

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: **ALDI Foods Pty Limited**

What licence or permit type are you applying for? **Liquor store**

Are you applying for:

New licence

Removal of existing licence

Licence/permit type:

Premises trading name: **ALDI Spearwood**

Address of proposed premises: **ALDI Spearwood, Phoenix Shopping Centre, cnr Burgundy Crescent and Lancaster Street, Spearwood, WA 6163**
(part of 254 Rockingham Road)

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?

Please refer to the attached Annexure prepared by Jessica Patterson Law & Consultancy Pty Ltd

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?

Please refer to the attached Annexure prepared by Jessica Patterson Law & Consultancy Pty Ltd

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.

Please refer to the attached Annexure prepared by Jessica Patterson Law & Consultancy Pty Ltd

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.

Please refer to the attached Annexure prepared by Jessica Patterson Law & Consultancy Pty Ltd

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.

Please refer to the attached Annexure prepared by Jessica Patterson Law & Consultancy Pty Ltd

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?

Yes. Please refer to the attached Annexure prepared by Jessica Patterson Law & Consultancy Pty Ltd

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

Please refer to the attached Annexure prepared by Jessica Patterson Law & Consultancy Pty Ltd

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.



Signature of applicant/s

**Radu Popescu,
ALDI Real Estate Director**

18th March 2026

Date

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date



ALDI Foods Pty Ltd

applicant for the conditional grant of a liquor store licence

in respect of premises situated at

Phoenix Shopping Centre, cnr Burgundy Crescent, Lancaster Street, Spearwood (part of 254 Rockingham Road)

to be known as

ALDI Spearwood

Public Interest Assessment Form 2A Annexure

including section 36B submissions



Law & Consultancy Pty Ltd
Liquor | Hospitality | Tourism | Events

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1. Executive summary

- 1.1. This application involves an incredibly popular and strongly demanded liquor service, to operate from a small and discrete area to be located in the existing ALDI Spearwood store, by Australia's eight-time winner of the national Supermarket of the Year award¹.
- 1.2. The liquor range, comprising many award-winning products, is almost entirely exclusive to the applicant and in great demand. The relevant community in this case currently needs to drive outside of the local neighbourhood, approximately 4.3km away, one-way, through busy built-up streets, to access that product range at the nearest location elsewhere.
- 1.3. The liquor store model is well-known, sought-after by the public and has been previously approved by the licensing authority at several other locations in WA.
- 1.4. The site is perfectly suited, within the Phoenix/Spearwood Activity/District Centre.
- 1.5. The application is supported by a substantial volume of compelling evidence which goes far above and beyond the level or degree of requirement capable of justifying the grant².
- 1.6. The expert market researcher in this case has made the following key findings, among others:
 - 1.6.1. “[A]lmost two thirds (62%) [of packaged liquor shoppers] believe the ALDI Spearwood liquor offer will be different to those currently available, and that almost all of them plan to meet their packaged liquor needs in the ALDI Spearwood liquor section, should it be established. Evidently the ALDI offer will better suit their packaged liquor purchasing needs than the range of outlets currently available to them.”³
 - 1.6.2. “The extent to which buyers would transfer their liquor shopping to ALDI should the liquor licence be granted is illustrated in the table [on page 29 of the PRG report]. It shows that 83% of shoppers who purchase their liquor needs at least once a fortnight would shop from the ALDI liquor section at least once a fortnight. Ninety-one per cent would do so at least once a month, and 97% at least sometimes... Amongst buyers who currently shop at least once a

¹ <https://www.roymorgan.com/findings/roy-morgan-unveils-annual-customer-satisfaction-award-winners-across-all-categories-2023>; <https://www.skynews.com.au/lifestyle/celebrity-life/customers-know-they-can-rely-on-us-aldi-crowned-supermarket-of-the-year-for-the-eighth-year-in-a-row-by-canstar-blue/news-story/a566dfe9b507fb1c0892917532618a0d>

² *Liquorland (Australia) Pty Ltd v Director of Liquor Licensing* [2024] WASC 128 (**Liquorland Southern River**) [128] [137] (Lemonis J)

³ Survey of the Consumer Requirement for Liquor Retailing Amongst shoppers in The ALDI Supermarket in Spearwood, by Patterson Research Group (**PRG**), dated February 2025 (**PRG Report**) (attached), at page 6 and see also pages 27 and 28. PRG and Jessica Patterson Law & Consultancy Pty Ltd are totally unrelated entities. The commonality of the name “Patterson” is purely coincidental.

month, 90% would shop in the ALDI liquor section at least once a month, and 97% at least sometimes.”⁴

1.6.3. “Eighty-seven per cent of all shoppers, and 93% of take-away liquor buyers support the establishment of a liquor section within the ALDI Spearwood store.”⁵

1.7. A demand/supply analysis of relevant factors in this case reveals that demand cannot reasonably be met by supply, justifying the grant of the licence⁶.

