

PUBLIC INTEREST ASSESSMENT

Extended Trading Permit - Extended Area

A700514874 || 28 August–20 September 2026

Coconut Grove Tavern

161 James Street, Northbridge WA 6003

Executive Summary

The Ice Cream Factory (ICF) is a globally recognised, nationally unique, and 100% Perth-owned event venue that has transformed the City of Perth into a destination of cultural significance. Operating since 2017, ICF is the only venue in Australia that independently programs, funds, and produces its own multi-stage events & concerts, hosting hundreds of live performances annually.

We submit this Public Interest Assessment in support of Extended Trading Permit application A700514874 for 18 trading days, being:

- 28 August–20 September 2026

This submission responds directly to the Temporary Bars Policy and outlines the clear, measurable, and overwhelming public benefit of allowing these concerts and performances to operate under a Temporary ETP.

The submission specifically addresses the below important information;

- The nature and history of the event.
- The trading hours for the event specifically noting the location.
- Indication of local government support.
- Event management plans produced for the event.
- Evidence that the event will not have an adverse impact on the surrounding community.
- Demonstration that the supply of liquor is ancillary to the unique events.
- Controls for the responsible service of alcohol.
- Demonstration that the event will be conducted safely with all required approvals and consents.
- Specific reference to the Northbridge location highlighting the events attract people to the area and compliment existing businesses and hospitality offerings.
- Economic, employment, social and tourism impact of events at ICF.
- Performance Schedules for each trading date.
- Headline artist profiles highlighting their respective cultural significance.
- Map for each event space specifically highlighting venue capacities.

A temporary ETP for these scheduled events is not only reasonable, but essential to the continued operation of one of Perth's most important cultural experiences.

ALIGNMENT WITH TEMPORARY BAR POLICY

The Nature and History of The Event

The Ice Cream Factory (ICF) is a Western Australian-owned and operated Live-entertainment precinct that has been successfully delivered for more than eight years in the City of Perth. Established under temporary approvals, the venue has grown into one of the State's most dynamic cultural activations — transforming an underutilised site into a vibrant entertainment hub that consistently attracts tens of thousands of patrons across the season. The venue now has Development Approval from the City of Perth to be an always on entertainment precinct.

Each event staged at the Ice Cream Factory is a distinct and ticketed offering with its own headline artists, creative theme, target demographic, and curated entertainment program. While united under the broader Summer Festival banner, no two nights are the same — demonstrating that audiences actively choose and pay for the specific entertainment featured on that date. This event-by-event model ensures diverse cultural representation and supports a wide range of Australian and international performers, DJs, live bands, cabaret & theatre productions, producers and creative suppliers.

Over its eight-year history, the venue has become a proven incubator for local events and artists, delivering high-quality programming that contributes significantly to Perth's nightlife, tourism economy, and cultural identity. The precinct regularly hosts high-profile touring acts alongside local performers, bringing into the city the type of contemporary entertainment typically secured by national or multinational operators. The Ice Cream Factory stands apart in that it is wholly independent and proudly WA-owned, ensuring the economic and social benefits of these events remain within the State.

Operationally, the site has consistently demonstrated high levels of compliance, patron safety, and responsible service of alcohol. The event has been run under temporary liquor approvals each season, typically granted close to commencement of trade, and has continually met all regulatory obligations during significant periods of operation. These demonstrated outcomes — proven over hundreds of trading days, through constantly evolving infrastructure, layouts, and operational enhancements — reinforce the maturity and capability of the event as a stable, well-managed precinct.

The ongoing success of the Ice Cream Factory demonstrates a sustained public interest, delivering cultural vibrancy, economic value, employment opportunities, training pathways for young West Australians in events and hospitality, and a safe, regulated environment for patrons to enjoy world-class entertainment. Continued licensing support is essential to maintaining this contribution and preserving an iconic WA-owned event competing in an increasingly consolidated landscape of national and international venue operators.

The venue now has both an approved change of use to Entertainment, an approved DA for the infrastructure to remain in place as well as a Regulation 19B noise approval demonstrating the unwavering support from the City of Perth. This also highlights the undeniable benefits the Ice Cream Factory events bring to the area of Northbridge.

Trading Hours specifically referencing the location of the event

The Ice Cream Factory is located within the Perth Entertainment Precinct — an area expressly designed and supported by local and State Government for major cultural, hospitality, and nightlife activation. This central city zone is already highly serviced by public transport, rideshare access, late-night food offerings, and security infrastructure, making it the most suitable location for regulated night time entertainment in Western Australia.

The trading hours for the event the subject of this application are aligned to industry norms for ticketed live entertainment. The performance schedule confirms the proposed operating hours for each trading date. These controlled hours support safe patron dispersal and effective management of arrival and departure periods.

Each programmed night has slight variations in timing based on the specific entertainment provided, with staged entertainment presented the entire duration of all events. Each event scheduled is detailed within this assessment.

These consistently controlled trading hours align with previous successful years of operation at this venue, during which the applicant has consistently delivered responsible service practices and excellent compliance outcomes under temporary approvals. The structured entertainment schedule — featuring staggered set times and artist programming — supports orderly patron flow, planned egress, and effective management of peak arrival and departure periods.

The chosen location, combined with these measured trading hours, ensures that the Ice Cream Factory continues to meet the expectations of the Entertainment Precinct framework — delivering vibrancy, visitation and night-time economy benefits within an environment purpose-built for safe and regulated late-night activity.

Indication of Local Government Support

The City of Perth has been a longstanding and valued stakeholder in the successful delivery of the Ice Cream Factory. Since 2017, the City has consistently approved the required permits and applications for the precinct to operate each summer — resulting in the successful delivery of hundreds of individual event nights over more than eight years. This history of facilitation reflects the City's confidence in the Applicant's ability to responsibly manage large-scale entertainment operations, meet compliance requirements, and deliver significant social and economic benefits to the City.

