

IN THE LIQUOR LICENSING DIVISION OF WESTERN AUSTRALIA

IN THE MATTER OF AN APPLICATION BY **BOULDER DASH ENTERTAINMENT GROUP PTY LTD** FOR AN **EXTENDED TRADING PERMIT (ONGOING HOURS)** FOR PREMISES KNOWN AS **THE CENTRAL AT BUTLER** SITUATED AT SHOP 25 & 26, BUTLER CENTRAL, CNR EXMOUTH DRIVE & CLAYTON STREET, BUTLER

PUBLIC INTEREST ASSESSMENT SUBMISSIONS

Date of Document: The 10th day of March 2026

Filed on behalf of: The Applicant

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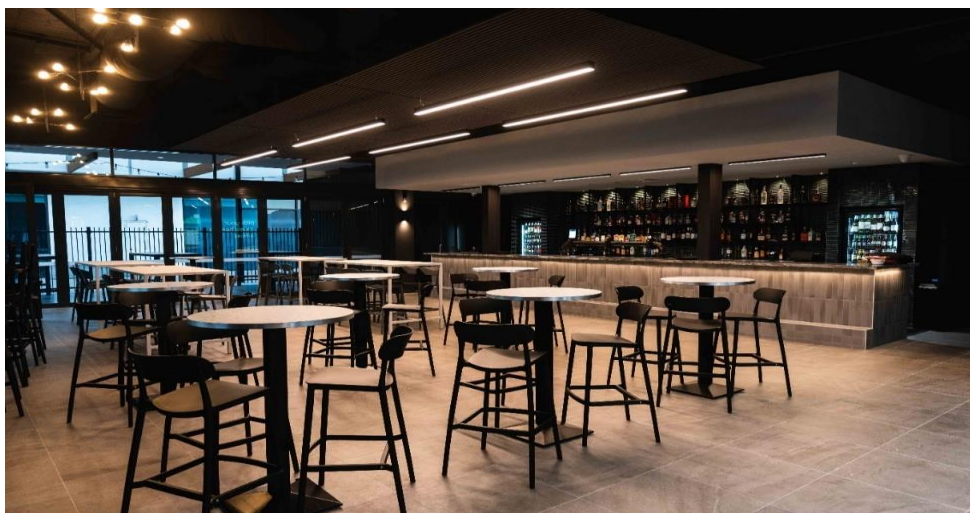
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1. The Applicant has filed an application for an Extended Trading Permit for Ongoing Hours (“the ETP”) for premises known as The Central Butler, located at Shop 25 & 26, Butler Central, Cnr Exmouth Drive & Clayton Street, Butler (“the Venue”).



2. The Applicant trades under a Tavern (Restricted) licence and seeks approval of the ETP to allow it to provide liquor services on a Sunday between the hours of 6:00am and 10:00am (usual start of trade). The ETP is required to operate throughout the whole of the licensed areas of the Venue.
3. Annexed and marked “**Annexure A**” is a copy of the Venue’s *Certificate of Approval* from the City of Wanneroo (“the City”), which outlines maximum accommodation numbers. The capacity of the Venue is limited to 300 persons, with the following limits in each of the licensed areas:
 - (a) Sports Bar – 112 pax;
 - (b) Main Bar – 314 pax; and
 - (c) Alfresco – 120 pax.
4. The grant of the ETP will allow the Applicant to better meet the consumer requirements of patrons and local residents and visitors who wish to attend the Venue on a Sunday morning for licensed hospitality services relating to:
 - (a) Full breakfast;
 - (b) Streaming of live major international sporting events when they are telecast early on a Sunday morning (e.g. Grand Prix; European Football, NBA, Soccer, Tennis, Cricket, which are occurring for example in the United States and Europe); and
 - (c) Group bookings and breakfast functions.
5. Annexed and marked “**Annexure B**” is a copy of the Venue’s Licence.



6. The Venue's *Redline Floor Plan* is annexed and marked "**Annexure C**".
7. Annexed and marked "**Annexure D**" is a copy of the *Site Plan*.
8. The Venue is located at Butler Central ("the Shopping Centre"), which is a single level local shopping centre with approximately 27 tenancies offering a range of goods and services. The Shopping Centre is anchored by Woolworths Supermarket along with a number of mini majors including BWS, Best & Less, Reject Shop, Priceline and The Coffee Club.
9. As shown in the Site Plan and Figure 1 below, the Venue is separated from the main area of the Shopping Centre via Clayton Street, which divides the Venue and some other tenancies (e.g. Best & Less) from the rest of the Centre.

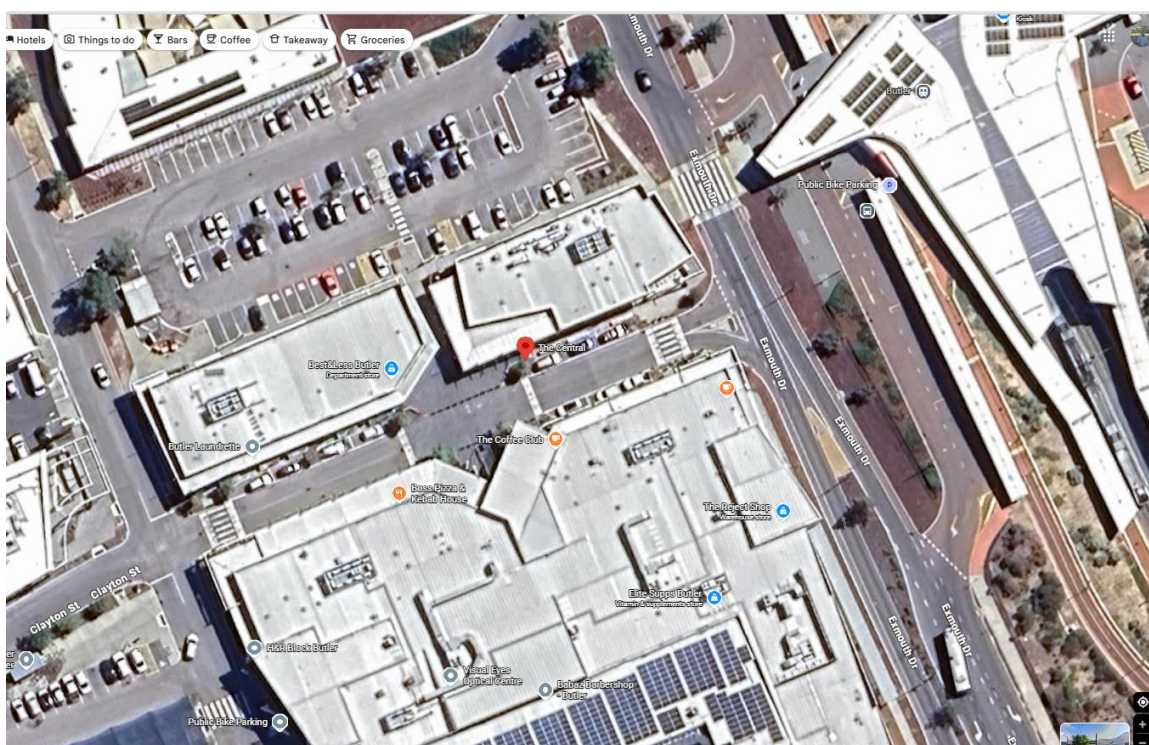


FIGURE 1 – SITE PLAN, BUTLER CENTRAL SHOPPING CENTRE

10. The Shopping Centre has over 430 car parking bays and is located across from the Butler Train Station. (Refer to Annexure D and Locality Submissions, paragraphs 8 – 22)
11. The Venue is a welcoming and enjoyable social space that offers licensed hospitality services across the week, in a central and convenient location at the Shopping Centre.
12. The Applicant has been motivated to apply for the ETP due to the limited number of licensed hospitality venues within the Locality that trade early on Sunday mornings.



13. The Applicant has been motivated to apply for the ETP due to the limited number of licensed hospitality venues within the Locality that trade early on Sunday mornings.
14. The Venue currently opens for breakfast from 8:00am on Saturdays and Sundays, serving breakfast until 11:00am as an unlicensed restaurant in order to meet local demand for morning dining options, which has been well supported by the local community. However, customer feedback has indicated a clear desire for the Venue to open earlier and be licensed during this early morning trading period.
15. The Applicant has also received enquiries concerning the provision of live international broadcasts of major sporting events when scheduled on a Sunday morning and for licensed breakfast functions.
16. The grant of the Application will provide the Venue with greater operational flexibility on Sundays, enabling it to further support community needs as a family-friendly, multi-purpose licensed hospitality offering. The enhanced hospitality services on a Sunday morning will encourage greater social connection, provide more live international sporting entertainment options, and increase the overall amenity of the Venue for local residents and visitors alike.



The Applicant

17. The Applicant is an experienced licensee that presently operates 5 venues in WA:
- (a) The Central at Butler (the Venue);
 - (b) The Rec Hotel Boulder;
 - (c) The Rec Waroona Hotel;
 - (d) The Rec Bar Malaga; and
 - (e) Terra Mare Claremont.

The Venue



18. The Venue has the following features:
- Indoor dining area;
 - Alfresco;
 - Function facilities;
 - Great food menu featuring snacks, meals & desserts that is available across the day;
 - Audio visual experience, with several large screens for patrons to enjoy watching live sporting entertainment;
 - Easy, accessible facilities for families and those requiring disabled access.

Food & Beverages



19. Annexed and marked “**Annexure E**” is a copy of the Venue’s *Breakfast Menu*, along with its *Beverages Menu*.

Entertainment



20. As part of the Venue’s facilities, its fit-out includes multiple screens that provide a high-quality audio-visual experience. The Venue is therefore well suited to present live streaming of sporting events.
21. The Venue regularly provides a range of entertainment options for patrons to enjoy, including live music and telecasts of major sporting events. The ETP will allow the Venue to present major international live sporting telecasts when they fall early on a Sunday morning, while also providing liquor services and a full breakfast menu for patrons to enjoy.