1.8. The applicant is well-known, highly sophisticated and enjoys an excellent trading compliance record.

2. Introduction and background

2.1. ALDI Foods Pty Limited (ACN 086 210 139) (**ALDI**⁷) seeks the conditional grant of a liquor store licence pursuant to sections 33, 36B, 38, 47 and 98D of the Liquor Control Act 1988 (WA) (**Act**) for a very small section of its established supermarket premises located at Phoenix Shopping Centre, cnr Burgundy Crescent and Lancaster Street, Spearwood (part of 254 Rockingham Road).

2.2. This document has been prepared as an annexure to and in accordance with the Public Interest Assessment Form 2A published by the Department of Local Government, Industry Regulation and Safety (**Department**) (**Form 2A**). Together they comprise the applicant’s Public Interest Assessment (**PIA**). The PIA has been prepared in accordance with the Act and with reference to relevant Department policies.

2.3. As directed by the Department⁸, the applicant has applied a “common-sense approach”⁹ to the preparation of the PIA. Further, the applicant has considered the State Government’s published intention that it be less complicated and “easier to do business”¹⁰ within the WA liquor licensing regime. Therefore, the applicant has provided a level of detail in this document and with the attachments, that is not overly voluminous and considered appropriate for the circumstances. This approach is consistent with sections 16(7)(b) and (c) of the Act and considering that there is no minimum or threshold level of consumer requirement evidence¹¹. Further detail, additional copies of source material and supplementary supporting evidence can be provided if necessary and requested.

2.4. Hundreds of members of the public have provided evidence of strong demand for the ALDI liquor service in Spearwood through the expert survey by PRG. This evidence is based largely on consumers’ first-hand knowledge of the proposed

⁴ PRG report at page 29

⁵ PRG report at pages 7 and 31.

⁶ *Liquorland Southern River* [57] (Lemonis J)

⁷ Including related entities forming the ALDI group

⁸ Form 2A and at <https://www.dlgsc.wa.gov.au/department/publications/publication/public-interest-assessment>

⁹ Form 2A page 2

¹⁰ For example: <https://www.cits.wa.gov.au/department/news/news-article/2024/08/29/liquor-licensing-policy-reform-a-big-win-for-wa-hospitality-industry>

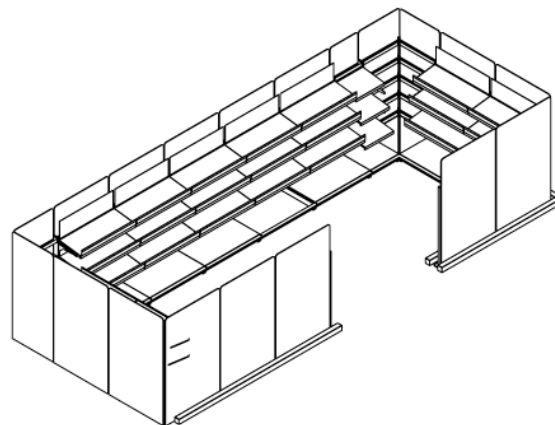
¹¹ *Liquorland Southern River* [126] and [128] (Lemonis J)

liquor model. The PRG report states that “[m]ore than eight out of ten (85%) of the ALDI Spearwood shoppers have previously been in an ALDI store that has a take-away liquor section: it is not a new concept for them...[and] more than six in ten (63%) shoppers have previously consumed ALDI exclusive liquor products that had been purchased from another WA ALDI store...[further] more than two thirds (70%) of take-away alcohol buyers [interviewed] have consumed ALDI liquor products purchased in another WA ALDI store.”¹²

- 2.5. The applicant is entirely capable of and keen to address the community requirement, as soon as possible. Local people have been waiting a long time for ALDI liquor to be available in their area. The ALDI Spearwood store has been operating for almost nine years, without liquor.
- 2.6. This PIA has been formally adopted and verified by a senior WA representative of ALDI by way of signing the Form 2A.

3. Brief outline of the application

- 3.1. This application involves a petite liquor display/browse and checkout section of only approximately 38m² within the existing ALDI Spearwood store.
- 3.2. A small but carefully selected and exclusive range of unrefrigerated liquor is proposed to be available in a discrete and clearly designated licensed area under the same roof as the wider ALDI Spearwood store. The size, layout and style of operation will be almost identical to the 38 existing ALDI licences trading in WA.
- 3.3. This liquor model is unique to ALDI. Its various features, referred to throughout this PIA, make for a bespoke manner of trade. The boutique type of liquor service perfectly complements the diverse and attractive range of ALDI's unique non-liquor products, services and facilities. This creates an exceptional one-stop-shopping experience for customers, which is a key feature of the ALDI offering.
- 3.4. The aerial render below is indicative of what is proposed as the liquor display/browse area in Spearwood. The checkout is located in front of the entrance that is depicted. The boundary partitioning is proposed to be made of 2.1 metre high opaque frosted glass depicted in the subsequent photo.



