisation Plan, including operational procedures and staff registers, is submitted separately and forms part of this application.

PART 5 – IMPACT ON AMENITY

The proposed licensed area forms part of an existing bakery and grocery premises located within Maddington Village Shopping Centre. The premises operates within an established commercial retail environment and is designed to integrate seamlessly with surrounding retail tenancies.

The licensed area will be a small, enclosed section of approximately 12 square metres within the existing store. It will be clearly defined, securely managed, and not accessible as a stand-alone premises. There will be **no separate entrance, no external signage promoting alcohol sales, and no outdoor trading or activity associated with the licensed area.**

The design of the premises will support the protection of amenity and good order through the following measures:

- The liquor area will be contained within the existing retail premises, which benefits from natural **passive surveillance** from staff and customers;
- The premises will be fitted with **operational CCTV monitoring**, including coverage of entry points and internal retail areas;
- Liquor storage and display will be within a **controlled, staff-supervised environment**, with no unrestricted self-service access;
- There will be **no on-premises consumption, no seating, no tastings, and no entertainment** of any kind;
- The premises operates within an established shopping centre environment **with existing lighting, security, parking and transport infrastructure**;

- Trading activity will remain consistent with standard retail grocery operations, with no expected increase in noise or disturbance.

Importantly, the liquor offering is **ancillary to the existing grocery business**, and access to the licensed area will occur only as part of normal grocery shopping. The premises does not operate as a stand-alone bottle shop, and there is **no patron-based entry or congregation associated with liquor sales**.

Accordingly, the proposed licensed area is not expected to have any adverse impact on the amenity, quiet enjoyment, or good order of the locality.

PART 6 – IMPACT ON PEOPLE NEARBY

The applicant will operate the proposed licensed area as a small, controlled and ancillary component of an existing bakery and grocery business located within Maddington Village Shopping Centre. The nature of the proposal is **off-premises packaged liquor sales only**, with no on-site consumption, entertainment, or hospitality activity.

Given the retail-only nature of the operation, the potential for offence, annoyance, disturbance or inconvenience to persons living or working nearby is considered to be minimal. Notwithstanding this, the following measures will be implemented to ensure the responsible management of the premises:

- The premises will be maintained in a **clean, tidy and orderly condition** at all times, consistent with shopping centre standards and tenancy requirements;
- The licensed liquor area will be **securely enclosed and kept under lock and key**, with access strictly controlled and supervised by responsible staff;
- Liquor sales will be conducted only by **RSA-trained staff within a staff-controlled retail environment**, with access occurring as part of normal grocery shopping by customers;
- There will be **no on-premises consumption of alcohol**, no seating areas, and no activities that would generate noise or disturbance;
- The liquor area will not operate as a stand-alone bottle shop and will not encourage loitering or congregation;
- Staff will be trained to monitor customer behaviour and **discourage any anti-social behaviour** within the premises;
- The business will work cooperatively with **shopping centre management and neighbouring tenants** to ensure any operational issues are promptly addressed;
- A formal **complaints process** will be in place, with all complaints recorded, reviewed, and responded to in a timely manner through the Incident & Complaints Register;
- Management will maintain a proactive approach to community relations and comply with any reasonable directions from centre management to protect amenity and good order.

The proposed licensed area is small in scale and operates entirely within an established retail shopping centre environment. Customers are primarily existing grocery patrons, and access to the liquor area will occur only as part of normal grocery shopping activity.

Accordingly, the proposal is not expected to cause offence, annoyance, disturbance or inconvenience to persons living or working in the locality.

PART 7 – TOURISM, CULTURE & COMMUNITY BENEFITS

7.1 Tourism, cultural and community benefits

The applicant is an established specialist Sri Lankan bakery and grocery retailer located in Maddington, serving customers from across the Perth metropolitan area seeking authentic Sri Lankan food products and culturally specific grocery items that are not generally available through mainstream supermarkets.