Most recently, the development approval granted for the site to be formally recognised and operated as an Entertainment Precinct represents a strong and strategic endorsement of the event as a permanent contributor to the City's live-entertainment identity. This approval not only acknowledges the operational capability and proven safety outcomes achieved year-on-year, but also demonstrates the alignment of the Ice Cream Factory precinct with the City's broader planning framework, night-time economy strategy, and cultural-activation priorities.

The City of Perth has also recently approved a Regulation 19B noise exemption for the venue. This further demonstrates the strong level of support the local government has for the venue and clearly highlights the broader benefits to the City and Northbridge.

The Ice Cream Factory continues to contribute to:

CBD economic recovery and night-time vibrancy, particularly during the critical summer tourism period.

Activation of underutilised urban space, creating a positive drawcard for residents and visitors.

Diversified entertainment options, complementing the surrounding hospitality and cultural offerings.

Local employment, supporting event workers, hospitality staff, artist crews, and suppliers.

The ongoing partnership between the Applicant and the City of Perth reflects a shared objective: delivering world-class music, and cultural experiences within a safely regulated and well-supported environment. The demonstrated operational track record — backed by consistent local government approvals and an endorsed planning status — strongly supports the public interest in granting continued licensing approvals for these upcoming events.

Event management plans produced for the event.

The Ice Cream Factory has a comprehensive and proven safety and compliance framework designed to minimise alcohol-related harm, ensure patron welfare, and maintain strong community confidence in the operation of the venue. These measures are carefully documented across the Event Management Plan, Emergency Management Plan, Alcohol Management Plan, Waste Management Plan, and associated operational strategies.

Alcohol and Crowd Management

The event is operated under a controlled and highly regulated liquor licence administered by Penzance Pty Ltd T/A Coconut Grove Tavern, with a strict capacity limit of 2,500 people and a risk-based security model — including a minimum ratio of 1 licensed crowd controller per 150 patrons and two for the first 100 patrons.

Entry is restricted exclusively to valid ticket holders, and subject to a No Pass-Out Policy which prevents external pre-loading and continual re-entry.

Intoxication prevention begins at the gate, where multiple trained security personnel and RSA supervisors conduct ID checks and behavioural assessments, supported by bag checks.

Responsible Service of Alcohol is supported by;

- RSA-qualified staff at every bar.
- Dedicated RSA Supervisors positioned throughout all service zones.
- 4-drink transaction limits.
- Immediate removal of intoxicated persons by licensed security only.
- High-visibility lighting for monitoring patron behaviour.
- Food and free drinking water available at all times.
- WA Police Major Events Unit are engaged and consulted with regularly to continually improve processes particularly at large patron egress periods.

Additionally, the onsite St John First Aid post is strategically located beside the Lake Street entry to ensure immediate ambulance access.

“Show stop” protocols are detailed and accountable — able to be enacted by both ICF leadership and crowd controllers to protect crowd welfare during adverse conditions or medical intervention.

Crowd Safety, Movement & Egress

Crowd flow risk is mitigated through multiple high-interest zones reducing congregation pressure. Wider Roe Street main ingress with structured queuing and bag checks ensures smooth entry processing of patrons. Stage barrier systems with dedicated pit security and radio communications ensure areas of high density are always monitored with effective evacuation procedures.

Lighting, wayfinding, and mapped circulation avoid pinch-points while planned pre- and post-show perimeter management ensures safe street dispersal of patrons at egress.

Security and event staff remain positioned at exit gates during shutdown to ensure orderly and alcohol-free egress and protection of the neighbouring amenity.

Through detailed planning, strong regulatory oversight, and proven history of compliant delivery, the Ice Cream Factory offers a highly controlled and safe setting for all patrons to enjoy curated music and cultural experiences — significantly reducing the risk profile compared with unregulated alternatives such as informal gatherings.

These management strategies demonstrate a clear and proactive commitment to harm minimisation and ensure the operation remains unequivocally in the public interest.

Demonstration that the supply of liquor is ancillary to the unique events.

The Ice Cream Factory is fundamentally a curated music and cultural entertainment venue where the primary purpose is to host high-quality live performances from leading local, national and international artists. The events are individually ticketed, ensuring guests make an active decision to attend because of the specific entertainment program offered each night, not because of the availability of liquor. Entry is strictly restricted to valid ticket holders reinforcing that the event exists to deliver audiences to its programmed shows rather than to provide unrestricted access to alcohol.

The physical layout and operational strategy of the venue support this entertainment focus. Stages, viewing areas, and production infrastructure are central to the event experience, with lighting, crowd-flow systems and emergency readiness designed around patron movement toward and around the performances rather than liquor-service points. These arrangements are documented across the Event Management Plan and Emergency Management Plan, both of which demonstrate that patron engagement revolves around the curated performances and programmed activations throughout the site .

In contrast, the sale and supply of liquor is carefully controlled and intentionally secondary. Responsible Service of Alcohol is embedded throughout the Alcohol Management Plan, including drink limits per transaction, full visibility of bar service areas, mandatory RSA-qualified staff, and immediate removal of any patron appearing intoxicated. Free drinking water and substantial food offerings are available at all times while liquor is being served, and packaged liquor and BYO are strictly prohibited. These measures ensure alcohol consumption remains moderated and supportive of the entertainment experience rather than driving it.

The positioning and promotional identity of the event further reinforce that it is not alcohol-led. As described within the official management documentation, the Ice Cream Factory is “an experience, a journey, a celebration of Summer in Perth” — a destination chosen by patrons to enjoy performance, atmosphere, design and shared cultural moments in one of Australia’s most iconic live-entertainment spaces.