Functions & Special Events



22. The ETP will allow the Venue to offer liquor services over its breakfast trade, which will open up opportunities for the Applicant to promote group bookings, birthday celebrations (e.g. Champagne Breakfasts) and other types of special events on a Sunday morning.
23. Expanding the Venue's service delivery to include Sunday morning licensed breakfast functions, will allow the Applicant to offer greater choice in the Venue's function packages, which will better meet the needs and budgets of function organisers who wish to book the Venue for their special event.
24. In addition, the Venue will be able to develop a Sunday morning live sports entertainment program based on future live telecasts of major international sporting events and plan special events around these dates, adding to the opportunities for the local community to socialise close to home.
25. The Venue's location at the Shopping Centre ensures guests are able to easily park nearby, noting that retail trade does not commence until 11:00am on a Sunday.
26. For those guests who wish to have a drink and don't want to drive, the Venue's close proximity to the Butler Train Station makes it a perfect location to hold an event, giving guests the convenience of a variety of transport modes to choose from (i.e. own vehicle, public transport, taxi or ride share).

27. The first train from Perth to Butler on a Sunday morning arrives at Butler at 6:08am and from Yanchep to Butler at 6:39am. Trains leave Butler station heading north to Yanchep and south to Perth every 15 minutes throughout the day. With connector buses also operating throughout the day. (Source: transperth.wa.gov.au/Journey-Planner). (Also refer to Locality Submissions, paragraphs 27 - 28)

Dress Code

28. A smart, neat casual dress code requirement will continue to be applied at the Venue.

CCTV

29. The Applicant will abide by the Licensing Authority's requirements in relation to safety and security at the Venue.

Consumer Requirement and the Proper Development of the Liquor Industry

30. The reasonable requirements of consumers and how those needs will be met by the grant of the Application are matters relevant to general public interest considerations raised under s33 of the Act and also to the objects of the Act as stated in s.5(1)(c) and 5(2)(a).

Consumer Requirement



31. The Applicant has gathered feedback from the local community in relation to the proposal for the ETP. Annexed and marked "**Annexure F**" is a bundle of 70 *Consumer Requirement Surveys & Summary* ('the Survey'), which have been collected by the Applicant.

32. The Survey establishes that the relevant section of the public have a requirement for the Venue to operate with the ETP. The Survey reflects significant support for the Application to be granted from residents within the Venue's immediate and surrounding catchment area.
33. In relation to the Survey the following summary of the data is provided below:
- (a) Survey responses indicate that interest in the Venue trading early on a Sunday morning is not confined to a single age demographic and demonstrates cross-generational appeal for the ETP.
 - (b) The Survey demonstrates that there is demand for licensed hospitality-based and event-based services in the Locality:
 - (i) A substantial number of survey respondents (90%) indicated they would like to enjoy a licensed breakfast at the Venue during the proposed ETP hours;
 - (ii) There was also strong support for the Venue being available for morning group bookings and special events, with 57% of those surveyed interested in holding an event at the Venue and 72% of respondents keen to attend a morning function or special event at the Venue).
 - (iii) A significant number of survey respondents also indicated interest in attending the Venue to watch major live international sporting events broadcast during early morning hours due to international time differences.
34. The overwhelming majority of persons who participated in the Survey indicated that liquor services should be available during the proposed ETP trading hours.
35. The Applicant submits that the survey results demonstrate a clear consumer requirement within the local community for Sunday morning hospitality services that include the availability of liquor in conjunction with breakfast, organised functions and televised sporting events. The Survey supports the grant of the ETP as being responsive to identified community need within the Locality.

Shopping Centre Food & Beverage Trends

36. A food and beverages trends report published in September 2018 titled "*Food & Beverage Trends Influencing Shopping Centres*", annexed and marked "**Annexure G**" ("the Shopping Centre Trends Report") stated that:

"The retail industry across the globe, and specifically Australia, is undergoing a transformation – an adaptation to consumer behaviour and preferences, and a shift in the 'traditional' economic model of fashion retail being the primary driver to a shopping

centre. With “clicks taking over from bricks”, it has become essential that retail centres and mixed-use developments create a ‘community vernacular’ specifically for the primary trade area. This can only be done through the amalgamation of food and entertainment, and by presenting F&B experiences as an ‘anchor’ of the development. Creating F&B experiences (variety and offer) as a focal point of appeal will not only, inadvertently increase frequency of visit, but will also increase dwell time across the development, successfully allowing for the implementation of an evening economy.”

(Source: m3property.com.au/publication/food-beverage-trends-influencing-shopping-centres)

37. The suburb of Butler is defined as an important District Centre within the City (refer to Annexure A, Locality Submissions), with the main features of the District Centre designed to include retail, food and drink, offices, recreation, health and personal services, together with community infrastructure. Significantly, the Venue is located in Precinct A within Butler’s District Centre, which has been planned specifically to be a dynamic urban environment that encourages a mix of activities by integrating retail, commercial, residential, hospitality and entertainment uses with easily accessible public transport facilities (i.e. Butler Train Station).
38. The Shopping Centre Trends Report explains that shopping centres now operate as community meeting places, and that exceptional food and beverage experiences are central to attracting people and encouraging repeat visits. A combined visitor experience has now become an expectation of shopping centre customers. The Venue, operating with the ETP will be a destination attractor at a time of the day when the area lacks activation. As the Venue’s patrons leave the Venue, tenancies within the Shopping Centre will be open and will benefit from the increased visitor traffic. (Pages 2, 12)

“Customers now look for experiences that allow for entertainment and leisure that are aligned to F&B or adjacent to F&B to allow for ‘one’ combined visitation.”

“Mall developers are now creating zones and programming F&B clusters with or around entertainment (permanent and Pop Up) which allows for increase dwell time and increase in average spend of customers.”



39. Among the identified F&B trends is the importance of “*extending the F&B statement*” to allow for a wider range of trading periods and reasons to visit across the day (e.g. breakfast, coffee, brunch, drinks, events), rather than focusing solely on traditional lunch and dinner periods. It also recognises the importance of venues catering for group occasions and social gatherings. (Pages 3, 4, 7, 13, 14, 17)
40. The report specifically identifies that “*entertainment and food are one combined offer*” in modern shopping centres and highlights that successful destinations integrate food with events and entertainment to increase dwell time and visitation. In addition, the report describes technology as a “*social glue*”, observing that customers increasingly use screens, media and digital platforms to connect with others and to enhance their F&B experiences. (Pages 5 – 6 & 15 -16)
41. Demand for the ETP, is reflected in the Surveys collected by the Applicant (Annexure F), which will also supports the City and the Shopping Centre’s planning objectives of creating a “*Third Space*” - somewhere between home and work where people can relax, meet, and spend time at different times of the day. (Pages 8 & 18)
42. Annexure G explains that successful F&B precincts use a range of price-points and offers to encourage more frequent visitation across different times of day, and that casual, approachable formats are critical to driving repeat custom. (Pages 7 & 17)
43. The Venue’s proposed Sunday morning offer will consist primarily of food-led, casual breakfast and brunch options, supported by moderate, responsibly-served alcoholic beverages, with also non-alcoholic options including juices, tea and coffee. The ETP therefore supports an accessible, value-driven proposition which aligns with the research and is unlikely to contribute to high-risk drinking patterns.

44. The Applicant submits that the Application reflects contemporary hospitality and retail trends and will enhance the amenity, activation and economic performance of the Butler District Centre consistent with the findings of the Shopping Centre Trends Report. (Pages 2–8, 12–18)
45. A more recent article published by Future Food, on their website, who are global Food and Hospitality Consultants, titled *“Local’ Food and Hospitality Influences in the Business of Food”* is annexed and marked **“Annexure H”**. This recent article also discusses how hospitality venues that offer entertainment and social experiences are becoming important destination attractors, helping to increase a shopping centre or mall’s appeal and visitation. Licensed hospitality venues can help to significantly activate an area and provide a boost to the local economy. (Source: futurefood.com.au)
46. It is also submitted that when regard is had to the requirements of consumers for licensed hospitality and entertainment services, the grant of the ETP will advance the proper development of the liquor industry by positively contributing to a more vibrant and engaged Butler District Centre within Precinct A. (Refer to Locality Submissions, paragraphs 11 – 22, 36 – 44, 45 – 47, 52)



47. In the present case, it is evident from the Consumer Requirement evidence provided in these submissions (Annexures F – H & L), and the Locality’s demographic profile (Annexures F & G in the Locality submissions) that the Application should be granted:
 - (a) The Venue will be well patronised by a wide range of consumers from the Locality and the surrounding areas during the ETP;
 - (b) The Venue will be a popular attraction for local residents, workers and visitors who wish to socialise within the Butler District Centre on a Sunday morning;

- (c) The Venue will significantly improve the local community's access to licensed hospitality services on a Sunday morning, which will meet the needs of a wide range of age groups who live in the Locality and the surrounding areas.
 - (d) The Venue will enhance the amenity of the Locality and will:
 - (i) Motivate residents, workers and visitors to socialise in the Locality more often on weekends;
 - (ii) Improve the opportunities to socialise in the Locality on a Sunday morning;
 - (iii) Improve the level and standard of licensed hospitality and entertainment services available within the Locality on weekends;
 - (iv) Add to the tourist attractions and experiences that visitors can enjoy when visiting the Locality on a Sunday morning;
 - (v) Provide modern licensed function space to hold special events and functions within the Locality on a Sunday morning.
48. It is the Applicant's intention to file further evidence in relation to the requirements of consumers, once it has been determined:
- (a) whether any objection(s) have been filed, and if so, whether the objection(s) have been accepted by the Director of Liquor Licensing ("the Director"); and
 - (b) once the Director has determined whether the matter will be determined on the papers or by way of a hearing.