The business plays a recognised role within its customer base as a destination retail outlet for Sri Lankan bakery products and grocery items, with customers regularly travelling from a wide geographic catchment across Perth to access these specialty goods in one location.

The proposed introduction of a limited range of authentic Sri Lankan beers and spirits will complement the existing retail offering and enhance the cultural experience for customers. These products are traditionally associated with Sri Lankan cuisine, family gatherings and cultural celebrations, and their availability alongside existing grocery items will provide a more complete and culturally integrated shopping experience.

The proposal therefore contributes to cultural diversity and community benefit by improving access to authentic Sri Lankan products within a single, well-established retail destination. It supports the ability of the local Sri Lankan community and other interested customers to access culturally significant products in a responsible and controlled retail environment, without the need to visit multiple or distant locations across the metropolitan area.

While the proposal is not intended to function as a tourism attraction in itself, it does provide a culturally specialised retail offering that reflects the diversity of the local community and enhances consumer choice within the existing retail environment.

Accordingly, the proposal delivers modest but genuine cultural and community benefit by supporting a niche cultural retail market within a small-format, responsibly managed licensed premises.

7.2 Other supporting information

The applicant respectfully submits that the proposed Liquor Store Licence (Small Format) represents a low-risk, well-managed and culturally focused packaged liquor offering that is consistent with the public interest objectives of the Liquor Control Act 1988 (WA).

The proposal is supported by the following:

- Planning approval has been obtained from the City of Gosnells under Section 40 of the Liquor Control Act 1988 for the proposed licensed use.

- A comprehensive Harm Minimisation Plan accompanies this application, detailing the operational controls, staff training, responsible service procedures and record-keeping systems that will be implemented.
- A floor plan identifying the proposed licensed area and a locality/site plan are provided to demonstrate the secure layout and controlled operation of the premises.
- The proposed licensed area is limited to approximately **12 square metres**, representing a small ancillary component of the existing bakery and grocery business.
- The business has established management systems to ensure compliance with all legislative requirements, including Responsible Service of Alcohol (RSA) training, Approved Manager supervision, CCTV monitoring, secure storage, age verification procedures and incident reporting.
- The proposal has been developed to complement an established specialist Sri Lankan bakery and grocery business that serves customers from across the Perth metropolitan area, rather than to operate as a stand-alone packaged liquor outlet.

The Applicant respectfully submits that the proposal satisfies the public interest objectives of the Liquor Control Act 1988 by addressing a specific consumer requirement for authentic Sri Lankan packaged liquor products that is not reasonably met by existing packaged liquor premises within the locality, while maintaining a strong commitment to responsible retailing, harm minimisation and the protection of community amenity.

PART 8 – CONCLUSION

For the reasons outlined in this Public Interest Assessment, the Applicant respectfully submits that the proposed Liquor Store Licence (Small Format) satisfies the public interest requirements of the Liquor Control Act 1988 (WA).

The proposal represents a small-scale, responsibly managed and culturally focused packaged liquor offering that will operate as an ancillary component of an established specialist bakery and grocery business.

The Applicant submits that existing packaged liquor outlets within the locality adequately satisfy general packaged liquor demand; however, they do not reasonably satisfy the specific consumer requirements for authentic Sri Lankan packaged beer and spirits sought by the Applicant's established customer base.

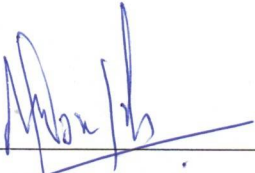
The proposal has been designed with robust harm minimisation measures, strong management controls and a secure retail environment, and is not expected to adversely impact the amenity, quiet enjoyment or good order of the locality.

The Applicant therefore respectfully requests that the application be favourably considered.

PART 9 – 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.



Udaya Prasanna Dombepola (Director)

Signature of applicant

Date 01 / 07 / 2026



Lasanthi Anuradhika Dombepola (Director)

Signature of applicant

Date 01 / 07 / 2026