¹² PRG report at pages 17 and 18



- 3.5. Additional details of the ALDI liquor offering are provided further on in this PIA.
- 3.6. The hundreds of local shoppers who have provided evidence of their requirement for the proposed liquor service have encouraged ALDI to lodge this application and seek approval to provide liquor at its Spearwood store.
- 3.7. Members of the Spearwood community and other shoppers will have the opportunity to enjoy the full range of ALDI's offering if this application is approved so as to provide them with the same valuable choice, diversity and specialty range as many other communities in Australia enjoy.

4. Applicant's background

- 4.1. ALDI operates more than 10,000 stores across 20 countries and is one of the largest and most popular retailers in the world. It has around 600 stores in Australia.
- 4.2. ALDI has become a world-leading supermarket operator since it was founded in 1913 in Germany as a family business.



- 4.3. The following is a snapshot of the history of the organisation¹³.

¹³ <https://sustainability.aldisouthgroup.com/about-aldi/aldi-history> (see also <https://www.aldicareers.com.au/about-aldi>)

“In 1913, the business was founded in Essen by the Albrecht family. Brothers Karl and Theo Albrecht’s entrepreneurial journey traces back to their mother, who opened a small grocery store in 1913 in a suburb of Essen. The brothers inherited their first store from her, a resilient establishment that survived the bombings during the war...The brothers officially founded the German grocery chain in 1946. With a vision to reduce waste and costs, the brothers established a no-frills model at their discount store. They sold only non-perishable goods at affordable prices from a small, nondescript shop...The Albrecht brothers were known for their frugality. They avoided spending money on advertising or in-store decorations and were ruthless in removing poor-selling items from their inventory. By keeping prices lower than competitors, the discount store earned a strong following in post-World War II Germany, where the economy had been nearly destroyed...In early 1960, the brothers officially changed the name to Aldi, short for **ALbrecht DI**scount, reflecting the business's commitment to providing affordable products. They also split the business into ALDI Nord [north] and ALDI Sud [south]...In 2001, ALDI opened its first Australian store in Sydney” through ALDI Sud.

- 4.4. ALDI stores offer a wide range of quality products including fresh and packaged food and various household, garden, leisure and personal items. At most stores, liquor is also available.
- 4.5. Modern ALDI supermarkets contain around 1,350 core product lines, which is significantly less than many other supermarket operators. There are limited brand options within each different product line. For example, ALDI may offer only two or three different brands of plain flour, rather than five or more as is commonly stocked at most other supermarkets. This enables ALDI to operate from a smaller and more user-friendly footprint and with a more exclusive and carefully selected range. It also facilitates a simpler and more convenient shopping exercise for consumers¹⁴.
- 4.6. Some of ALDI's published principles and values include the following:
 - 4.6.1. “At ALDI, we believe in making a Good Difference. As a major Aussie retailer, we are mindful of our responsibility to the environment and the communities – those who live and work in our beautiful big backyard...Our sustainability initiatives are guided by four areas of focus: Good Planet, Good Community, Good Health and Good Business.”¹⁵

¹⁴ For example: <https://www.macrobusiness.com.au/2021/03/the-rise-and-rise-of-aldi/> - “In addition to its competitive prices and good product quality, I like the simplicity of Aldi. Having a small footprint and limited product choice makes shopping quick and easy. Products are always in the same spot irrespective of store, making them easy to find. By contrast, I find Woolworths and Coles too large and confusing, and I often waste time wandering aisles trying to find what I need.”

¹⁵ <https://www.aldi.com.au/sustainability>

- 4.6.2. "ALDI is passionate about doing Good Business. From Aussie farmers who grow our produce to the employees who stock our shelves, we're committed to supporting our partnerships. We do this through responsible practices that foster strong and honest relationships with our business partners, buyers and team members. Good Business encompasses our efforts in supply chain management, the responsible sourcing of products and more."¹⁶
- 4.6.3. "We're not like other supermarkets. We do things differently to give you the lowest possible prices on the best quality products"¹⁷."
- 4.7. ALDI's published mission is to provide the public with exceptional product value in terms of quality for price. This is achieved through a highly sophisticated business model involving a very focused selection of products and advanced levels of systemisation and organisation designed for optimum efficiency and product control. ALDI is dedicated to maintaining consistency in its philosophy of incredibly high quality at impossibly low prices.
- 4.8. Most of ALDI's products are exclusive to ALDI. They are often special versions of mainstream big-brand items which are manufactured according to ALDI's particular and strict specifications to ensure quality and value-for-money. Expressi Coffee is one of the most popular non-liquor examples. ALDI's Expressi Coffee capsule machine and coffee capsules have won numerous awards.
- 4.9. The majority of ALDI's exclusive products that are available in Australia are sourced from Australian suppliers.
- 4.10. Every Wednesday and Saturday "special buys" are promoted by ALDI which are specialty short-term product lines that are usually non grocery items.

ALDI Special Buys™

Flat screen televisions, furniture, clothing, appliances, BBQs, tools, gardening equipment, vacuums, camping gear and toys are just some of the category examples. These have proven extremely popular such that customers often queue outside a store to try to access these items and then spend long periods browsing. ALDI special buys are sometimes even reported by the media as news¹⁸.