Section 38(4)(a) – Harm or Ill Health

At Risk Groups

49. The Applicant submits that it will manage the Venue in a professional and responsible manner.
50. Given the location of the Venue, and the broad range of at-risk groups and communities that have been identified in The West Australian Alcohol and Drug Interagency Strategy 2018 – 2022, it is reasonable to assume that there will be persons who from time to time will attend the Venue that fall within one or more of these categories.
51. The Western Australian Alcohol and Drug Interagency Strategy 2018–2022 identifies the following "at-risk" priority groups. Based on the Applicant's knowledge of the area and

experience in the Hospitality industry, their comments concerning these “at-risk” groups with respect to the Venue are provided below:

- (a) **Children & Young People** - Based on its location, style of operations, proposed services, pricing, and the demographics of the locality, the Venue is unlikely to attract a significant number of young adults aged 18–25 years considered “at-risk.” The Venue will primarily cater to patrons attending with families or friends for meals, socialising and / or entertainment, which will be specifically tailored to appeal to broad demographic and will not focus on youth focused events or target a younger adult demographic. (Refer to paragraphs 13 and 16 in these submissions).

The Venue will continue to strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

With reference to the Locality Submissions, the median age in Butler was 32 years of age. Persons aged 15– 24 years of age living in the suburb made up only 15.5% of the population, with residents aged 25 – 54 years forming close to 44% of the resident population. (Refer to Locality Submissions, Annexure G)

In relation to Children attending the Venue, minors will not be able to attend the Venue except under the supervision of a responsible adult. As a family-friendly licensed premises, the Venue will welcome children who attend the Venue with their family for a meal or a milestone celebration (e.g. family birthday). This is likely to occur in the early hours of the evenings or for lunch, where the focus at the Venue will be on the provision of meals.

The Venue will continue to strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

Based on the Venue’s location, style of operations, pricing and proposed services, it is unlikely to attract a significant number of patrons who are from this “at risk” group.

- (b) **Aboriginal People & Communities** - Aboriginal residents in the Locality constitute a small proportion of the population (2.5%), which constitutes a small proportion of the local population. The Venue intends to be inclusive and respectful to patrons of all cultural groups that live in the Locality and surrounding areas.

Based on the Venue’s location, style of operations, pricing, proposed services and the demographics of the Locality, it is unlikely to attract a significant number of Indigenous residents who are deemed “at risk”.

The Venue will continue to strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

- (c) **People with Co-Occurring Problems** - The Applicant acknowledges that the consumption of alcohol may in some instances exacerbate existing symptoms for those members of the community with co-occurring mental health conditions.

Responsible Service of Alcohol and Harm Minimisation Strategies will assist the Venue's staff members to respectfully attend to the management of a person who appears to be affected by alcohol or drugs to ensure their safety and that of other patrons and staff members.

The Venue will continue to strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

Based on the Venue's location, style of operations, pricing and proposed services, it is unlikely to attract a significant number of patrons who are from this "at risk" group.

- (d) **People in Rural and Remote Areas, including Fly-In, Fly-Out (FIFO) and Drive-In, Drive-Out Workers** - This does not apply to the Venue.

- (e) **Families, including Alcohol and Drug-Using Parents & Significant Others**

The Venue will continue to be family-focused, offering a welcoming environment where families can dine and socialise responsibly. A child-friendly menu is included in the Venue's food offer with this in mind. The Venue seeks to strengthen community engagement by encouraging positive social connections among its residents, including families.

Responsible Service of Alcohol and Harm Minimisation Strategies will assist the Venue's staff members to respectfully attend to the management of a person who appears to be affected by alcohol or drugs to ensure their safety and that of other patrons and staff members.

The Venue will continue to strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

Based on the Venue's location, style of operations, pricing and proposed services, it is unlikely to attract a significant number of patrons who are from this "at risk" group.

- (f) **Those Interacting with the Justice & Corrections System** - Persons from this at-risk group will not be known to the Venue's management and staff unless they become identified through exhibiting anti-social behaviour or have been banned from entering a licensed premises. The Venue will continue to strictly enforce the Responsible Service of Alcohol and Harm Minimisation strategies and will not tolerate any forms of anti-social behaviour by any patron.

Based on the Venue's location, style of operations, pricing and proposed services, it is unlikely to attract a significant number of patrons who are from this "at risk" group.

- (g) **Other Target Groups of Concern** - Other target groups of concern that were mentioned included: older adults, culturally and linguistically diverse communities, people identifying as lesbian, gay, bisexual, transgender or intersex, and homeless people. The Venue recognises the diversity that exists within the community and will continue to adopt an inclusive approach, ensuring accessibility to the Venue's services is available to seniors, the culturally and linguistically diverse (CALD) groups, and individuals identifying as LGBTQIA+.

Pricing and services have been designed to be accessible yet reflective of the Venue's high standard in food and beverage offers. These factors, combined with responsible alcohol service policies, reduce the likelihood of the Venue attracting persons at risk due to socio-economic challenges.

Health

52. The Health Department no longer provides access to publications relating to alcohol-related harm for regions of WA on their website and therefore this data is not accessible to the Applicant.
53. As noted in Annexures F and G in the Locality Submissions (i.e. ABS Quickstats), the top 3 long-term health conditions in both the City and the suburb of Butler were mental health conditions, asthma and arthritis.
54. Approximately 63% of Butler's residents had no long-term health conditions and a similar percentage was reported for the City.

Crime Prevention Through Environmental Design

55. The Location and design of the Venue is within the guidelines and principles outlined in the "Designing/Planning Guidelines".



56. The Venue:

- (a) is located in an area that has been zoned for the proposed use and is therefore compatible with neighbouring uses. Precinct A within Butler's District Centre has been designed to have a mix of activities including retail, dining, hospitality, community services, and residential living in order to create a dynamic urban area that stimulates multi-purpose trips and extended activity periods. (Refer to Annexure A, Locality Submissions).
- (b) has specific entry/exit locations for patrons, allowing areas to be easily monitored by staff and surveillance equipment;
- (c) is located in a well-defined private space, well suited to meet the needs of its patrons; and
- (d) consists of well-designed areas that will continue to be monitored by experienced approved managers and staff who will be responsible for monitoring patron behaviour and serving alcohol responsibly.

57. The Venue will play an active role in promoting an active streetscape in and around the Shopping Centre and will support the activation of Precinct A in the Butler District Centre, which supports a number of the City's key objectives as set out in paragraphs 8 - 22 in the Locality Submissions. (Also refer to Annexure A, Locality Submissions)

58. The grant of the Application will enhance the amenity of the Locality due to the type of consumers that it will attract and the licensed hospitality and entertainment services that it will provide, all of which will encourage further activity throughout the day, on weekends and in the evenings.

59. The Applicant will maintain a strict zero tolerance policy with respect to anti- social behaviour at the Venue.

Crime

60. *Crime Statistics for the Joondalup District* have been obtained from the WA Police website that include monthly crime statistics for 2024 – 25, along with the Monthly Crime Rates, which are annexed and marked “**Annexure I**”. WA Police no longer provide crime reporting by suburb on their website and instead present crime data for WA, Metropolitan and Regional WA for each individual police district. The Venue is in the Joondalup District.
61. Specific statistics on alcohol-related offences that have occurred in the Locality are no longer available from the WA Police, who have previously advised the Applicant’s Solicitors that it is “*against WA Police policy to release detailed alcohol related offence statistics prior to the lodgement of a Liquor Licence Application*”.
62. As noted on the WA Police website, the crime statistics provided in Annexure H are reported based on the location of where the offence occurred and may be influenced by a wide range of factors that include population, infrastructure, seasonal trends and the extent to which crime is reported or detected by police. Such factors should be considered when interpreting the statistics annexed to these submissions.
63. No statistics are available in relation to alcohol-related crime.
64. Any statistic provide by WA Police should be treated with caution as statistics generally only refer to alleged offences and not convictions. In the absence of statistics in relation to the rates of conviction, it is uncertain how reliable these statistics are.
65. The Applicant submits that when regard is had to the proposed operation of the Venue, it should be considered as “low risk” for alcohol related harm.

Anti-Social Behaviour

66. The Venue will not share the following features which are sometimes associated with other similar licenced premises’ that have been associated with alcohol-related anti-social behaviour and aggression:
- (a) Unattractive, poorly furnished, poorly maintained premises give a message to patrons that the managers anticipate physical violence and associated damage to furnishings (Graham, K, Larocque, L, Yetman, R, Ross, TF and Guistre, E, (1980) “*Aggression and Bar Room Environments*” (Journal of Studies on Alcohol, 41 pp277). Aggression has been significantly correlated with poorly maintained, unclean and unattractive bar environments, Homel, R and Clark, J, 1994 “*The Prediction and Prevention of Violence in Pubs and Clubs*” (Crime Prevention Studies 3, 146), annexed and marked “**Annexure J**”.

The Venue has a high-quality fit-out and will be well maintained;

- (b) Poor ventilation and smokey air, inconvenient bar access and inadequate seating, high noise levels and overcrowding (Grahame et al 1980, Homel and Clark et al). The applicant in its design of the Venue has incorporated both extensive seating, as well as easily accessible bar areas.

The Venue is non-smoking, well set out and ventilated with substantial seating;

- (c) Graham et al (1980) found that aggression was more likely in bars where there was dancing and pool playing.

There is greater aggression when bar staff are very aggressive, and do not engage in responsible serving practices (Homel and Clark, 1994, etc. al) and/or little control is exercised over patrons' behaviour. Graham et al 1980. Aggression has been found to be more likely in bars where drunkenness is frequent (Graham et al 1980, Homel and Clark 1994) and where there are discounted drinks and other drink promotions.

This is not the case at the Venue, pool tables are part of the fit-out in an easily accessible and monitored area of the premises. Patrons will have space to dance to live music, with the behaviour of all patrons monitored at all times.

- (d) The availability of food (especially full meals) has been associated with a reduced risk of aggression in bars (Graham, K (1985) "Determinants of Heavy Drinking and Drinking Problems — the Contribution of the Bar Environment"; Single and T Storm (EDS) "Public Drinking and Public Policy, Toronto Addiction Research Foundation".

