

Public Interest Assessment

Form 2A

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

- Hotel/Hotel Restricted
- Tavern/Tavern Restricted
- Liquor Store
- Nightclub.³

A PIA is also required if you are applying for an extended trading permit for extended hours, which has a duration of more than 3 weeks⁴, or for a temporary bar (refer to the [Temporary Events Approvals policy](#)). The DLL can also ask for a PIA to be prepared as part of the application for any type of liquor licence or permit.

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

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

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

Your completed PIA will be made publicly available and may be advertised on the [LGIRS website](#), allowing the community an opportunity to make submissions on it. Because it will be made public, do not include sensitive or personal information on this form. You can complete this PIA by taking a common-sense approach and you don't need a lawyer or a

¹ LC Act s33(1).

² LC Act s38(3).

³ Liquor Control Regulations (LC Regs) r9EA.

⁴ LC Regs r9F.

⁵ LC Act s5 and s38(4).

consultant to fill it in. The PIA form is a guide, and it is up to the applicant to satisfy the DLL that their application is in the public interest. If you do not have enough space, attach extra pages or prepare a separate submission. If you prepare your PIA as a separate submission, please refer to each of the question numbers on this form, so we know what question you are responding to. Lodge this form by submitting it with your application at our [Portal Homepage](#).

PART 1 – Application Details

Applicant name:	ATARI ENTERPRISES COMPANY PTY LTD
What licence or permit type are you applying for?	TAVERN
Are you applying for:	☒ New licence
	☐ Removal of existing licence
	Licence/permit type: [Type here]
Premises trading name:	RUNNING WITH THIEVES PORT HEDLAND
Address of proposed premises:	95 YACHT CLUB LANE
	PORT HEDLAND WA 6721

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

PART 2 – Manner of trade

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

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

Running With Thieves is a Restaurant, Bar and Function Venue for the Town of Port Hedland.

We are offering a family friendly environment equipped with a playground, a space for the Port Hedland community. Our function area will be made available to the local community as well as businesses in the wider Pilbara area.

We will have a Retail outlet to sell Running With Thieves products exclusively, including merchandise, apparel, beer and spirits. Our range is not offered in other local takeaway liquor outlets and will not impact trade from the local businesses.

To ensure safety of our patrons we will be offering a complimentary shuttle bus from the town the Running With Thieves venue.

Our venue will be employing residents from Port Hedland and sourcing produce from the immediate area, where possible, to support the Town of Port Hedland and the community.

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

Key Highlights

- **Prime Waterfront Location:** Overlooks the ocean channel and Spoilbank Marina
- **Unmatched Commercial Potential:** The only venue of its kind in Port and South Hedland
- **Immediate Market Advantage:** With the impending two-year closure of the Esplanade Hotel, the successful proponent is uniquely positioned to capture significant market share and meet growing demand for quality dining and social experiences
- **Community Impact:** Enhance liveability and lifestyle options for residents and visitors
- **Capacity:** 600 – 700 patron capacity (including outdoor and garden surroundings).
- **Large Children's Playground:** a family friendly environment for all.
- **Boardroom Facilities:** An area for small and large businesses, to be used for conferences or meetings.



Description of land	Portion Lot 554 on Deposited Plan 424409 being the whole of the land comprised in Crown Land Title Volume LR3177 Folio 123
Address	<u>Spoilbank Marina</u> , Sutherland Street, Port Hedland
Tenure	Crown Reserve, managed by Town of Port Hedland under Management Order
Zoning	Special Purpose Reserve
Lot area	304,184.89m ²
Lease area	528.96 m ² (Ground Floor - 293.28m ² + First Floor - 235.68m ²)
License area	2195.4m ² (approx.)
Venue abuts	North – <u>Spoilbank Marina</u> South – Yacht Club Lane East – <u>Spoilbank Marina</u> : Adventure Playground (currently under construction). West – Port Hedland Game Fishing Club

Ground floor	Area: 293m² (approx.) Functionality (as complete) • Kitchen • Bar • Cool room • Freezer • 1 x Male WC & urinal • 3 x Female WC • 1 x Accessible WC • Carer's Room • Cleaner's Store • Covered outdoor area • Storeroom
First floor	Area: 235m² (approx.) Functionality (as complete) • Bar • Bar store • Kitchen • Function room/office • 1 x Male WC & urinal • 3 x Female WC • 1 x Accessible WC • Covered outdoor area
Outdoor area	Area: 1,260m² Functionality: • Umbrella shade structures • Back-of-house storage area (uncovered)

The new Port Hedland Marina Yacht Club presents an opportunity to take RWT's unique formula North. With the Town's incredible investment in the Spoilbank Marina precinct, the site is primed for a new era. We see a dynamic, family-inclusive venue that captures Hedland's coastal character, a destination that locals call home, and visitors can't stop talking about. Our vision is to combine the spirit of Running with Thieves with the essence of Hedland: raw, real, and full of potential.