- 4.11. Some special buys are repeated occasionally but most are one-off items in limited stock so when a store sells out, the item is not replenished.
- 4.12. ALDI special buys are displayed in the now renowned middle aisle of every store.
- 4.13. The following images show recent catalogue-advertised special buys that have been available at ALDI Spearwood, by way of example.

¹⁶ <https://www.aldi.com.au/sustainability/good-business>

¹⁷ <https://www.aldi.com.au/what-makes-us-good-different>

¹⁸ For example, Chanel 7: "ALDI Australia set to bring back its wildly popular snow gear sale after two-year hiatus", 9 May 2023 (<https://7news.com.au/lifestyle/aldi/aldi-australia-set-to-bring-back-its-wildly-popular-snow-gear-sale-after-shock-hiatus-c-10571950>)

Public Interest Assessment
Form 2A Annexure
Application for liquor store licence
ALDI Spearwood

 <p>While Stocks Last</p> <p>FERREX 20V Xfinity 6 Piece Set</p> <p>\$199.00</p>	 <p>While Stocks Last</p> <p>DELTA Smart Lock Portable Key Safe</p> <p>\$89.99</p>	 <p>While Stocks Last</p> <p>FERREX Cordless Screwdriver</p> <p>\$24.99</p>	 <p>While Stocks Last</p> <p>FERREX Table Top Saw</p> <p>\$149.00</p>	 <p>While Stocks Last</p> <p>AMBIANO Multi Snack Maker</p> <p>\$39.99</p>
 <p>While Stocks Last</p> <p>STIRLING 60cm Glass Induction Cooktop</p> <p>\$179.00</p>	 <p>While Stocks Last</p> <p>STIRLING 60cm Slide Out Rangehood</p> <p>\$99.00</p>	 <p>While Stocks Last</p> <p>STIRLING 80L Designer Built-In Oven</p> <p>\$249.00</p>	 <p>While Stocks Last</p> <p>CASALUX Garden Solar Lights</p> <p>\$14.99</p>	 <p>While Stocks Last</p> <p>GARDENLINE Hose Cleaning Attachments</p> <p>\$24.99</p>

4.15. These images show that an enormous and diverse range of popular consumer items will be available at exceptional value-for-money prices. Sometimes the special buys include a small selection of liquor. The following shows recently available special buys of liquor, by way of example.



Sunny sips

A Loro Valley Sauvignon Blanc 2024 750ml \$9.99
 B Brown Brothers Summer White NV 750ml \$9.99
 C Veemster Series Pinot Grigio 2023 750ml \$9.99
 D South Point Estate Sparkling Chardonnay Pinot Noir NV 750ml \$5.99
 E Kalora Bay Reserve Central Otago Pinot Noir 2022 750ml \$16.99

"It's very light and simple on the tongue, with a clean, dry feel and reasonable, bright and refreshing acidity and a pleasing fresh floral fragrance. And a superbly bottomable price."
 -Hannah, The Real Review August 2025

F Glen Marnooch Bourbon Cask Whisky 700ml \$39.99
 G Highland Earl Scotch Whisky 700ml \$55.99
 H Bombay Sapphire Sunset Gin 700ml \$49.99
 I Barley's Gin 700ml \$36.99
 Available every day.
 J Budjivický Budvar Lager 4 x 500ml \$19.99
 K White Claw Watermelon Seltzer 4 x 330ml \$22.99
 L Gentleman Jack Whiskey 6 Cask 4 x 250ml \$26.99
 M North of Nowhere Pale Ale 12 x 330ml \$22.99
 Available every day.

ALDI Liquor available in selected stores. See aldi.com.au for locations



4. While stocks last - please note stocks are limited and vary between stores. Despite our careful planning, we apologise if stocks become unavailable on the first day due to unexpected high demand or a failure of our supply chain. ALDI reserves the right to purchase or re-order at any time.



ALDI supports the responsible service of alcohol. It is illegal to purchase alcohol for people under 18.

On Sale Wednesday 10 December



- A. Andrew Corret Sparkling Shiraz NV 750ml
- B. Truly Madley Terra Valley Pinot Noir 2024 750ml
- C. De Bortoli Limited Release Muscat NV 375ml
- D. A.C. Byrne & Co Margaret River Chardonnay 2023 750ml
- E. Neve Marlborough Sauvignon Blanc 2024 750ml
- F. Freya and Julian McLaren/Care Valley Riesling 2023 750ml
- G. L'Espresso Pinot Gris 2024 750ml
- H. Biccardo Millesimato Prosecco DOC NV 750ml

ALDI Liquor available in selected stores. See aldi.com.au for locations

22. While stocks last - please note stocks are limited and vary between stores. Despite our careful planning, we apologise if stocks become unavailable on the first day due to unexpected high demand or a failure of our supply chain. ALDI reserves the right to purchase or re-order at any time.


