A great variety of food and meal options is available at the Venue.

67. It is submitted that the Venue, with its strong food focus, planned entertainment offers and function services falls within that category of venues where the consumption of alcohol is not the primary focus for patrons.
68. Due to these features, it is submitted that the Applicant's venue is much less likely to be associated with alcohol-related violence and aggression.

Section 38(4) (b) – Impact on Amenity



BUTLER CENTRAL

69. As noted in the Locality Summary (Annexure B, Locality Submissions), in addition to the Venue there are two (2) other tavern class licensed premises that operate in the Locality. The Cornerstone Tavern operates in the Locality (2.1 km from the Venue) but does not open prior to 11:00am on a Sunday. The Beach House is located in the residential suburb of Jindalee on the coast and offers breakfast from 8:00am. As shown in Annexure B, there are a number of licensed restaurants in the Locality however, none trade on a Sunday morning before 10:00am.
70. Approval of the ETP will provide the Locality with increased choice and variety of licensed hospitality services to visit on a Sunday morning.
71. As outlined in Annexure G and H, modern shopping centres of any size are looking to include distinctive food and beverage offerings within their tenancies to meet the expectations of consumers and also stand out in competitive markets. Such services are seen as key elements to creating a vibrant location and enhancing the area's social appeal. Licensed venues and entertainment facilities are being strategically used to “*activate the edges*” around a shopping centre to signal vitality and encourage local community engagement over and above retail activities that are generally limited to retail day-time trading hours.

“Experience is the overarching concept. Diverse, vibrant, exciting, connected destinations require consistent planning and experience management. An ongoing calendar of events that drives engagement cannot be underestimated in developing resilient social destinations.” (Annexure G)

72. As mentioned in Annexure H, Millennials and Generation Z prioritise experiences over material goods, with food and beverage spending being typically higher as a percentage of their income. These age groups are drawn to convenient, diverse, and immersive social and dining settings. These demographic cohorts align with the Locality's demographics particularly as the community grows.
73. Increasing choice, vibrancy, food-led experiences and weekend social opportunities are critical to supporting the further activation of the Butler District Centre. Approval of the ETP will directly deliver these outcomes by providing licensed breakfast dining, live sports entertainment and social function opportunities, all of which will improve amenity and activation within the Butler District Centre and meet the contemporary hospitality expectations of consumers in the Locality. (Refer to Annexure F – H, K & L in these submissions).
74. Raising the Venue's appeal as a local destination attractor will in turn lead to added visitation within the Locality and motivate further spending within the local economy. This aligns with the City's planning objectives outlined in the Locality Submissions (Annexures A – E) and catering to the consumer requirements of Butler's significant resident population of over 13,000 people, which is forecast to grow.
75. The Venue will continue to positively contribute to the local community's lifestyle and amenity. With increased flexibility in its trading hours, the Venue will be an ideal setting where residents can socialise and be entertained close to home on a Sunday morning.
76. The Venue supports the City's vision of creating accessible, community-oriented environments for all residents and visitors to enjoy. Families with prams and persons with a disability have been considered when developing the fit-out for the Venue, with easy access available to ensure all members of the community are welcome.
77. Given that taverns are perceived to add vibrancy and have broad appeal across all age groups, the Venue's proposed Sunday breakfast service aligns with the TWA's research. Taverns style venues are seen as key drivers for visitation, particularly for patrons aged 35–54, who are particularly drawn to tavern-style venues. Significantly, for the suburb of Butler, this section of the community makes up approximately 44% of the population. (Refer to Refer to Annexure L in these submissions & Annexure G, Locality Submissions)
78. The Entertainment Survey (Annexure L), as well as the Consumer Requirement Surveys (Annexure F) are strong indicators that the ETP at the Venue will improve the amenity of the Locality and the additional trading hours will be well supported by the local community.

79. The Applicant submits when considering the impact that the grant of the ETP will have on the amenity of the Locality, it is relevant to consider:
- (a) The net benefits to the local community by having the Venue operate the ETP on Sunday morning, which will add to the amenity of the area and further motivate residents and the area's workers to socialise locally, further activating the local economy in and around the Shopping Centre and within the Butler District Centre.
 - (b) The immediate locale within which the Venue is situated. As discussed in the Locality Submissions, the Venue is located within Precinct A of the Butler District Centre that has planning approval for mixed uses that includes hospitality, entertainment, retail, recreation and commercial facilities. The proposed extended trading hours at the Venue is therefore compatible with other uses and will complement the existing and future services operating within Precinct A.
 - (c) The positive impact that the Venue will have when operating the ETP. The Venue will add to the appeal of the Locality and act as an important destination attractor on weekends, drawing additional visitation to the Shopping Centre.
 - (d) As a destination attractor, the Venue will contribute to the vibrancy and appeal of Precinct A in Butler's District Centre, especially in helping to establish a thriving evening economy in the area.
 - (e) The passive surveillance of the area will increase, supporting crime prevention, particularly outside of the Shopping Centre's retail trading hours.
 - (f) The additional variety, choice and standard of licensed hospitality services that will become available in the Locality, noting that residents currently only have the choice of one (1) local Tavern, while the suburb of Butler's population exceeds 13, 000 people. (Annexure G, Locality Submissions)
80. The Chamber of Commerce and Industry in their discussion paper, ("the Discussion Paper"), annexed and marked "**Annexure K**", discusses the importance of increasing the vibrancy of Perth to attract more people to visit and motivate them to stay longer.
81. It is submitted that the present application is consistent with the planning objectives of the City and WAPC, as well as the recommendations made by the Chamber of Commerce and Industry and Tourism WA ("the TWA").
82. Planning authorities have recognised the need to meet the growing demands of Perth residents and visitors. Localities across the metropolitan area need to ensure that they

provide a greater variety of services to meet the needs and tastes of a wide and growing consumer base that will help to attract new residents and motivate visitation.

83. All sectors of the community seek out hospitality and entertainment services. The Discussion Paper supports reform and flexibility in trading hours as a mechanism to boost economic activity, a position that is consistent with the City's strategic intent to support extended hours in appropriate locations to strengthen its economy. (Page 38)
84. The Discussion Paper also identifies trading hours as a specific and recurring barrier to vibrancy, noting that overly restrictive trading environments can limit commercial viability, discourage investment and constrain the development of a diverse local economy, particularly within retail and hospitality sectors.
85. The City is committed to creating vibrant activity centres across the LGA that are intended to be community hubs where people live, work, shop and meet. The planning objectives for Precinct A meets this brief and forms part of a mixed- use urban area that is the Butler District Centre. The District Centre is intended to become a vibrant focal point for economic activity and employment that is well-connected to transport networks, giving easy access to public transport. The grant of the ETP will support the City's intentions for Precinct A and the Butler District Centre as a whole.
86. The City's objectives are further supported by the findings in the TWA's entertainment precinct research discussed in the paragraphs below. (Refer to Annexure L)
87. By reason of the above, the Applicant submits that the grant of the Application will positively contribute to the amenity of the Locality by:
 - (a) Encouraging more people to visit and socialise in the Locality on a Sunday;
 - (b) Enhancing the attractiveness and vibrancy of the Locality and the surrounding streetscape on the weekends;
 - (c) Offering a safe and welcoming licensed venue for residents and visitors to visit and enjoy on a Sunday morning;
 - (d) Adding to the choice of licensed hospitality services that is available within the Locality, for the purposes of socialising, dining and entertainment on the weekends;
 - (e) Providing a modern licensed function space for the local community to hold functions and special events within the Locality on a Sunday morning;
 - (f) Supporting the future sustainability of local businesses trading in Precinct A and the Butler District Centre in general, by attracting increased visitation to the area.

Section 38(4)(ca) – Effect on tourism & community



88. The Application and the proposed change to the Venue's operations will allow the Applicant to better meet the needs of the local community, which supports the City's Tourism Strategy (Annexure E, Locality Submissions).
89. The Venue's expanded licensed hospitality services with the ETP will increase its appeal and accessibility as a local community hub where residents and social/sporting groups can meet, socialise and hold special events. The Venue will also become a more appealing destination attractor for those visiting the area or passing through the Locality.
90. Extracts of the TWA's *Perth Entertainment Precincts Research 2022 / Final Report* ("the Entertainment Survey") is annexed and marked "**Annexure L**", which offers insights into what consumers value when going out to dine and socialise.
91. Although the Locality is not a major Entertainment Precinct, the research undertaken in the Entertainment Survey and its key findings are relevant to the Application and provide a useful insight into what are the strongest drivers that consumers generally take into consideration when choosing both a location and a licensed venue to visit, particularly since the Venue is located in Precinct A of the Butler Activity Centre. Tourism WA's research clearly showed that atmosphere, the provision of good food options, availability of liquor services, opening hours and distance from home were all very important elements that consumers looked at when choosing a location to visit and return to. (Refer to pages 14, 34, 36, 41, 90).
92. The Entertainment Survey highlights that vibrancy drives visitation, influencing positive perceptions and motivating people to visit precincts. Taverns identified as the third most

popular venue type and had strong visitation frequency with 32% of survey participants indicating that these attractions added to the vibrancy of a precinct. (Refer to page 94, 104)