Accordingly, the public interest is best served where liquor service remains available in a controlled and responsible manner that enhances the enjoyment of the core entertainment offering — and that is precisely what continues to be delivered at the Ice Cream Factory. The events simply cannot operate or attract attendance in the absence of their artistic programming. Liquor is demonstrably ancillary to this purpose, existing only as a hospitality amenity to support the safe, enjoyable and high-quality cultural experience the venue is known for.

Economic, employment, social and tourism impact of events at ICF.

The 18 proposed trading days covered by this application will generate meaningful activity within the Perth and Northbridge economy, with attendance controlled by the approved venue capacity.

Each attendee actively chooses to engage with the programmed entertainment, thereby generating direct and immediate expenditure within the CBD that would not occur without the events.

The event includes significant artistic, production and touring commitments. Touring parties require accommodation, hospitality, transport, technical services and specialised production support from local suppliers.

This spend directly benefits Perth hotels, restaurants, vehicle hire companies, sound and staging operators, electricians and other creative-industry contractors.

The broader operational delivery further strengthens the local supply chain. These events rely on WA-based organisations across security services, medical and first aid, stage production, waste management, event staffing, staging, lighting, and power distribution.

This ensures that expenditure and capability development remain within the State.

Each trading date requires a substantial local workforce, including security, RSA supervisors, bar staff, operations crew, first aid responders, stage technicians and cleaners—providing valuable shift opportunities for students, creatives and casual workers.

Many staff return year after year resulting in strong retention, skills development and professional pathways within WA's live-events workforce — a recognised growth sector for the State.

Attendees to major ticketed events generate direct expenditure inside the venue and in surrounding Northbridge businesses through transport, hospitality and related activity. These flow-on benefits are supported by the independent Culture Counts reports included with this submission.

This supports Perth's positioning as a vibrant tourism destination and drives footfall into small business precincts at a time when city visitation is a key government priority.

The events fill a critical cultural gap for predominantly 18–50 year-olds — a demographic underserved by safe, regulated large-scale entertainment options in the CBD. By delivering world-class artists in a controlled, well-managed environment, the events provide social connection and cultural expression while reducing the risks associated with street-based or informal drinking environments.

Furthermore, the events are 100% Western Australian owned and operated, ensuring that economic benefit, creative development and reputational uplift remain in the State rather than being absorbed by multinational venue operators.

The proposed trading period will deliver public-interest benefits through city activation, job creation, cultural participation and retention of tourism spending within Western Australia. The event's economic, social and tourism impacts strongly support this licensing approval.

Performance & Event Schedules for each trading date.

DATE	TRADING / SET TIME	PROGRAM / ARTIST
Fri 28 Aug	6:00–10:00 pm	LASSÛ: Cosmic Cabaret
Sat 29 Aug	4:00–11:00 pm	LASSÛ: Cosmic Cabaret
Sun 30 Aug	6:00–9:00 pm	LASSÛ: Cosmic Cabaret
Wed 2 Sep	6:00–10:00 pm	LASSÛ: Cosmic Cabaret
Thu 3 Sep	6:00–10:00 pm	LASSÛ: Cosmic Cabaret
Fri 4 Sep	6:00–10:00 pm	LASSÛ: Cosmic Cabaret
Sat 5 Sep	4:00–11:00 pm	LASSÛ: Cosmic Cabaret
Sun 6 Sep	5:00–9:00 pm	LASSÛ: Cosmic Cabaret
Wed 9 Sep	6:00–10:00 pm	LASSÛ: Cosmic Cabaret
Thu 10 Sep	6:00–10:00 pm	LASSÛ: Cosmic Cabaret
Fri 11 Sep	4:00–11:00 pm	LASSÛ: Cosmic Cabaret
Sat 12 Sep	4:00–11:00 pm	LASSÛ: Cosmic Cabaret
Sun 13 Sep	5:00–9:00 pm	LASSÛ: Cosmic Cabaret
Wed 16 Sep	6:00–10:00 pm	LASSÛ: Cosmic Cabaret
Thu 17 Sep	6:00–10:00 pm	LASSÛ: Cosmic Cabaret
Fri 18 Sep	4:00–11:00 pm	LASSÛ: Cosmic Cabaret
Sat 19 Sep	4:00–11:00 pm	LASSÛ: Cosmic Cabaret
Sun 20 Sep	5:00–9:00 pm	LASSÛ: Cosmic Cabaret

Schedule extracted from the consolidated application supplied.

LASSU 2026 SHOW SCHEDULE

Event Name	Show Date	Day	Show Time
LASSU: Cosmic Cabaret	2026-08-28	Friday	7pm
LASSU: Cosmic Cabaret	2026-08-29	Saturday	5pm
LASSU: Cosmic Cabaret	2026-08-29	Saturday	8pm
LASSU: Cosmic Cabaret	2026-08-30	Sunday	5pm
LASSU: Cosmic Cabaret	2026-09-02	Wednesday	7pm
LASSU: Cosmic Cabaret	2026-09-03	Thursday	7pm
LASSU: Cosmic Cabaret	2026-09-04	Friday	7pm
LASSU: Cosmic Cabaret	2026-09-05	Saturday	5pm
LASSU: Cosmic Cabaret	2026-09-05	Saturday	8pm
LASSU: Cosmic Cabaret	2026-09-06	Sunday	5pm
LASSU: Cosmic Cabaret	2026-09-09	Wednesday	7pm
LASSU: Cosmic Cabaret	2026-09-10	Thursday	7pm
LASSU: Cosmic Cabaret	2026-09-11	Friday	6pm
LASSU: Cosmic Cabaret	2026-09-11	Friday	9pm
LASSU: Cosmic Cabaret	2026-09-12	Saturday	5pm
LASSU: Cosmic Cabaret	2026-09-12	Saturday	8pm
LASSU: Cosmic Cabaret	2026-09-13	Sunday	5pm
LASSU: Cosmic Cabaret	2026-09-16	Wednesday	7pm
LASSU: Cosmic Cabaret	2026-09-17	Thursday	7pm
LASSU: Cosmic Cabaret	2026-09-18	Friday	6pm
LASSU: Cosmic Cabaret	2026-09-18	Friday	9pm
LASSU: Cosmic Cabaret	2026-09-19	Saturday	5pm
LASSU: Cosmic Cabaret	2026-09-19	Saturday	8pm
LASSU: Cosmic Cabaret	2026-09-20	Sunday	5pm

Headline artist profiles highlighting their respective cultural significance.