- I. Jameson Caskmates IPA Edition Irish Whiskey 700ml
- J. Chivas Regal Dry Scotch Whisky 700ml
- K. Starward Giftpack - Two Fok, Nova and Solera 3 x 200ml
- L. Baroque Brandy 700ml
- M. Hard Rated Orange Cans 4 x 375ml
- N. Balter IPA 4 x 375ml
- O. Asahi Super Dry 330ml
- P. Better Beer Zero Carb Lager 10 x 355ml
- Q. Victoria Bitter 6 x 375ml
- R. Storm Brewing Light Beer 12 x 330ml

ALDI supports the responsible service of alcohol. It is illegal to purchase alcohol for people under 18.

23. While stocks last - please note stocks are limited and vary between stores. Despite our careful planning, we apologise if stocks become unavailable on the first day due to unexpected high demand or a failure of our supply chain. ALDI reserves the right to purchase or re-order at any time.

On Sale Wednesday 10 December

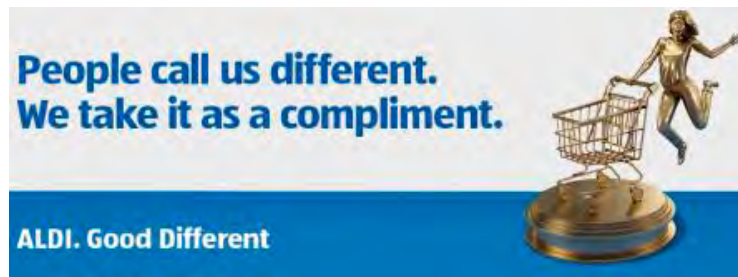
				
ST HALLETT St Hallet Faith Barossa Shiraz 750ml	BROWN BROTHERS Winter Red 2024 Vintage	HIGHLAND GREEN Highland Green Blended Malt Scotch Whisky 700ml	WYNNS ESTATE Coonawarra Shiraz 2023 750ml	LES ARGELIERES Pinot Noir 750ml
\$14.99	\$9.99	\$44.99	\$11.99	\$11.99
				
MOUNT LANGI GHIRAN Shiraz 2023 Vintage	CORTE CARISTA Montepulciano D'Abruzzo DOCG 2021 Vintage	THE STANDING PEOPLE Lighter in Alcohol Pinot Noir 2024 Vintage	DUFFEY'S Irish Whiskey 700ml	RESCHKE Reschke Coonawarra Cabernet Sauvignon 20...
\$15.99	\$11.99	\$9.99	\$46.99	\$11.99
				
PIERRE CHAINIER Vin De Sud Pinot Noir 2024	FAUSTINO Faustino Rivero Ulecia Reserva 750ml	FOWLES WINE Fowles Vinarium Chardonnay 750ml	FREYA AND JULES Clare Valley Shiraz 2022 750ml	BEST'S GREAT WESTERN EST 1866 Bests Grampains Cabernet Sauvignon...
\$9.99	\$9.99	\$14.99	\$12.99	\$14.99

4.16. ALDI prides itself on consistently competitive pricing across all of its product lines and providing customers with exceptional value-for money. The company's ability to achieve such low prices for quality products stems from its highly sophisticated business model which focuses on optimum operational efficiency. The following are but a few examples of ALDI's in-store operations which heighten productivity, reduce waste and enable highly competitive value-for money pricing to be maintained.

- 4.16.1. Trolleys can only be accessed by inserting a gold coin into a particular trolley in order to be able to use it. This encourages customers to return the trolley to retrieve their coin and avoid the need for staff to spend time collecting trolleys.
- 4.16.2. Products in ALDI stores are displayed on re-usable standardised crates, designed specifically for ALDI. The crates fit systematically in the ALDI Jandakot warehouse, delivery trucks and stores and can be

- moved from one place to another without unloading or extra-handling.
- 4.16.3. ALDI products are packaged with multiple barcodes for quick and easy scanning at the checkout with little to no time wasted fumbling to find a barcode at the point of sale.
- 4.16.4. Customers are required to pack their own shopping bags at the checkout and a dedicated bagging area is provided for customers. Checkout staff do not use valuable time packing bags and checkout processing is kept moving as there are no interruptions with customers holding-up the procession whilst packing at the checkout.
- 4.17. ALDI's business is incredibly systemised and disciplined. The shelving, storage methods, displays, product placement and other logistical aspects are carefully designed to sync and coordinate with each other to achieve optimum operational efficiencies. As a result, ALDI is able to reduce operating costs and provide better services, facilities and pricing for its customers.
- 4.18. ALDI does not operate by the regular retailing method of rotating discounts each day or week. Rather, prices are maintained at a consistently low level. This means that customers know what to expect when shopping at an ALDI store. It also reduces costs and resources associated with the logistics of managing specials and sales promotions which otherwise involve external advertising on site, changing ticket prices, reconfiguring product placement, adjusting till systems and other processes. ALDI does not incur all of these costs, thereby enhancing its operating efficiency.
- 4.19. Consistent pricing is indicative of consistent quality. ALDI does not downgrade its products through heavy discounting. The applicant is driven by quality and consistency. In this regard and in terms of liquor especially, ALDI's products very much represent true value-for-money. High quality award winning liquor items are provided at prices accessible to most people.
- 4.20. Approval of this application for the ALDI Spearwood store will provide local people with fair and equal access to superior standard, award-winning liquor.
- 4.21. ALDI's approach to business is neatly encapsulated in its "Good Different" slogan, which was launched in 2017. Mr Thomas Daunt, then director of the applicant company, explained this campaign as follows.
- "ALDI Australia is unapologetically different – and that's a good thing for shoppers. We are proud of our differences and we stand by them wholeheartedly, as they are what allows us to bring unbeatable value to our customers, maintain strong relationships with our suppliers and support our staff every day."¹⁹