93. By permitting early-morning trade on Sundays, the Venue can activate the Butler District Centre during what is currently a quiet period, assisting in creating a more dynamic and attractive weekend atmosphere for local residents and visitors.
94. Tourism WA identifies that food service is the primary reason people choose to visit precincts, noting the biggest driver of precinct attractiveness is having “*good/lots of food options*”. The ability for the Venue to serve fully licensed breakfast from 6:00am ensures consumer expectations for food-led licensed hospitality are met in the Locality. (Page 14)
95. In addition, the Entertainment Report identified that weekends are the most popular time to visit licensed hospitality venues, with people commonly attending for meals and shared social experiences. Early morning options gives local residents greater variety to enjoy outings aligned with their weekend routines, especially breakfast outings and watching major live sporting events due to time-zone differences. (Pages 14, 29, 34 & 36)
96. Annexure L reported that tavern-style venues were one of the most visited types of venues across all age groups. Taverns are valued for their atmosphere, provision of food and liquor services, live entertainment, and their ability to host special events (Pages 90, 94, 104)
97. The Entertainment Survey supports the results obtained from the Survey undertaken by the Applicant (Annexure F), as it found that participants across all age groups are attracted to Tavern-style venues. Significantly, 43% of those aged 35–54 years, and 30% of those aged 55+ years indicated their preference was to socialise in a Tavern environment. (Annexure L pages 85, 86). This research of consumer profiles correlates with Butler’s residential population, which has a median age of 32 years. Annexure L reflects the importance of the Locality offering greater choice in licensed venues that can offer a combination of bar, dining and entertainment services in a safe and welcoming setting.
98. Butler’s demographics also reveals that over 34% of family groups are couples without children, while 21.6% of households are lone-person households. Both these sectors of the community are likely to seek out social opportunities outside of the home, making the Venue with an ETP for Sunday morning trade well-suited to also meet their needs on a weekend. (Annexure G, Locality Submissions)
99. It is relevant to also highlight for the purposes of the ETP Application that in the Entertainment Survey that special events was one of the key drawcards that motivated the public to visit all precincts (page 36). The City also recognised as part of its Strategic

Planning (Annexures D & E in the Locality Submissions) that holding increased events within the City would:

- (a) Add to a locality's appeal,
- (b) Increase the liveability of an area;
- (c) Increased social experiences would add to an increase in visitor numbers; and
- (d) Further activate an area and make it more vibrant.

100. The Applicant submits that by approving the ETP, the Venue will expand the diversity of hospitality services that are available both at the Venue and in the Locality and will respond to identified consumer demand for greater variety in licensed hospitality offerings, which is not only evidenced in the Surveys provided by the Applicant but also reflected in the consumer feedback gathered by the TWA.
101. In summary, the grant of the ETP will elevate both the amenity and tourism potential of the Locality, creating a more versatile licensed premises that fosters a lively, community-centred atmosphere while also promoting Butler's District Centre as a key destination attractor in the outer northern suburbs of Perth.
102. The increased appeal and activation of the District Centre on a Sunday will help to support the local economy and is likely to motivate other businesses to invest in the area.

Section 38(4)(c) - Offence, Annoyance, disturbance and inconvenience

103. It is submitted that the grant of the Application will not cause offence, annoyance, disturbance and/or inconvenience to residents, business owners or persons passing through the Locality, taking into consideration that the Venue is located in a mixed-use area at the Shopping Centre where there is a variety of well-established retail and commercial businesses, and a considerable amount of parking is available.
104. The Venue has proven itself as a professionally run and responsible licensed venue.
105. The Applicant has never received any complaints from its neighbours in relation to the Venue's operations, or the behaviour of its patrons.
106. The Venue is located in a mixed- use area that does not have residential neighbours in its immediate surrounds as shown in the Site Plan (Annexure D).
107. The Venue and its staff will continue to take all reasonable steps to control the behavior of patrons whilst at the Venue and as they enter and leave the Venue during the ETP trading hours.

108. The Applicant will ensure that high standards of service are maintained, as well as harm minimisation strategies. The service responsible of alcohol to its patrons will be strictly maintained and enforced by the Venue's management and staff during the ETP trading hours.
109. By reason of all of the foregoing, the Applicant does not foresee that any significant offence, annoyance, disturbance, or inconvenience will be caused by the granting of the ETP.

Conclusion

110. The Applicant submits that it is in the public interest for the ETP to be granted as:
- (a) Approval will not result in harm or ill-health due to the consumption of liquor during the ETP trading hours, noting that the Venue will offer and promote a full breakfast menu across these hours of trade.
 - (b) Approval to provide licensed hospitality services on a Sunday morning prior to 10:00am will better meet the reasonable requirements of consumers for combined bar, dining, entertainment and function services on weekends.
 - (c) The increased hours of trade on a Sunday will enhance local tourism and employment opportunities, supporting community engagement and economic vitality.
 - (d) Approval of the Application will increase the choice and variety of licensed hospitality services and facilities that are available on a Sunday morning for the community and visitors to enjoy within the Locality and more specifically in the Butler District Centre.
 - (e) Approval of the Application will increase the choice in licensed function facilities that are available on a Sunday morning to hold functions and special events within the Locality;
 - (f) Approval of the Application will not result in any significant antisocial behaviour, noise or disturbance. The Venue has a proven track record in providing a safe, family-friendly and modern licensed premises that appeals to a wide range of age groups that live, work and visit the Locality. The Applicant does not expect that the operation of the ETP negatively impact the amenity of the area.
 - (g) The Application supports the visions of the relevant planning authorities for the Locality and the City's planning objectives for Butler and the City generally; and
 - (h) The grant of the ETP to the Venue will further advance the City's objectives to foster a sense of community in the Locality and build a strong weekend destination attractor

within the Butler District Centre that will positively contribute to improving the amenity of the Locality and support economic growth in the area.

111. In all the circumstances, the Application should be granted.



FRASER & ASSOCIATES LAWYERS
Solicitors for the Applicant

IN THE LIQUOR LICENSING DIVISION OF WESTERN AUSTRALIA

IN THE MATTER OF AN APPLICATION BY **BOULDER DASH ENTERTAINMENT GROUP PTY LTD** FOR AN **EXTENDED TRADING PERMIT (ONGOING HOURS)** FOR PREMISES KNOWN AS **THE CENTRAL AT BUTLER** SITUATED AT **SHOP 25 & 26, BUTLER CENTRAL, CNR EXMOUTH DRIVE & CLAYTON STREET, BUTLER**

LOCALITY SUBMISSIONS

Date of Document: The 11th day of March 2026

Filed on behalf of: The Applicant

Prepared by:

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1. The Applicant has filed an application for an Extended Trading Permit for Ongoing Hours for premises known as The Central Butler, located at Shop 25 & 26, Butler Central, Cnr Exmouth Drive & Clayton Street, Butler (“the Venue”).
2. The Applicant trades under a Tavern (Restricted) licence and seeks approval of the ETP to allow it to offer liquor services on Sunday mornings between the hours of 6:00am and 10:00am (usual opening time).

3. The ETP is required to operate throughout the whole of the licensed areas of the Venue.



4. The ETP is sought to better meet the consumer requirements of patrons and local residents and visitors who wish to attend the Venue on a Sunday morning from 6:00am to 10:00am (usual opening time) for licensed hospitality services relating to:
- (a) Full breakfast;
 - (b) Enjoy major live televised international sporting events as they are streamed on an early Sunday morning (e.g. Grand Prix; European Football, NBA, Soccer, Tennis, Cricket, which are occurring in for example in the United States and Europe); and
 - (c) Group bookings and functions.



5. The Venue is in the suburb of Butler, which is part of the local government area ("LGA") that forms the City of Wanneroo ("the City").

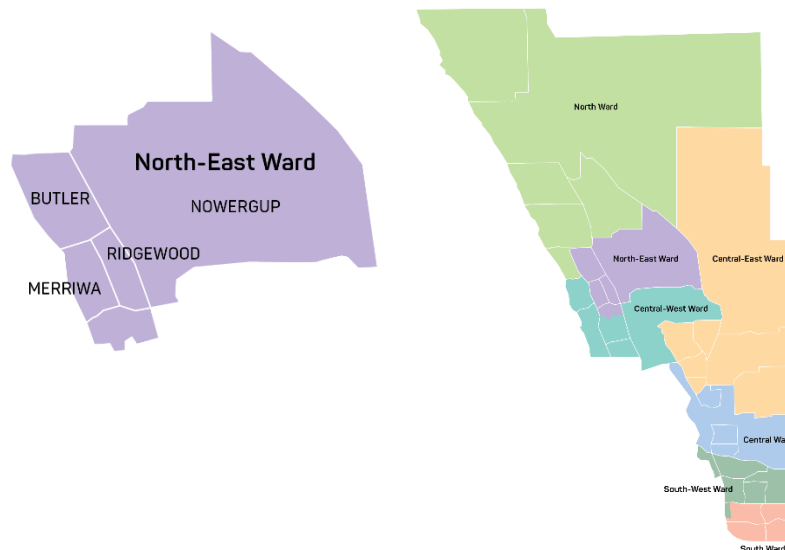


FIGURE 1– NORTH-EAST WARD, WITHIN CITY OF WANNEROO

(Source: <https://www.wanneroo.wa.gov.au/downloads/20212/wards>)

Butler

6. Butler is an outer suburb of Perth, approximately 41 kilometres north of Perth's CBD. The majority of the suburb is made up of the Brighton Estate, a large commercial and residential development by Satterley. It is located approximately 2kms from the Indian Ocean.
7. The suburb is surrounded by Jindalee and Quinns Rocks to the west, across Marmion Avenue, Merriwa and Ridgewood to the South, to the north Alkimos and in the East the rural locality of Nowergup.
8. Butler was established by the Department of Planning as a "District Centre" in their Directions 2031 urban expansion plan, highlighting it as a centre for commercial activity and public services, secondary to the nearby town centres of Clarkson and Alkimos.
9. District Centres are part of the State Planning Policy 4.2, which focuses on the planning and development of activity centres across Western Australia, with the intention to create sustainable development by providing reasonable access to goods, services, and employment.
10. District Centres are a focal point for economic activity and employment and are designed to be mixed-use urban areas that are community hubs where people live, work, shop, and meet. They are often developed around traditional "main street" principles, aimed at creating vibrant public spaces that are pedestrian friendly. They're usually well-connected to transport networks, with a focus on public transport.