Event Report – LASSÙ: Cosmic Cabaret

Artist and Event Information

LASSÙ: Cosmic Cabaret is a premium live entertainment experience that blends world-class circus, contemporary dance, cabaret, live music and theatrical storytelling into an immersive production unlike any other in Western Australia. Hosted at The Ice Cream Factory, the production transforms the venue into an intimate cabaret theatre, offering audiences a sophisticated nightlife experience that celebrates creativity, spectacle and world-class performance.

Unlike a traditional circus or cabaret show, LASSÙ combines breathtaking acrobatics, aerial artistry, dance, comedy and burlesque within a fully realised narrative. Set inside a purpose-built environment, the audience becomes part of the story, experiencing every performance from close proximity where the athleticism, artistry and emotion of the performers can be fully appreciated. The venue features premium seating, hospitality offerings and fully licensed bars, creating a complete entertainment experience that encourages patrons to enjoy an evening of dining, drinks and live performance.

LASSÙ was created by seventh-generation circus performer and producer Merrik Ashton, whose family has been entertaining Australian audiences for more than 170 years through the legendary Ashton Circus dynasty. Born into Australia's most recognised circus family, Merrik made his stage debut at just two years of age and has spent almost three decades performing across Australia and internationally. His career includes performances throughout Australia and the United States, as well as appearances at the prestigious New Generation Monte Carlo Circus Festival, where he and his brother received multiple awards for their performances.

Ashton's vision for LASSÙ represents a modern evolution of circus entertainment, combining traditional circus disciplines with contemporary theatrical production values. To realise this vision, he partnered with internationally respected Creative Director Mitchell Woodcock, a Helpmann Award-winning choreographer whose credits include *The Voice Australia*, *Australian Idol*, *Paper Dolls*, the ICC T20 World Cup Opening Ceremony, FIFA World Cup Closing Ceremony and performances for global artists including Kylie Minogue, Rita Ora and Meghan Trainor.

Following its successful world premiere during Fringe World, LASSÙ received widespread critical acclaim for its originality, production quality and immersive audience experience. Critics praised the production's seamless combination of circus, dance and storytelling, describing it as one of the standout live entertainment experiences presented during the festival.

Significance to Perth and Western Australia

LASSÙ represents a significant addition to Perth's cultural and entertainment landscape by delivering a large-scale, locally presented production capable of attracting audiences comparable to internationally touring cabaret and circus productions.

The show highlights Western Australia's growing reputation as a destination for premium live entertainment by showcasing a production that has been developed specifically with Perth audiences in mind. Merrik Ashton has publicly acknowledged Western Australia's importance in his own career, noting that Perth became his adopted home after spending more than a decade touring throughout the State with Circus Joseph Ashton. He has described LASSÙ as a project he specifically wanted to launch in Perth, recognising the longstanding support shown by Western Australian audiences throughout his career.

Presenting LASSÙ at The Ice Cream Factory activates one of Perth's premier entertainment venues and contributes to the city's night-time economy by attracting visitors to the CBD throughout the week. The production supports local employment across the creative industries, including performers, production crews, hospitality staff, technicians, event managers and suppliers, while generating increased visitation to surrounding restaurants, bars and accommodation providers.

Beyond its economic contribution, LASSÙ demonstrates Perth's ability to produce and host original, world-class entertainment rather than relying solely on touring productions. By bringing together internationally experienced performers, award-winning creative leadership and locally based production expertise, the show strengthens Western Australia's reputation as a centre for creative innovation and live performance.

The intimate format of the production also provides audiences with a unique cultural experience that cannot be replicated within larger arenas or traditional theatres. This diversity of entertainment offerings enhances Perth's broader events calendar while encouraging repeat visitation to the city and supporting the continued growth of Western Australia's creative sector.

Performance Details

2x 45 minute halves + 30 minute interval per show.