¹⁹ <https://insidefmcg.com.au/2017/05/15/aldis-good-different-campaign/>



- 4.22. ALDI is a responsible and sophisticated corporate citizen and operates pursuant to elevated standards and key performance indicators, which include published principles²⁰.
- 4.22.1. Price Promise
 - 4.22.2. Aussie First Policy
 - 4.22.3. Sustainability (- Good Planet, Good Community, Good Health and Good Business)
- 4.23. ALDI is a trusted brand in Australia amongst consumers. Reputable firm, Roy Morgan, has assessed ALDI as having had a strong performance, far ahead of most other supermarkets²¹.
- 4.24. ALDI's pursuit of excellence and quality in all things is evident in the many awards it has won in Australia²², including Canstar Blue Most Satisfied Shoppers – Supermarkets 2014-2016 and 2018-2023 and Roy Morgan Supermarket of the Year for the last eight consecutive years²³. More specifically, ALDI is also an award-winning retail liquor supplier²⁴.
- 4.25. Canstar Blue is a major, renowned national independent reviewer and reporter of consumer products and services "helping Australian consumers make better-informed purchase decisions on products and services by providing factual, up-to-date and well-researched comparison tables, ratings, reviews, guides and news on a range of consumer-related topics...Canstar Blue uses its wealth of consumer and expert research and data to identify outstanding brands, products, services and plans. We award these brands, products, services and plans with an award that recognises this achievement"²⁵.
- 4.26. There should be no question as to the credibility of these awards and certainly no doubt that ALDI customers are immensely satisfied with the products and services provided by ALDI which include liquor.

²⁰ <https://www.aldi.com.au/what-makes-us-good-different>

²¹ <https://www.roymorgan.com/findings/9666-risk-monitor-quartely-update-june-2024>

²² <https://www.aldiunpacked.com.au/?s=awards>

²³ <https://www.roymorgan.com/findings/roy-morgan-unveils-annual-customer-satisfaction-award-winners-across-all-categories-2023>; <https://www.skynews.com.au/lifestyle/celebrity-life/customers-know-they-can-rely-on-us-aldi-crowned-supermarket-of-the-year-for-the-eighth-year-in-a-row-by-canstar-blue/news-story/a566dfe9b507fb1c0892917532618a0d>

²⁴ Including, Canstar Blue Most Satisfied Customers – Liquor Retailer 2021 and Roy Morgan Liquor Store of the Year in 2018

²⁵ <https://www.canstarblue.com.au/about-us/>

- 4.27. The Australian Liquor Stores Association has said that Australian “shoppers have migrated towards the value messaging of Aldi”²⁶.
- 4.28. “Our success is based on the close relationships we have with our suppliers, who all share our passion for awesome quality. Aldi partners with some of the best producers and winemakers both in Australia and internationally, which means we can deliver exceptional quality, value and consistency to our customers. Our partnerships with our suppliers are focused on a desire to see the customer win with great-tasting wines at unbeatable prices”.²⁷
- 4.29. ALDI is a highly sophisticated and experienced packaged liquor operator, which enjoys extensive supermarket and liquor retailing experience within Western Australia, elsewhere in Australia and overseas.
- 4.30. Since ALDI commenced Australian operations in 2001, when the first ALDI store opened in Sydney, nearly 600 stores throughout Australia have been opened, including 54 in WA. The large majority of ALDI's stores throughout the country include a liquor component. In WA there are 38 ALDI stores currently trading with a liquor section.
- 4.31. Over the last 12 years approximately, ALDI has been undergoing a \$700 million expansion, most notably in WA and South Australia. ALDI opened its first four stores in Western Australia on 8 June 2016.
- 4.32. The ALDI liquor service was made available in WA from the end of August 2017 in five ALDI stores initially. Since then, the applicant has had an excellent compliance record and growing consumer popularity.