Butler District Centre



11. Annexed and marked “**Annexure A**” are extracts from the *Butler District Centre Activity Centre Structure Plan (Part Two)* (“The Plan”). The Plan outlines the planning strategies for the Butler District Centre, which is a 1km mixed used corridor that extends along Butler Boulevard from Marmion Avenue to the Mitchell Freeway. The Butler Train Station is central within the corridor and is situated adjacent to Butler Central, the local shopping centre (“the Shopping Centre”). The Venue is located at the Shopping Centre in an area described in the Plan as “Precinct A”.
12. The Plan identifies hospitality uses such as restaurants, cafés and taverns as key business activities that are encouraged to generate activity outside core business hours. This demonstrates a clear planning intention for licensed food-focused and entertainment-based activation outside standard retail trading. (Page 72)
13. The ETP will allow the Venue to deliver a licensed breakfast offer, function facilities and special events (i.e. televised major live international sporting events) at a time when Precinct A currently lacks activity.
14. Annexure A emphasises that the Butler District Centre’s public realm should “*encourage the community to meet, stay and visit regularly*” through continuous activation opportunities. The plan also highlights the importance of a high-quality pedestrian realm as part of a vibrant and cohesive activity centre. (Page 74)
15. The Plan specifically positions Precinct A to support entertainment uses including taverns, noting their role in trip generation and visitation. The Venue already acts as a destination attractor and the grant of the ETP will further enhance trip attraction to Precinct A / the Shopping Centre on weekends, encouraging local residents to stay local and not travel elsewhere. (Page 72)
16. Early Sunday morning trade at the Venue supports the City’s objectives by providing a welcoming social environment for local residents and visitors to enjoy on weekends.

17. The Structure Plan requires the activation of the Main Street interface through food, beverage and social venues that create vibrancy and extend activity into non-retail periods. The Venue's proposed extended trading hours on Sundays with licensed breakfast service, live major international sports broadcasts and access to function facilities, directly contributes to the urban activation outcomes sought for the Locality. (Page 72 – 73)
18. The Plan recognises hospitality as a major contributor to employment and economic activity in the Centre, with significant job opportunities forecast in tavern and restaurant categories. (Pages 64 – 65)



19. Approval of the ETP for the Venue aligns with the City's vision for the Locality by supporting its key objectives. Extended trading hours at the Venue will:
 - (a) Enhance Social Activity, prior to the commencement of retail trade at the Shopping Centre.
 - (b) Support the City's multi-use objectives for Precinct A, by activating Precinct A beyond regular business hours, aligning with the goal of a mixed-use, pedestrian-friendly environment.
 - (c) Complement Public Spaces, with the Venue acting as a key anchor to the "main street" and "town square," attracting patrons and fostering an active streetscape on weekends.
 - (d) Providing easily accessible licensed hospitality services for Sunday breakfast trade, functions and special events near Butler Station, reducing car dependency and encouraging safe and sustainable travel modes for members of the community who wish to enjoy an alcoholic beverage when socialising at the Venue during the proposed ETP hours.
 - (e) Contribute to local employment opportunities and further support the District Centre's evolution into a regional hub for business and leisure.

20. It is submitted that the grant of the Application will directly support the objectives of the Plan, particularly for Precinct A, by fostering a dynamic and well-integrated urban core.

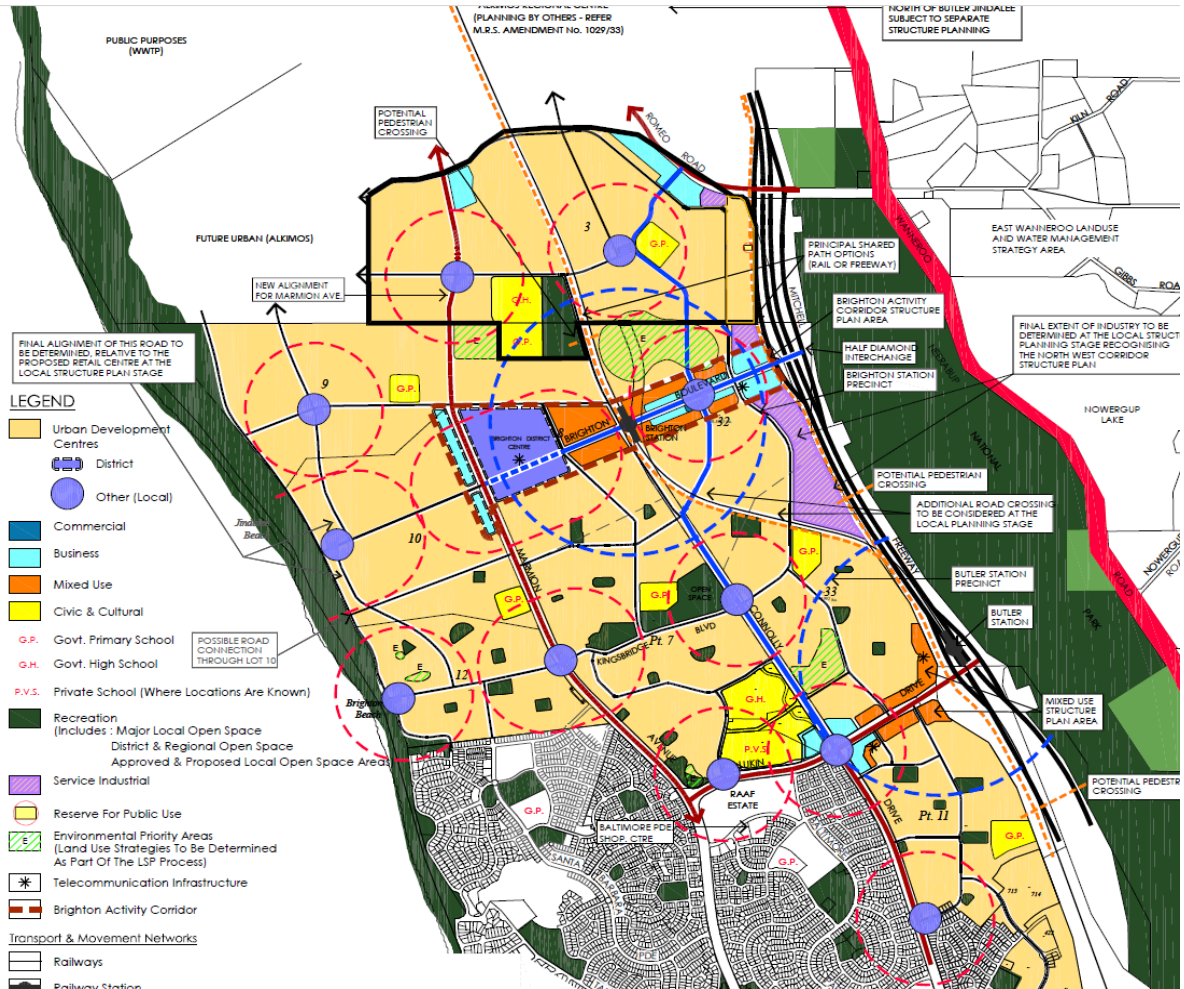


FIGURE 2 - BUTLER – JINDALEE AGREED DISTRICT STRUCTURE PLAN
 (Source: wanneroo.wa.gov.au: Butler-Jindalee, Agreed District Structure Plan No. 39)

Butler Central

21. The Venue is located at Butler Central, on the corner of Exmouth Drive and Butler Boulevard (“the Shopping Centre”) which was built on 2017. The anchor tenant is Woolworths, with a number of mini majors including The Reject Shop, Best & Less, Priceline and BWS. It has an internal mall and an outdoor dining precinct with alfresco seating.



22. The Shopping Centre is easily accessible and has over 430 car parking bays for those travelling to the site by car. The Butler Train Station is conveniently located across from the Shopping Centre for those travelling via public transport (bus and trains leave from the Station on a regular basis). (Also refer to paragraphs 27 & 28 below).

Locality

23. A 3km radius defines the Locality. The suburbs that form part of the Locality (in full or in part*) include:
- (a) Butler;
 - (b) Alkimos;
 - (c) Nowaregup;
 - (d) Jindalee.

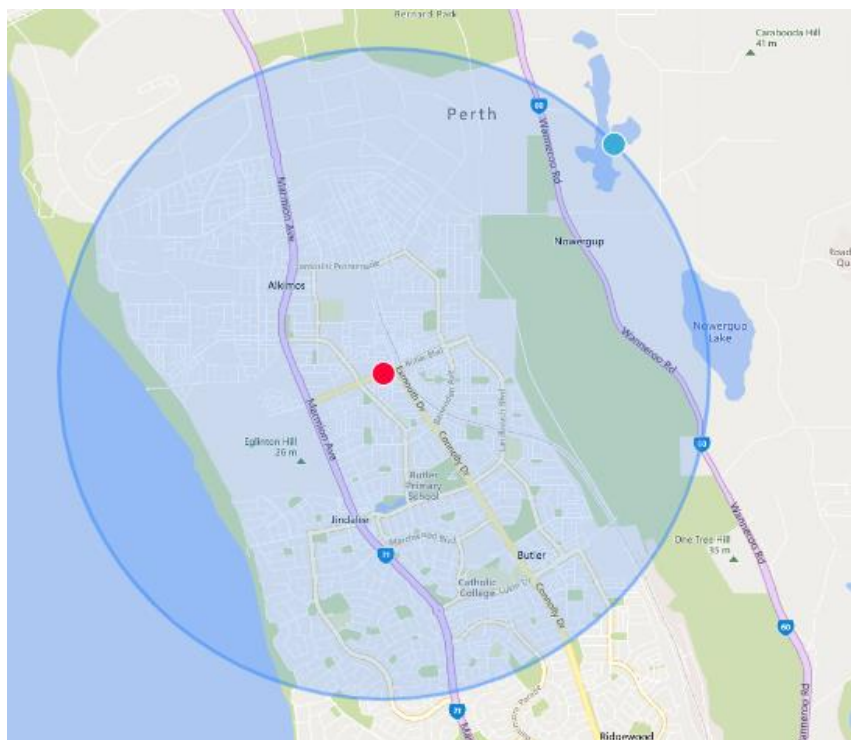


FIGURE 3 - LOCALITY MAP
(Source: <https://www.calcmaps.com/map-radius>)

24. Annexed and marked “**Annexure B**” is a *Locality Summary* which lists in addition to the Venue, a further 2 (two) Taverns class licensed premises trading in the Locality. These are The Cornerstone Ale House, which is located over 2kms from the Venue and The Beach House, situated approximately 2.6kms away in the Eden Beach residential estate in Jindalee. The Cornerstone Ale House trades under a Tavern licence and offers a bar, bistro, with daily specials and bottleshop. Live music and Karaoke are offered on Friday and Saturday nights. On Sundays it opens at 11.45am, catering for lunchtime trade. (Source: thecornerstone.com.au). The Beach House (Tavern Restricted Licence) offers

bar and dining services across the week including breakfast from 8:00am on Sundays. (Source: thebeachhouseperth.com.au). A listing of all licensed premises operating in the Locality is also provided as part of Annexure B, which confirms that there are a number of licensed restaurants in the Locality however, none trade early on Sunday mornings.