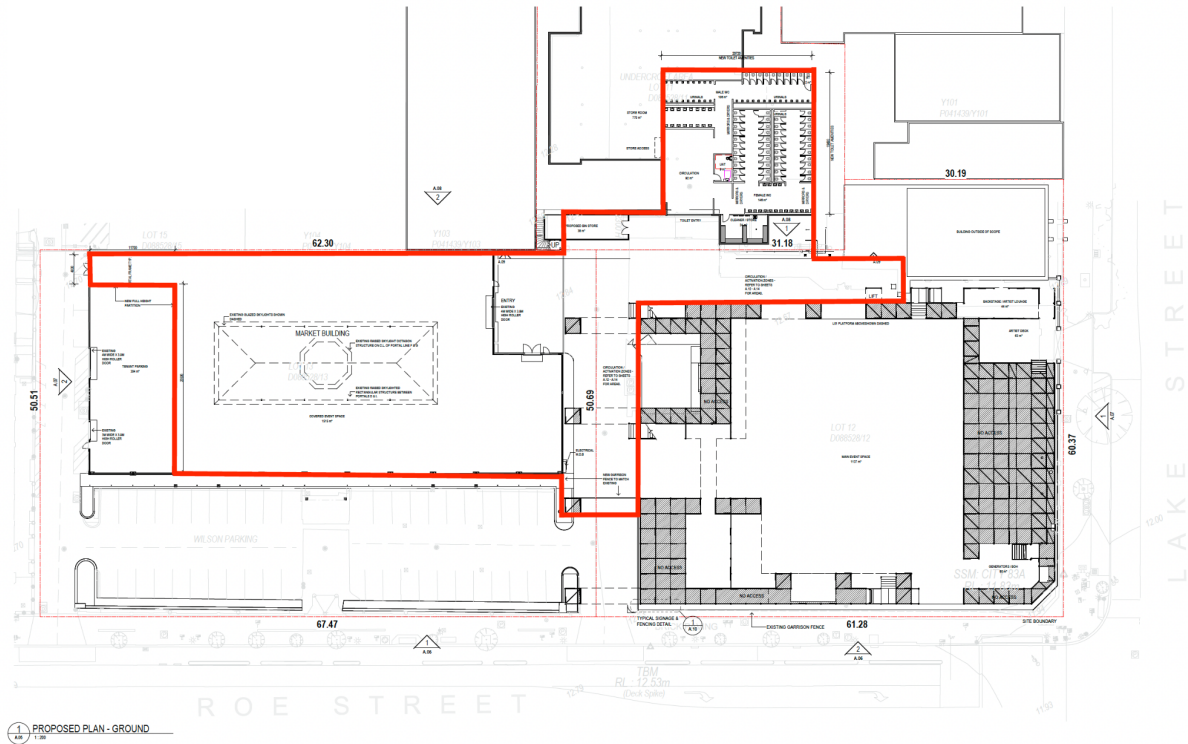
Conclusion

LASSÙ: Cosmic Cabaret is a bold and contemporary live entertainment production that showcases the highest standards of Australian circus, cabaret and theatrical performance. Created by internationally experienced producer Merrik Ashton and led creatively by Helpmann Award-winning choreographer Mitchell Woodcock, the production combines artistic excellence with immersive storytelling to deliver a truly memorable audience experience.

Hosting LASSÙ at The Ice Cream Factory reinforces Perth's position as a city capable of supporting premium cultural experiences and original large-scale productions. The event will contribute positively to the local economy, support Western Australia's creative industries and provide residents and visitors with an exciting addition to the city's entertainment calendar.

Through its combination of world-class performers, innovative production design, premium hospitality and compelling storytelling, LASSÙ represents a significant cultural activation that enhances Perth's reputation as a destination for exceptional live entertainment while celebrating the next generation of Australian circus and performance excellence.

2,500 Capacity Map



2.1 Proposed Manner of Trade & Target Client Base

Coconut Grove Tavern proposes to trade in the areas adjacent to the tavern under an Extended Trading Permit.

The extended area will be licensed only during ticketed events and functions, with a capacity of up to 2,500 patrons at any one time (and, in some cases, less depending on the nature of the event).

Trading times will vary for each event or function; however, they will not exceed the current trading hours of the existing licence. The venue will open for a maximum of one hour prior to, and one hour following, the scheduled entertainment.

Since 2017, the venue has successfully delivered over 210 large-scale events, welcoming more than 500,000 attendees. These events have consistently demonstrated strong compliance with licensing conditions and community expectations, while contributing positively to the local economy and cultural life of Perth.

The proposed Extended Trading Permit seeks to formalise these operations and provide long-term certainty for the continued delivery of safe, well-managed and vibrant ticketed events and functions.

The Ice Cream Factory has evolved into a highly curated events space delivering experiences entirely unique to the venue, with a strong emphasis on safety, diversity and creativity. Its proven track record of professional operations and community engagement shows that its events are overwhelmingly in the public interest—activating underutilised urban space, supporting local jobs and artists, and enhancing the cultural fabric of the city.

The venue is designed to accommodate a wide variety of events, resulting in a diverse demographic of customers. Theatre, music, cabaret, comedy, cultural festivals, exhibitions, sporting events, weddings and trade shows are all expected to form part of the annual events calendar, with an expected total attendance of over 200,000 people per year. Previous attendee profiles have been identified in the Culture Counts impact report provided.

National and international promoters have expressed their intent to program content at the venue, as demonstrated in the submitted letters of support.

In addition to its cultural contributions, The Ice Cream Factory delivers substantial economic impact each year, injecting more than \$3 million in capital infrastructure to build and transform the site annually. A further \$2 million is spent on artist bookings, enabling the venue to attract in-demand local, domestic and international acts—many of whom require 12–18 months of lead time. It is expected that artist expenditure will grow to approximately \$6 million in 2026/27.

The festival also provides over \$850,000 in casual wages annually, much of which directly benefits local students and young people, particularly in light of the new Edith Cowan University City campus opening nearby. This broad economic activity supports jobs, stimulates the creative sector and generates significant flow-on benefits across the hospitality and tourism industries.

The venue proposes to trade with conditions consistent with previously granted temporary Extended Trading Permits, including (but not limited to):

NUMBERS LIMITATION

The number of patrons permitted within the licensed area(s) is not to exceed 2,500 at any one time.

RESTRICTED ENTRY

Entry is restricted to ticket holders for events and functions only.

JUVENILES

Juveniles accompanied and supervised by a responsible adult (as defined by s 125(2)(b) of the Liquor Control Act 1988) are permitted to enter and remain on the licensed premises. This condition does not apply to the presence of a juvenile employed by the licensee on the premises otherwise than in the sale or supply of liquor.

PROFIT SHARING AUTHORISED

Pursuant to s 104 of the Liquor Control Act 1988, approval is given for profit sharing to occur between the licensee and event promoters. However, if concerns are raised over the suitability of any particular third party, the licensing authority reserves the right to conduct an investigation into that person to ascertain if they are "fit and proper", pursuant to s 37(1)(d) of the Act.

FENCING REQUIREMENTS

Appropriate fencing is to be erected around the boundary of the licensed area to clearly delineate the licensed premises.