5. The liquor – ALDI exclusive products

- 5.1. The ALDI range of liquor products comprises a selection of wines, beers, spirits, ciders and liqueurs. The in-store range at Spearwood will contain a carefully selected value-for-money variety of approximately 95 items, many of which are award-winning and the large majority is produced for and available exclusively at ALDI.
- 5.2. Attached is a stocklist, which varies from time to time. The stocklist identifies the items that are available exclusively at ALDI. Notwithstanding that the stocklist is smaller than most liquor outlets, it contains a wide and well-balanced variety.
- 5.3. The range changes from time to time with new products that become available to ALDI, as it responds to customer requirements and when occasional specialty items are offered. Generally, the liquor service at ALDI Spearwood will include the following:
- 5.3.1. Around 60 different wines – red, white, sparkling and fortified.
 - 5.3.2. Around 15 different beers – full, medium and light strength.

²⁶ ALSA – IRI State of the Industry Report, March 2017 at page 14 - copy available if required, upon request

²⁷ Jason Bowyer, ALDI Australia's Buying Director, in response to winning the Roy Morgan Liquor Store of the Year in 2018: <https://theshout.com.au/national-liquor-news/aldi-wins-roy-morgan-liquor-store-of-the-year/>

- 5.3.3. Around 15 different spirits – bourbon, brandy, gin, scotch, vodka and liqueurs.
- 5.3.4. Around 5 different ciders.
- 5.4. The applicant's product range includes Western Australian produced wines. ALDI has partnered with various wine makers from the Margaret River region to develop a selection of exclusive ALDI Margaret River region products.
- 5.5. "The driver behind ALDI's [liquor] success is Jason Bowyer who has spent most of his life in the wine trade... ALDI's formula is to deliver quality and value at prices that often make the competition wince... Jason travels the world to find wine makers he can establish long term relationships with"...including Western Australian wine makers.²⁸
- 5.6. In recognition of the launch of the ALDI liquor service in WA, renowned wine expert Ray Jordan was invited to sample six of the wines in ALDI's WA stores. Mr Jordan produced a media article on his tasting and remarked that one of the wines in particular, being a \$7 bottle of One Road South Australian Heathcote Shiraz 2015, was "damn good"²⁹. That Shiraz has also won several other awards, including Double Gold & Best Value Shiraz of the Year at the 2017 Melbourne International Wine Competition. This Shiraz is just one example of ALDI's many high quality, value-for-money, award winning liquor products.
- 5.7. A large number of accolades have been bestowed on ALDI for its exclusive liquor range. Attached is a list of some of the awards received and the following reference just a few additional recent awards not listed in the attachment:
- 5.7.1. 2024 Spirits International Prestige Awards – platinum and gold medals plus Consumers' Choice Award for ALDI's Highland whiskey range)³⁰
- 5.7.2. 2025 Melbourne International Wine Competition – 18 awards including a gold medal for ALDI's South Point Estate Pinot Grigio.³¹
- 5.8. The following are just some of the numerous published reports attributed to ALDI's superior quality award-winning products:

ALDI Australia has earned a reputation for delivering top-quality liquor products that rival premium brands while maintaining affordable prices. This commitment has garnered them numerous accolades in international competitions, proving that great taste doesn't have to come with a high price tag.

ALDI partners with renowned Australian and international suppliers to ensure exceptional quality across its liquor range. These

²⁸<https://www.bestwinesunder20.com.au/jason-bowyer-aldis-wine-whisperer/>

²⁹ <http://www.perthnow.com.au/news/western-australia/aldi-will-start-selling-alcohol-in-perth-stores-from-today/news-story/c59014afc215ba475dd1265a0e89eb4c>

³⁰ <https://www.aldiunpacked.com.au/aldis-whisky-scores-top-honours-at-prestigious-international-spirits-awards/> and <https://www.news.com.au/lifestyle/food/drink/aldi-whiskey-wins-top-honour-in-prestigious-global-awards/news-story/5724c8e3e2619d7eeb3726e8f0eafcf3>

³¹ <https://melbourneinternationalwinecompetition.com/winners/2025-winners/> and <https://drinksdigest.com/2025/09/22/aldi-budget-pinot-grigio-wins-gold/>

collaborations are built on trust, expertise, and shared goals. ALDI takes an active role in the development of products, ensuring every single one meets its stringent standards³²

A bargain [ALDI](#) vodka has taken home the top award at The Spirits Business Global Vodka Masters for 2022.

The supermarket's Tamova Quadruple Distilled Vodka (700ml) retails for just \$30.99 and is made in Australia.

The affordable spirit was awarded the Master Medal by an independent panel of experts, who tasted more than 139 vodkas from 75 companies around the world.

Melita Kiely, editor of The Spirits Business, said it the recent win was an "excellent achievement" for ALDI.

"To receive any sort of medal is something that every company should be extremely pleased with, and for ALDI Australia to receive a Master medal, the highest medal we award, for their single entry within a very competitive selection is an excellent achievement," she said.

"The multi award-winning vodka, part of ALDI's everyday range, is four times distilled and traditionally filtered for exceptional purity and a clean, crisp natural flavour."

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Aldi is your one stop shop when it comes to amazing products at low prices. From the furniture sold in the Special Buys sale to the fresh produce on the shelves, Aldi is your go-to for all things groceries and homewares. However, the German retailer has another feather to add to its cap: seller of award-winning booze.