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

Running With Thieves Port Hedland will operate a retail outlet to sell branded clothing, merchandise and takeaway beverage items. Everything sold within the retail outlet will be exclusively Running With Thieves WA made products. It will be modelled on our existing South Fremantle outlet as seen in the picture below, an area of approximately 80 square meters. The store will provide a full range of our products that are not available in other local licensed liquor outlets in the Port Hedland and South Hedland area. No products outside the Running With Thieves range will be on offered in our retail outlet and therefore not taking trade away or from any existing take away liquor outlet.

Patrons visiting our venue will predominately be frequenting for the food and beverage experience and our retail outlet will give them the opportunity to purchase products they have sampled within the venue.



Liquor Outlets listed below with those in the immediate mapped:

BWS Port Hedland – Boulevard Shopping Centre, Anderson Street, Port Hedland.

North West Liquor (Liquor Barons) - 23 Anderson Street, Port Hedland.

Dome Port Hedland – 22 Richardson Street, Port Hedland.

The Hedland Hotel – Cnr Lukis & McGregor Street, Port Hedland.

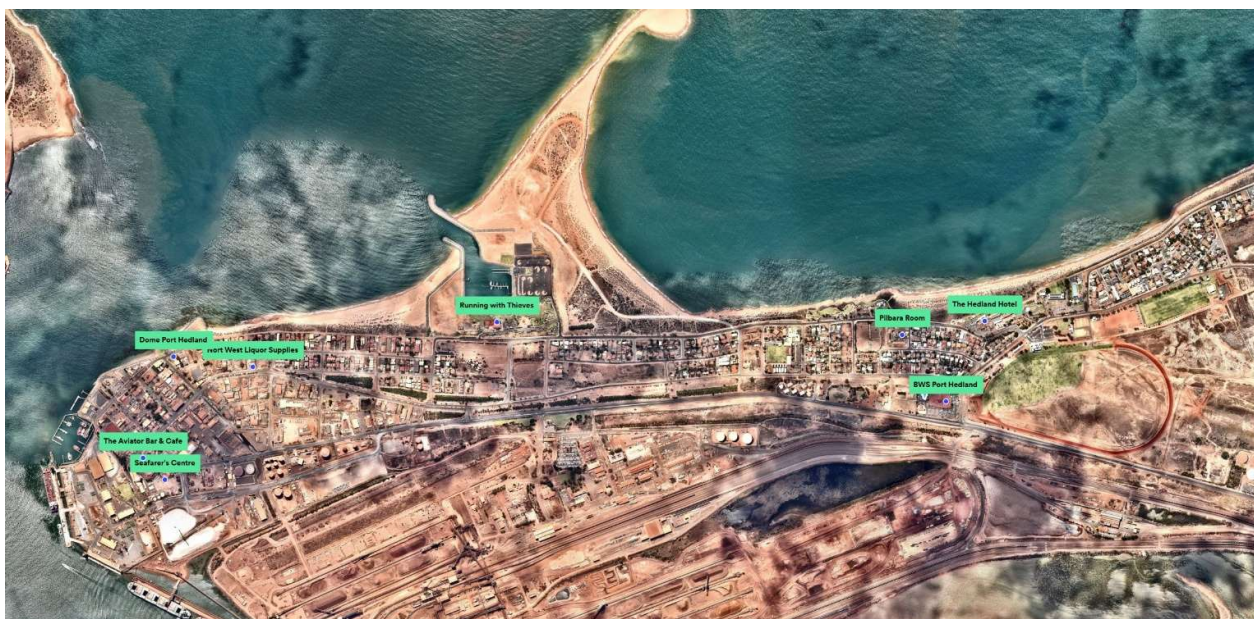
Pilbara Room – Webster Street, Port Hedland.

The Aviator Bar & Café – Port Hedland Airport, Great Northern Hwy, Port Hedland.

Seafarer's Café – Cnr Wilson & Wedge Street, Port Hedland.

Liquorland South Hedland – 9/31 Throssell Road, South Hedland.

South Hedland Liquor – 1 Hunt Street, South Hedland.