UNSEALED CONTAINERS ONLY

Liquor sold and supplied must only be supplied in unsealed containers.

PACKAGED LIQUOR PROHIBITED

The sale and supply of packaged liquor for consumption off the licensed premises is prohibited:

- i) during any extension of normal trading hours;
- ii) from any extension of licensed area; and
- iii) to non-members (where the licence is a Club Licence that permits the sale of packaged liquor to members).

DRINK LIMIT

Liquor sold and supplied at the event is restricted to no more than four (4) drinks per person per transaction.

RESPONSIBLE DRINK PRACTICES

The licensee is prohibited from selling and supplying beverages in such a way that would encourage rapid consumption of liquor (e.g. unadulterated spirits or liqueurs in shot glasses; "laybacks", "shots", "shooters", "test tubes", "jelly shots", "blasters", "bombs" or any similar product).

DRINKS

The serving of spirits in jugs is prohibited.

Non-standard measures of spirits (i.e. more than 50ml) are prohibited.

The supply of pre-mix drinks is permitted; however, the individual container quantity is not to exceed 440ml.

Low-strength liquor must be readily available for the duration of the event.

A range of non-alcoholic drinks must be readily available for the duration of the event.

LIGHTING REQUIREMENTS

Adequate lighting must be installed within the licensed area(s) as follows:

Lighting shall be energised from approximately one hour prior to sunset and shall remain illuminated until at least one hour after the cessation of licensed hours.

Throughout general public areas, illumination shall be no less than 5 lux, except in the vicinity of stage area(s) during a performance.

For all bar service areas and entry/exit points, illumination shall be no less than 40 lux to assist with the monitoring of patrons during hours of darkness.

LICENSED SECURITY REQUIREMENTS

Crowd controllers licensed under the Securities and Related Activities (Control) Act 1996, or approved managers exempt under the Securities and Related Activities (Control) Regulations 1997, are to be employed at a ratio of two (2) personnel for the first one hundred (100) patrons, and one person for each additional one hundred and fifty (150) patrons or part thereof. These personnel are required to be present to monitor the licensed premises and patron behaviour upon arrival and departure until close of business.

The use of approved managers for crowd control duties is subject to:

- a) Approved managers not exceeding 50% of the required security numbers;
- b) Additional managers engaged under the security condition being easily identified by high-visibility attire;
- c) The primary focus of additional managers being patron behaviour and responsible service of alcohol, not other duties such as bar service; and
- d) The licensee maintaining a management roster available for inspection by police on request.

RESPONSIBLE PATRON MONITORING

A minimum ratio of one (1) RSA Marshall per one thousand (1000) patrons, in high-visibility fluorescent shirts or vests, will patrol the licensed areas to monitor patrons for drunkenness.

CLOSED CIRCUIT TELEVISION (CCTV)

The licensee shall operate a CCTV system which complies with the Director's policy titled "Security Licensing Conditions" (dated 29 August 2024), installed at the entrance to the licensed premises during licensed hours and until thirty (30) minutes after closing.

Images recorded via the CCTV system must be retained for 28 days and made available for viewing or removal upon request by an authorised officer.

SIGNAGE REQUIREMENTS

Signage is to be placed at each bar area reflecting the following offences:

Selling liquor to a drunk person;

Aiding a drunk person to obtain or consume liquor; and

Supplying liquor to a juvenile on licensed or regulated premises.

FREE DRINKING WATER

Pursuant to s 115A of the Liquor Control Act 1988, the licensee shall provide potable drinking water, free of charge, at all times liquor is sold and supplied for consumption on the licensed premises. As a

minimum, this is to be met by water dispensers located at or adjacent to all bar service areas, refreshed regularly, with clean glasses or disposable cups available.

ALL OTHER TRADING CONDITIONS OF THE LICENCE APPLY.

2.2 Describe the premises/proposed premise

The proposed Ice Cream Factory precinct is designed to be a vibrant, flexible and unique event space.

The venue will operate as a hub for a wide variety of entertainment, including concerts, theatre, cabaret, comedy, exhibitions, cultural events and other curated programming.

The precinct incorporates both indoor and outdoor areas and can be customised to suit the requirements and scale of each event.





2.3 Packaged Liquor

The venue will not sell packaged liquor from the proposed extended area.

3.1 Population characteristics in the locality.

Perth (West) - Northbridge Area as per the 2021 Census.

- Total population - 12,119.
- Estimated population growth - 10,547 in 2016 to 12,628 in 2021, indicating a growth of about 19.7% over five years.
- Median age - 33

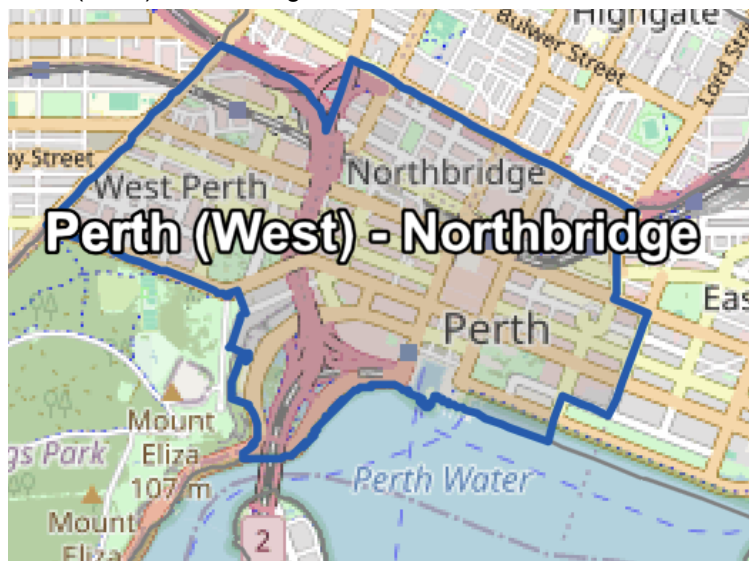
Income and employment status.