25. It is submitted that Precinct A and the surrounding area within the Locality will be the most likely area to be affected by the application due to the Venue's location at the Shopping Centre. The area surrounding the Venue has its own special features as it is situated within a District Centre.
26. Butler's District Centre continues to grow with an increasing number of businesses and services being established in the area. The primary functions and features of Butler as a District Centre and within Precinct A should be taken into consideration when determining the ETP application.

Public Transport

27. Butler Station serves as a transport hub providing train services on the Yanchep line and several Transperth bus routes that connect to various areas within the City of Wanneroo throughout the week. These routes facilitate access to suburbs such as Clarkson, Alkimos, Yanchep, and Two Rocks. The primary bus routes operating from Butler Station include:

- **Route 480:** Connects Butler Station to Clarkson Station, serving areas along Marmion Avenue and Ridgewood.
- **Route 481:** Runs between Butler Station and Clarkson Station, passing through Jindalee and Quinns Rocks.
- **Route 482:** Operates from Butler Station to Clarkson Station, servicing Jindalee and parts of Butler.
- **Route 483:** Links Butler Station to Clarkson Station, covering areas within Butler, including Camborne Parkway and Kingsbridge Boulevard.
- **Route 484:** Connects Butler Station to Clarkson Station, serving Landbeach Boulevard and Shepperton Drive in Butler.
- **Route 486:** Runs from Butler Station to Alkimos Station, passing through Alkimos and parts of Butler.
- **Route 487:** Operates between Butler Station and Alkimos



(Trinity Estate), serving Mansfield Avenue and Camborne Parkway.

- **Route 488:** Links Butler Station to Alkimos (Trinity Estate), covering Butler Boulevard and Benenden Avenue.
- **Route 490:** Connects Butler Station to Two Rocks Shopping Centre, servicing Yanchep and Two Rocks.
- **Route 491:** Runs from Butler Station to Yanchep, passing through Yanchep Beach Road and surrounding areas.

28. These bus routes provide comprehensive coverage throughout the suburb of Butler and its surrounding suburbs from Clarkson to Two Rocks. ensuring local residents have access to public transport for their daily commutes and other travel needs.



29. Patrons will also have taxi and ride share services readily available in the area.

Local Government Authority

30. For the purpose of section 69 of the Act, the City is the local government authority that may lodge a notice of intervention.

City of Wanneroo

31. The City of Wanneroo is located approximately 12km at its nearest point to Perth's CBD, 62 kms at its most northern point and spans over 684km². It includes 36 suburbs, ranging from Two Rocks in the north to Girrawheen in the south. These suburbs are:

Alexander Heights, Alkimos, Ashby, Banksia Grove, Butler, Carabooda, Carramar, Clarkson, Darch, Eglinton, Girrawheen, Gnangara, Hocking, Jandabup, Jindalee, Koondoola, Landsdale, Madeley, Marangaroo, Mariginiup, Merriwa, Mindarie, Neerabup, Nowergup, Pearsall, Pinjar, Quinns Rocks, Ridgewood, Sinagra, Tamala Park, Tapping, Two Rocks, Wangara, Wanneroo, Woodvale (part) and Yanchep.



FIGURE 4 - CITY OF WANNEROO ATTRACTIONS

32. The City is bounded by the Shire of Gingin in the north, the Shire of Chittering and the City of Swan in the east and the City of Stirling and City of Joondalup in the south. The Indian Ocean is to the west, with 32kms of stunning coastline contained within the City's boundary.
33. Significantly, the City is one of the largest and fastest growing LGA's in Australia, situated on the north-eastern fringe of the Perth metropolitan area covering an area of 685 sqm.



34. The City is characterised by a wide range of urban, rural and industrial land uses as well as significant areas of the coast, natural bushland and state forest. The Venue is within close to proximity to the following local attractions by car:
- (a) Yanchep National Park
 - (b) Yanchep Lagoon
 - (c) Alkimos Beach
 - (d) Eden Beach
 - (e) Jindee Beach
 - (f) Jindalee Beach
35. In the post-war years, significant development has occurred in the City, which was supported by the State Government's Corridor Plan in 1970 and the northern spread of development from Perth. The population more than trebled between 1991 and 2011, rising from 45,000 in 1991 to 149,000 in 2011. The City remains one of the fastest growing local government authorities in the nation.
36. As noted in the City's *Strategic Community Plan 2021 – 2031* ("the Strategic Plan"), extract of which are annexed and marked "**Annexure C**", the City's vision is:
- "A welcoming community, connected through local opportunities."* (Page 8)
37. The City's vision evolved from the community feedback gathered as part of its consultation process to develop the Strategic Plan. This process revealed that the community aspired the City to be *"a place that is welcoming to all people, and provide the necessary connections for those people to live, work and participate locally, ultimately to help build a wider sense of belonging in the area."* The Venue supports the

City's vision by providing a safe and welcoming environment where local residents can come together and socialise and foster friendships. (Page 8)

38. The City has defined its purpose as:

“To create a strong community with local opportunities to participate, be active, feel secure, contribute and belong.” (Page 8)

39. The City's vision for a welcoming and connected community is based on extensive community feedback, as reflected in the Strategic Plan, which aspires to create a sense of belonging and provide opportunities for participation, economic growth, and cultural enrichment. The Venue operating under a Tavern (Restricted) licence with the proposed ETP on a Sunday morning, strongly supports the City's vision and strategic goals through its contributions to social, cultural, and economic development.

Alignment with the City's Vision, Strategic Goals & Priorities

40. The Venue's focus on licensed hospitality and entertainment services for residents and visitors to enjoy on a Sunday morning aligns with the City's vision of fostering a welcoming, inclusive, and connected local environment.
41. By providing a safe and vibrant space where residents and visitors can socialise and enjoy licensed hospitality services with a full breakfast menu and/or watch live international sports entertainment, the Venue contributes directly to the City's overarching goal of building strong local connections and enhancing the sense of belonging.
42. The proposal for the Venue to operate with the ETP aligns with the City's Strategic Plan as noted below:

(a) Goal 2: A City That Celebrates Rich Cultural Histories, Where People Can Visit and Enjoy Unique Experiences

Priority 2.3 - Tourism Opportunities and Visitor Experiences:

- The Venue will serve as a unique attraction within the Locality offering a high-quality licensed breakfast dining experience, live international sporting entertainment and function space in a relaxed setting, enhancing the hospitality offerings in the area.
- With the ETP in operation, the Venue will attract both residents and visitors on a Sunday morning to Precinct A, further cementing the Venue's role as a

destination attraction within the Locality, which will also encourage further exploration of local attractions in and around the area.

(b) Goal 3: A Vibrant, Innovative City with Local Opportunities for Work, Business, and Investment

Priority 3.1 - Strong and Diverse Local Economy:

- The Venue will contribute to the Locality's economic resilience by expanding activation of Precinct A on a Sunday morning, which will support other local businesses in the area and encourage increased visitation to the area on weekends.

Priority 3.3 - Plan, Develop, and Activate Employment Locations:

- The extended hours of the Venue on a Sunday will activate a key employment hub in the Locality, creating additional job opportunities in hospitality within the area.

Priority 3.5 - Opportunities for Investment:

- The Venue's ongoing success will inspire further investments in Butler's District Centre, enhancing its appeal to investors and encouraging additional development of local infrastructure and businesses.

(Pages 22 – 25)

43. The extension of the Venue's services on a Sunday morning, through the approval of the ETP will add much needed additional choice in licensed hospitality venues within the Locality that are available in the area on a Sunday morning. (Refer to Annexure F, PIA Submissions)
44. The Venue's range of licensed hospitality services and community focus, aligns closely with the City's strategic goals by enhancing local tourism, strengthening the economy, creating job opportunities and promoting community engagement. The grant of the ETP to the Venue will further support these objectives and existing businesses in the area. The Applicant submits that approval of the ETP will result in increased activation of the Butler District Centre that will encourage further investment in the Locality, adding to its range of services in the area and build on its reputation as a northern urban hub.