PART 3 – The profile of the local community

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

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

- within 15km of the Perth CBD, the locality is a radius of 2km of it
- anywhere else (unless remote), the locality is a radius of 3km of it

- in a remote area, you should make a submission on what the appropriate size of the locality should be. Remote areas are those where the nearest town is at least 200km away and Perth is at least 400km away.

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

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

Port Hedland population is estimated at 17,500 trending upwards at a growth rate of approximately 20%. The average age of the town is 30 to 35 years with a high workforce participation.

The economy is dominated by the world's largest bulk export port, with major employment in mining, construction and transport, boasting low unemployment of less than 3%.

Median annual gross income is \$80,000 to \$100,000.

The workforce has high vocational skills with 30% holding Certificates III & IV, those that hold a bachelor's degree is around 16%.

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

Port Hedland Primary, Corney Street, Port Hedland.

St Cecilia's Catholic Primary, 15 Sutherland Street, Port Hedland.

Hedland Senior High School, Hamilton Road, South Hedland.

Cassia Primary School, 16 Boronia Close, South Hedland.

South Hedland Primary School, 1 Weaver Place, South Hedland.

Baler Primary School, Baler Close, South Hedland.

North Regional TAFE, Pundulmurra Campus, 18 Parker Street, South Hedland.

Strelley Community School, McGregor Street, Port Hedland.

Hedland Health Campus, 2/34 Colebatch Way, South Hedland.

Port Hedland Medical Centre, 7 Edgar Street, Port Hedland.

Hedland Medical, Shop E South Hedland Shopping Centre 9-31 Throssell Road South Hedland.

St Celilia's Catholic Church, 35 Sutherland Street, Port Hedland.

Hedland Anglican Church (Port), 11 Padbury Place, Port Hedland.

Hedland Anglican Church (South), 2z Mitchie Crescent, South Hedland.

Hedland Christian Church, Lot 181 Wilson Street, Port Hedland.
Hedland Aboriginal Church of Christ, Corner Courtier and Kennedy Streets, South Hedland.
Hedland Fijian Uniting Church, 4 Rason Link, South Hedland.
One Tree Len Taplin Children's Service, Dempster Street, Port Hedland.
The Y Port Hedland Early Learning Centre, Cnr Keesing and Dempster Street, Port Hedland.
Child Campus Port Hedland, St Cecillas Catholic PS, 35 Sutherland Street, Port Hedland.
Milpaku Kuma Port Hedland Community Centre, McGregor Street, Port Hedland.
Sobering Up Centre, 14 Forrest Circle, South Hedland.
Mission Australia, Drug & Alcohol Treatment, Unit 4, 3 Brand Street, South Hedland.
Turner River Rehabilitation Centre, Lot 257 Gt Northern Hwy, Boodarie.
Hedland Women's Refuge, 08 9173 1896 – South Hedland, Port Hedland and Pilbara.

PART 4 – Minimising the potential for alcohol to cause harm

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

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

The Running With Thieves group takes the responsible serving of alcohol very seriously ensuring all employees have obtained the required certificates and in house training for their venues.

Responsible Service of Alcohol (RSA) Tactics

Mandatory RSA Certification: All staff involved in alcohol service must hold a current RSA certificate. This ensures legal compliance and promotes responsible service practices.

Liquor License Compliance: Strict adherence to the conditions of our liquor license, including trading hours, signage, and service restrictions.

Duty Manager & Responsible Person On-Site: A designated Duty Manager and Responsible Person are present during all operating hours to oversee alcohol service and intervene when necessary.

Security Presence: Licensed security guards are stationed at entry points to monitor patron behaviour, check IDs, and prevent intoxicated individuals from entering.

Refusal of Service Protocols: Staff are trained to identify signs of intoxication and have clear procedures for refusing service safely and respectfully.

Incident Reporting: All alcohol-related incidents are documented and reviewed to improve future practices.

PART 5 – Impact on the amenity, quiet or good order of the locality

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

- in good repair, well lit, with operational CCTV and designed to allow passive surveillance of areas such as the car park and entrances, it will tend to discourage anti-social behaviours such as vandalism or crime
- designed with sufficient parking and with good transport options available, it will allow patrons to leave the area quickly rather than potentially inconveniencing the neighbours
- provided with sound insulation sufficient for the proposed entertainment, it will prevent the surrounds from being exposed to unacceptable noise.

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

The premises are newly renovated, well lit with operational CCTV and located away from residential areas. A carefully planned and lovingly designed, full-service bar and restaurant with indoor and outside alfresco dining areas designed to capture the energy, beauty and community spirit of Port Hedland, the Yacht Club and the Spoilbank Marina.