- Median weekly household income is \$1,966.
- 64.9% people aged 15 and over work full time and 24.5% working part-time, while 5.6% were unemployed and 5.0% reported 0 hours of work the week before the Census.

Types of people who live and work in the community.

- The top 3 responses for occupations were Professionals (37.6%), Managers (13.8%), Community and Personal Service Workers (11%).

Perth (West) - Northbridge Area



3.2 Community Buildings in the Locality

Schools & Educational Institutions

- North Metropolitan TAFE – 25 Aberdeen Street, Northbridge WA 6003
- Perth Modern School – 90 Roberts Road, Subiaco WA 6008
- Mercedes College – 56 Victoria Square, Perth WA 6000

Hospitals & Hospices

- Royal Perth Hospital – 197 Wellington Street, Perth WA 6000

Aged Care Facilities

- Juniper St Andrew's Northbridge – 60-62 Wasley Street, North Perth WA 6006
- Regis Perth – 615 Newcastle Street, Leederville WA 6007

Churches/Places of Worship

- St Brigid's Church – 211 Aberdeen Street, Northbridge WA 6003
- Uniting Church in the City – Wesley Perth – 75 William Street, Perth WA 6000

Drug & Alcohol Treatment Centres

- Cyrenian House (North Perth location) – 318 Fitzgerald Street, North Perth WA 6006
- Next Step Drug and Alcohol Services – 32 Moore Street, East Perth WA 6004

Short Term Accommodation / Refuges

- St Bartholomew's House – 7 Lime Street, East Perth WA 6004
- The Salvation Army – Beacon Homeless Service – 57 Aberdeen Street, Perth WA 6000

Childcare Centres

- Goodstart Early Learning East Perth – 123 Wellington Street, East Perth WA 6004
- MercyCare Early Learning Centre West Perth – 101 Thomas Street, West Perth WA 6005

Local Government

- City of Perth Council House – 27 St Georges Terrace, Perth WA 6000

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

The Ice Cream Factory enforces industry standard alcohol management standards. This includes both self-imposed measures that go above regulatory requirements as well as licence conditions designed to prioritise guest safety and reduce intoxication levels.

Since the event's inception in 2017, The Ice Cream Factory has been regularly inspected by the Liquor Enforcement Unit and Racing, Gaming and Liquor. To date, no infringements have ever been issued, and we continue to be recognised for our exemplary compliance and responsible alcohol management.

The venue proposes to continue to operate in an exemplary fashion implementing the below strategies;

1. Staff Training
 - a. All staff are required to hold their RSA certification as a minimum and highly encouraged to complete their Approved Managers training course.
 - b. The venue conducts briefing sessions to all staff at the beginning of each service, used as an effective communication tool in order to reinforce the importance of harm minimisation strategies.
 - c. Security and crowd control managers conduct briefing and debrief meetings at each event to ensure alignment with the strategies and focal areas of harm minimisation.
2. Safe Venue Design & Operations
 - a. The venue incorporates clearly signed "Chill Out Zones" providing shaded rest areas, free water stations, misting fans and comfortable furniture. This area is monitored by customer care staff.
 - b. Ensure all areas of the venue are well lit providing all staff the best opportunity for patron monitoring.
3. Alcohol Service Controls
 - a. Serve alcohol in standard measure vessels only, avoiding oversized or novelty vessels.
 - b. Offer lower alcohol and no alcohol drink options and promote these on menus.
 - c. Stagger service point finish times to avoid last minute high-volume drinking.
 - d. Limit the number of drinks per transaction to discourage rapid consumption.
4. Patron Education & Culture
 - a. Promote safe drinking messages on screens, posters, tickets and social media.
 - b. Include behavioural code of conduct on ticketing information and displayed at the entrance to set the expectations of patron behaviour.
5. Medical & Welfare Services
 - a. On-site first aid staff are present at all major events.
 - b. First aid stations are well marked and provide a safe place for patrons who require rest or support.

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

The design and operation of The Ice Cream Factory are carefully planned to protect the amenity, quiet and good order of the surrounding area, particularly given its central location in Perth's CBD. A multi-faceted, evidence-based approach is applied to venue design, community safety and stakeholder engagement.

Noise Management

Noise impact is a primary consideration. Venue layout, speaker orientation and performance schedules are informed by extensive noise modelling and acoustic engineering to minimise disruption to residents and businesses.

Since 2017, The Ice Cream Factory has worked with Lloyd George Consulting to implement best-practice noise controls.

In the 2024 season, only two noise complaints were received, both on the opening night before full community awareness of the event.

Venue Design & Infrastructure

The site is designed to contain sound, manage crowd flow and reduce external disruption. Entrances, exits and queuing areas are strategically positioned to prevent congestion on footpaths and adjacent streets. All patron activity is contained within secure perimeters, and patrons are actively discouraged from loitering or making noise outside the venue after events conclude.

Community Safety & Police Engagement

To reduce pressure on public services, The Ice Cream Factory contracts WAPOL for every operating night (over \$60,000 invested in 2024). On some nights, deployed officers were redeployed to unrelated Northbridge incidents, demonstrating the venue's low-risk profile and positive contribution to broader public safety.

Medical Services

St John Ambulance provides on-site medical support throughout all event hours, ensuring patrons are cared for without burdening external health services.

Responsible Service of Alcohol

The Ice Cream Factory implements strong harm minimisation measures, including trained RSA staff, proactive crowd monitoring and a culture of compliance. The venue has operated since 2017 without infringements from the Liquor Enforcement Unit or Racing, Gaming and Liquor.