Tourism



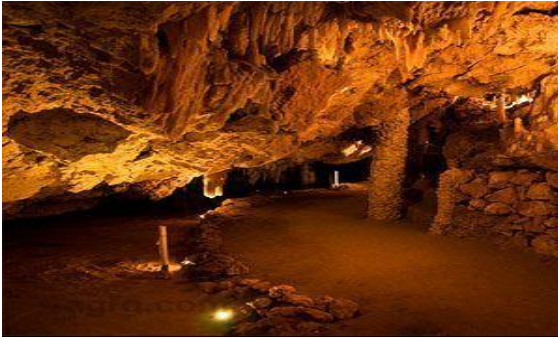
45. Annexed and marked “**Annexure D**” are extracts from the City’s most current *Tourism Strategy and Supporting Actions, 2011 – 2017* (“the Tourism Strategy”), which identifies key opportunities to grow tourism within the City through enhancing local product, strengthening event-based visitation and fostering partnerships between hospitality operators and the City. (Page 3)
46. The Tourism Strategy emphasises the importance of expanding and diversifying tourism-related product offerings to enhance economic impact and improve visitor experience. Granting the ETP will enable the Venue to provide full licensed breakfast, live-streamed international sporting events and morning group bookings, which expand the licensed tourism product currently unavailable in the Locality on Sunday mornings. This aligns strongly with the City’s objective to grow tourism product. (Pages 3 & 9)
47. The Tourism Strategy identifies day-visitors and event attendees as primary target markets, with attending events being the biggest reason people visit Wanneroo. (Pages 3 & 10)
48. The opportunity for patrons to attend special events (i.e. live major international sports telecasts) and breakfast functions at the Venue from 6:00am on a Sunday morning will generate an additional visitation that will increase dwell time in the Locality and encourages additional weekend visitation.
49. A key Tourism Strategy objective is to raise awareness of Wanneroo’s attractions and improve visitor experiences. Approval of the ETP will enable Sunday morning activation of Precinct A through licensed hospitality services, social events and entertainment, which will elevate Butler’s profile as a vibrant District Centre, adding value during a currently inactive trading period. (Pages 3 & 9)

50. The Venue's increased role as a community hub and social meeting space through its proposed ETP operations directly supports the City's commitment to engaging stakeholders and encouraging tourism partnerships. (Pages 3, 12–13)
51. The barriers to tourism grown that were identified in the Tourism Strategy that needed to be addressed that are relevant to the Application included:
- **Low awareness** - Wanneroo is currently perceived more as a rural or bush destination with limited recognition for other attractions. With the grant of the ETP, the Venue will become a destination attractor on a Sunday morning for licensed hospitality services, functions and special events.
 - **Event-driven tourism** - Attending events is a major reason for visitation, highlighting the opportunities for local attractions that can host or complement special events – the Venue's proposal to hold special events (i.e.. live telecasts of major international sporting) and breakfast functions on a Sunday morning will motivate people to visit the Locality.
 - **Opportunities for growth** - There is an identified need to expand tourism, especially in the coastal areas. The operation of the ETP at the Venue, will result in an expansion of hospitality and entertainment services in the area on Sundays that will encourage greater promotion of the Venue and visitation.

(Pages 3 – 4, 6 -7)

52. The Tourism Strategy highlights key markets highly relevant to The Central's proposal, including:
- (a) **Visiting Friends and Relatives:** People hosting or visiting friends and family are a significant market for the Venue who are looking for something to do in the area on a Sunday morning.
 - (b) **Indian Ocean Drive travellers:** Those driving north or south on the Indian Ocean Drive (e.g. visits to Yanchep National Park) are a prime group who may seek to enjoy licensed breakfast services at the Venue before travelling further north.
 - (c) **Day-trippers and event attendees:** People planning Sunday trips out to the coast, who are looking for either licensed hospitality services or sports entertainment to incorporate into their plans.

(Page 10 & 15)



53. Approval of the Application and the extension of the Venue's liquor services on a Sunday morning will support the City's outcomes by providing further hospitality and tourism product in the Locality and diversifying the hours that such services are available, which will increase the City's tourism profile and its attractions that visitors can experience during a day out.
54. The Venue's operations as a Tavern with expanded trading hours on a weekend, will directly contribute to Butler's emergence as a diverse and vibrant District Centre, elevating its status as a destination for both local residents and visitors seeking weekend leisure and entertainment. (Pages 3 & 9)

Economic Profile



55. Annexed and marked "**Annexure E**" is a copy of the City's *Economic Development Strategy, 2022 – 2032* ("the Economic Strategy"), which outlines key objectives to support local businesses, sustain economic growth and enhance the City's role as a location where communities can live, work and participate locally.
56. Annexure E confirms that the City is one of the fastest-growing local governments in Western Australia and will soon become the largest by population, growing from 215,878 residents in 2021 to a forecast 370,273 by 2041. This rapid growth presents substantial

opportunities for economic development, particularly in vibrant relatively new urban centres like Butler. (Page 8)

57. This growth underpins increased demand for weekend dining, socialising and entertainment activities, particularly in Butler, which is an emerging District Centre serving a rapidly expanding resident and visitor catchment. The approval of the ETP will enable the Venue to provide licensed breakfast services, special events and functions during a popular weekend social period.

58. The Economic Strategy outlines a number of strategic focus areas relevant to the grant of the ETP, including:

(a) **Job Creation and Diversity**

The City aims to address its lag in local job creation relative to population growth by enabling diverse and high-quality employment opportunities across various sectors. The ETP aligns with this goal by fostering direct and indirect job opportunities in hospitality, management, and event/function services through the Venue's additional trading hours on a Sunday morning. (Pages 10, 14–15)

(b) **Sustainable Economic Growth**

The Economic Strategy emphasises the need to enhance business sustainability and resilience. Sunday morning trading supports the Venue's financial viability, ensuring its long-term contribution as a community hub within the District Centre, which will also support other businesses in the area. (Pages 14–15, 25)

(c) **Tourism Development**

The "Discover Wanneroo" brand seeks to establish the City as a leading tourism destination. The Venue will contribute further to Discover Wanneroo objectives by offering licensed breakfast and sports tourism experiences appealing to residents, day-trippers and visiting friends and relatives, increasing destination appeal and weekend visitation. (Pages 22, 25)

(d) **Investment Attraction & Support for Local Businesses**

The Economic Strategy aims to strengthen vibrant employment locations that anchor population centres. The Venue's expanded hours will enhance the Butler District Centre's Sunday morning economic activation, making it a more attractive site for business investment and visitor spend. (Pages 8, 14, 24–25)

(e) **Infrastructure & Development**

The Strategy supports efficient activation of District Centres as social and economic hubs. The ETP will enable safe and well managed weekend activation during a period when Precinct A currently lacks activity, improving passive surveillance and community amenity. (Pages 8, 14, 26–31)

59. The Venue’s extended trading hours on a Sunday will stimulate local economic activity, particularly through increased spending, employment and visitor engagement, further contributing to a vibrant community atmosphere. These outcomes will directly support the City’s long-term vision of a connected, innovative, and sustainable economy, enhancing the quality of life for the City’s residents living in and around Butler. (Pages 7 - 8, 10, 28–29)

Demographics

60. With respect to the population of the City, the following documents are annexed:
- (a) *Australian Bureau of Statistics, 2021 Quickstats - LGA Wanneroo - “Annexure F”* (“the Quickstats LGA”); and
 - (b) *Australian Bureau of Statistics, 2021 Quickstats Butler, Suburbs & Localities - “Annexure G”* (“the Quickstats Butler”).
61. The Quickstats LGA records that 1.9% of residents described themselves as Aboriginal or Torres Strait Islander, which equates to 3,971 persons out of a total population of 209,111 people. The State median of Indigenous residents was recorded at 3.3% of the population therefore, within the City there is a significantly lower number of Indigenous residents when compared to WA as a whole.
62. Other key features from Annexures F & G that are relevant to this application are noted below:

(a) **City of Wanneroo**

- (i) Total resident population of 209,111, with an even split of genders;
- (ii) A median age of 35 years;
- (iii) People aged over 65 years made up 12.1% of residents;
- (iv) Children aged between 15 – 19 years made up 6.6% of the population;
- (v) 48.6%, of residents were married, while those who had never married and over the age of 15 years made up 35.9% of the population;
- (vi) Couples without children made up 31.3% of the population;



(vii) The most common countries of birth in the City was Australia (55.1%), the other top 3 locations were:

- England (17.5%);
- New Zealand (4.4); and
- South Africa (3.8)%.

(viii) 74.7% of the population speak only English at home;

(ix) In relation to employment status, the City's working population included:

- Full-time workers (56.3%);
- Part time workers (32.2%); and
- Unemployed (5.7%).

(x) The three (3) main occupations in the City were:

- Technicians and Trades Workers (17.4%);
- Professionals (16.5%); and
- Community and Personal Service Workers (13.3%).

(xi) The median household income for the City's residents was higher than the State and National averages.

(b) Butler

(i) Total resident population of 13,473;

(ii) Median age of residents was 32 years;

(iii) There was a relatively even split with respect to gender (Male 48.4% / Female 51.6%);

(iv) The Indigenous population for the area was 2.5%;

(v) Children aged between 15 – 19 years made up 7.9% of the population;



- (vi) Residents (over the age of 15 years) who had never married made up 35.9% of the population;
- (vii) Couples without children made up 26.8% of residents;
- (viii) In relation to employment, residents were engaged in:
 - Full-time employment (55%);
 - Part-time employment (32.3%); and
 - Unemployed (6.9%);
- (ix) The three (3) main occupations in the area were:
 - Technicians and Trades Workers (17.5%);
 - Community & Personal Service Workers (15.1%);
 - Professionals (14.2%).
- (x) The most common countries of birth after Australia (60%) in the area were:
 - England (16.8%);
 - New Zealand (5.5%); and
 - South Africa (4.0%).
- (xi) 80.6% of residents only spoke English at home, those who spoke another language at home included Afrikans (2.2%), Arabic (1%) and Tagalog (0.8%).

63. The City's Profile id reveals that the City's 2021 SEIFA Index Score was 1,005.6 which reflects a lower level of Disadvantage within the City when compared to the State. The suburb of Mindarie – Tamala Park had the lowest level of Disadvantage in the City with a SEIFA index score of 1,084.2, with Butler recording a score of 977. (Source: <https://profile.id.com.au/wanneroo/seifa-disadvantage-small-area>)

64. Annexed and marked “**Annexure H**” is a copy of the City’s most current *Our Place Community Safety and Crime Prevention Plan, 2014 – 2017* (“the Plan”). The Applicant is committed to working with the City and WA Police in supporting the Plan.



FRASER & ASSOCIATES LAWYERS
Solicitors for the Applicant