RWT's vision for the Port Hedland Yacht Club is to create a welcoming, modern coastal venue that reflects the rhythm of life in the Northwest — relaxed, genuine, and built around community connection. The space will evolve throughout the day, offering breakfast and coffee for early risers, casual dining for families and workers, and a lively bar and events atmosphere as the sun sets over the Marina.

The concept draws on RWT's proven operational model of combining strong local identity with high-quality service and design. The venue will showcase local Pilbara and Western Australian produce, RWT craft beers, and seasonal menus suited to the climate and coastal lifestyle. Its layout will prioritise open, shaded outdoor areas with ocean views, a flexible indoor bar and dining zone, and a family-friendly environment that encourages return visitation.

While anchored in the RWT brand, the venue will carry its own regional character — shaped by local materials, colours, and culture. Music, art, and community events will contribute to a sense of place that feels distinctly Port Hedland.

This approach aligns with the Town's goal of activating the Spoilbank precinct through quality hospitality and consistent local engagement. The result will be a dependable, long-term venue that supports tourism, generates employment, and provides a genuine social hub for residents and visitors alike.

Ample parking surrounds the venue and RWT will administer a Bus service connecting the venue with Port and South Hedland areas.

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

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

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

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

Michael Simm (Non-Executive and Owner) of RWT has spent over 20 years in the Pilbara and he started his flag ship business Northfleet in 2006 in Port Hedland and lived and breathed Port Hedland for over 10 years. He is passionate about giving back to the community and connecting the two towns of Hedland together (Port and South Hedland).

We will utilise and prioritise local suppliers wherever possible and already have great relationships with most businesses in town.

The premises previously operated as Port Hedland Yacht Club before Running With Thieves won the tender to lease to building. There were no issues with the locals when it was run by the Club and we have received a great deal of support from the community, looking forward to the venue opening. The location is a good distance from residential housing further reducing impact to those nearby. Given the distance, we propose that on weekends we offer a courtesy bus connecting Port and South Hedland, to allow everyone to come to the venue and enjoy themselves without the stress of driving.

We understand the need to support community groups and sporting clubs and will actively engage and offer sponsorship opportunities as appropriate.

Strategy for Reducing & Managing Anti-Social Behaviour

Our Running With Thieves venues have a family friendly reputation, and we rarely have disturbances due to the clientele we attract. All our staff are trained in customer relations and hold the required qualification to deal with customers in our venues. Furthermore, we employ professional security services to ensure the safety of all our patrons.

With the closure of the Port Hedland Yacht Club and Esplanade Hotel Port Hedland, Running With Thieves will give the local community and tourists a safe place to frequent.

Reinforced in company policy are the points below:

Prevention Through Environment Design: Venue layout encourages smooth patron flow and minimizes crowding, reducing potential flashpoints.

Visible Staff & Security Patrols: Regular patrols by staff and security throughout the venue to deter anti-social behaviour and provide rapid response.

Clear Behavioural Expectations: Signage and verbal communication reinforce expected patron conduct, including zero tolerance for aggression or harassment.

Safe Departure Planning:

- Coordination with transport providers (e.g., taxis, rideshare) to ensure patrons can leave safely.
- RWT Courtesy Bus will provide an alternative for patrons to get to set stops through Port and South Hedland.
- Security presence during closing hours to manage crowd dispersal and reduce noise or disturbances.

Community Engagement: Maintain open communication with local residents and authorities to address concerns and demonstrate proactive management.

Staff Debriefs & Training: Regular debriefs and ongoing training sessions to ensure staff are equipped to handle challenging situations effectively.

PART 7 – Impact on tourism, culture and the community

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

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

We will add value to the town and increase tourism with people wanting to stop and visit our venue when travelling through Port Hedland.

Tourism in Port Hedland has been severely affected by the closure of the Port Hedland Yacht club. The local government has invested over \$2.1 million into refurbishing and upgrading the building and Running With Thieves will be investing more to refit the bar and kitchen.

Running With Thieves will be the first venue of its kind in Port Hedland. With a newly renovated site the previous Yacht Club will become a place for all the community, surrounding areas and tourists to the area.

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

Running With Thieves won the tender to lease this premises in Port Hedland based on the commitment we have on building a successful venue for the town. We look forward to not only showcasing our products in the Pilbara but becoming part of Port Hedland, employing the locals, using local businesses and giving tourists somewhere to stop as they travel.

⁶ LC Act s5(1)(c).

PART 8 – Declaration

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

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



28/05/2026

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date