Community Engagement

Open communication is maintained with nearby residents and businesses via pre-season notifications and a dedicated community contact line, ensuring concerns are promptly addressed.

6.1 What actions will you take to minimise the impact on people who live and work in the area.

The Ice Cream Factory is committed to being a responsible and valued neighbour within the City of Perth and adopts a proactive, multi-layered approach to minimising impact on local residents and workers.

Dedicated Community Complaint Line

A dedicated complaint and feedback line operates throughout the event series. It is actively monitored during all event hours, with all concerns logged and acted upon in real time. Complaints are linked directly to audio technicians and site management to allow for immediate adjustments where required.

Transparent and Ongoing Community Engagement

Informational letters are distributed to surrounding residents and businesses prior to each season, outlining event dates, soundcheck times and contact details. Feedback is welcomed and used to refine operations.

Sound Management and Event Design

Production teams use data-driven sound design and careful speaker placement to reduce sound spill beyond the venue. Live music is scheduled to conclude at appropriate times, with strict internal controls on volume, regularly reviewed at boundary monitoring points.

Positive Community Contribution

Since 2017, The Ice Cream Factory has contributed positively to the vibrancy, economy and cultural life of Perth, and works closely with partners such as Pride WA, ARTRAGE/FRINGE WORLD and Perth Symphony Orchestra to ensure broad community benefit.

Track Record of Responsiveness

In the 2024 series, despite nearly 80,000 patrons attending over three months, only two noise complaints were received, both on the opening night. This outcome reflects the success of planning, technical controls and the commitment to community impact minimisation.

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

Yes. Granting an Extended Trading Permit for The Ice Cream Factory will deliver significant tourism, cultural and community benefits to the City of Perth, supported by independent research from the 2024 Culture Counts evaluation.

Tourism Benefits

The festival is a major tourism driver, generating a total economic impact of \$12.4 million, with a multiplied impact exceeding \$35.5 million.

Key outcomes include:

Almost 80,000 unique attendees, including 3,950 visitors from outside Perth;

83% of regional visitors indicating the festival was their primary reason for travel, resulting in 3,090 overnight stays;

59% of attendees visiting local pubs, clubs or licensed venues, and 39% dining out, demonstrating strong flow-on benefits to Perth's hospitality and nightlife sectors.

Cultural Benefits

The Ice Cream Factory is a flagship cultural experience, blending live music, immersive art and urban placemaking.

The 2024 report found:

94% of attendees agreed the event made an important contribution to the cultural life of Perth;

The program included globally recognised acts alongside partnerships with Perth Symphony Orchestra, Pride WA and FRINGE WORLD;

78% agreed the event gave them access to activities they would not otherwise experience.

Approval of this application will provide the certainty required to continue to book global and national acts and to invest in high-quality local programming.

Community Benefits

The Ice Cream Factory is deeply committed to positive community engagement and responsible operation.

Key indicators include:

95% of attendees reported that the festival made them feel proud and happy to live in WA;

A Net Promoter Score of +55, considered excellent;

93% of attendees indicating they are likely or very likely to return.

Operationally, the venue is run with high levels of public safety, welfare services and liquor compliance. Since 2017, no infringements have been issued by the Liquor Enforcement Unit or Racing, Gaming and Liquor.

In 2024, a dedicated complaint line, paid WA Police presence and on-site medical services were implemented, demonstrating best-practice harm minimisation and community care.

In summary, approval of this Extended Trading Permit will enable The Ice Cream Factory to continue delivering a safe, high-quality and professionally managed event venue that brings measurable value to Perth's cultural identity, tourism profile and community spirit.

7.2 Supporting information.

The following supporting documents are provided to demonstrate the venue's strong operational track record, cultural and economic contributions, and the overwhelming public interest in granting this application:

- Independent Impact Reports produced by Culture Counts (2017, 2018, 2019, 2020/21, 2021/22, 2022/23, 2023, 2024/25).
- Ice Cream Factory Festival Prospectus (internally produced).
- 2024 Ice Cream Factory Noise Monitoring Report (independent).
- 2025 Fringe Series Noise Monitoring Report (independent).

Summary

This Public Interest Assessment demonstrates that Extended Trading Permit application A700514874 for 18 scheduled trading days at the Ice Cream Factory is overwhelmingly in the public interest and fully aligned with the Temporary Bars Policy and the objects of the Liquor Control Act 1988.

The Ice Cream Factory has a proven eight-year track record of safely and successfully delivering large-scale cultural events in the Perth Entertainment Precinct — a location deliberately established to accommodate vibrant night-time activation supported by existing transport, security and hospitality infrastructure. The venue has operated without infringement, consistently meeting or exceeding regulatory requirements for safety, noise control, community engagement and responsible service of alcohol.

The proposed event is culturally significant and demonstrably attracts a targeted audience into the City. It will generate economic, social and tourism uplift—supporting local businesses, creating employment opportunities and reinforcing Perth’s position as a dynamic capital city where major entertainment can be experienced safely and locally.

The Applicant has submitted detailed operational, crowd-safety, alcohol-management and emergency-response plans, supported by rigorous compliance history and the endorsement of the City of Perth through Development Approval as an Entertainment Precinct. The activation of this site has repeatedly proven to be a positive contributor to the good order and amenity of the locality and an essential element of Perth’s cultural landscape.

Approval of this Extended Trading Permit will ensure that the significant benefits of the Ice Cream Factory continue to be delivered to the Western Australian community—including enhanced tourism activity, increased city vibrancy, cultural engagement, artist development and employment pathways—while maintaining the highest standards of patron safety and regulatory compliance.

Accordingly, we respectfully submit that granting this Extended Trading Permit is justified by precedent, planning policy and documented operational performance, and is fundamental to advancing the public interest and supporting one of Western Australia’s and Australia’s most important cultural and economic assets.