The 2019 International Wine and Spirits Awards were held recently, and Aldi took home 13 awards.

Earning an impressive score of 95 in the cask-inish single malt scotch whiskey category, the Glen Marnoch Single Malt Sherry Cask Scotch Whiskey, which retails for just \$43, took home the gold medal and is now recognized as one of the best scotch whiskeys in the world.

The whiskey is currently only available in Aldi stores throughout NSW, however, Aldi's Highland Earl 8 Year Old Scotch Whiskey, which retails at just \$34 and came in at second place, is available Australia-wide.

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- 5.9. One of the most unique aspects of the ALDI liquor offering is the exclusive range itself, made-to-order for ALDI stores and not available at any other packaged liquor outlet. As stated previously, the large majority of ALDI's range is unique and exclusive to ALDI. Shoppers simply cannot access those items at any non-ALDI outlet.

³² London Spirits Competition: <https://londonspiritscompetition.com/en/blog/insights-1/how-aldi-australia-creates-award-winning-liquor-products-972.htm>

³³ <https://7news.com.au/lifestyle/food/bargain-30-aldi-vodka-picks-up-top-award-at-the-global-vodka-masters-2022-c-8149807>

³⁴ <https://www.bhg.com.au/aldi-scotch-whiskey-award>

- 5.10. In order to become an ALDI exclusive product, the producer enters into an arrangement with ALDI whereby it is agreed that particular brands of product will not be distributed or provided to any other retailer. This confirms that ALDI exclusive products cannot be obtained anywhere other than at an ALDI store.
- 5.11. The ALDI exclusive products differ significantly from the Woolworths and Coles private-label liquor ranges. Woolworths and Coles generally purchase the whole production entity and associated facility in many cases and the products from those facilities then become what are often known as private-label liquor items, effectively produced by/under the direction of Woolworths and Coles or their related entities.
- 5.12. These Woolworths' and Coles' products have also been described as "phantom brands [which] are essentially home brands in disguise. They are created by supermarkets to give the impression of diversity and choice on their shelves. Phantom brands are different to "own brand" because they do not display the supermarket's brand or logo, creating the impression of being independent brands. These brands often lack transparency about their true origins. In the case of Coles, it was accused of suggesting some wines are made in places where they are not...[an ABC] Four Corners episode featured one example of the Two Churches brand that tells a historical story about the Barossa, but the wine is not from a Barossa winery. The address of the maker is actually Coles headquarters in Melbourne!".³⁵
- 5.13. Some of the issues with this activity, in terms of the proper development of the liquor industry, have been well explained by David Prestipino in his article 'Winestein Uncorked: 'Local' WA wines actually owned by Woolworths, Coles'³⁶ where he described the duopoly's approach as follows:

"To avoid certain wine taxes and further boost their huge profits, Woolworths and Coles create 'wine brands' (such as the Cow Bombie) under cheeky and creative (some say misleading) names.

The wines are difficult to identify, and often undercut well-known brands, small boutique and family wineries and those struggling to find a voice in an ever-increasing crowded market.

Instead of Coles Reserve Chardonnay or Woolworths Bin 666 Cabernet, you have brands like Chateau Louise (Coles) and Augustine Wines (Woolworths) for sale...wines that are actually owned by the supermarket giants themselves.

By Developing their own private-label and exclusive wines, Coles and Woolies are now competitors to the very wineries (and consumers) they are meant to serve.

³⁵ <https://www.biome.com.au/blogs/eco-home/coles-and-woolworths-misleading-phantom-wine-brands?srsId=AfmBOoqTjn2WU47XCyrHJAfi3zYQ-6PTSgP7PBnR6L-JH962x6c5OwY6>

³⁶ <https://www.smh.com.au/entertainment/winestein-uncorked-local-wines-actually-owned-by-woolworths-coles-20151211-gllhjo.html>

Why should this worry wine drinkers? Because not only are we losing diversity and competition as the duopoly increases its share of the wine market, but the relationship hurts independent merchants across the country, who are forced to close.

If the big chains need to move a product because it is not selling, or want to replace it for their own means, they slash the wine's price, essentially lowering the winery's brand/reputation at the same time."

- 5.14. ALDI's approach is very different because it does not own the wineries, breweries and distilleries that produce the ALDI exclusive products. Therefore, whilst those producers will be required to produce to ALDI's standards and often exclusively for ALDI they will, nonetheless, retain independence and develop the products as the autonomous wine, beer or spirit producing expert. The arms-length independence of ALDI's contracted producers enables them to also produce other liquor under different branding to sell directly to consumers separately, or to other packaged liquor retailers.
- 5.15. The ALDI model does not, therefore, have the same deleterious effect on the development of the industry by removing independent liquor producers from the market. Rather, ALDI makes a highly valuable contribution to the industry by providing independent producers with a channel to develop and sell their wares and react to consumer requirements. ALDI properly supports Australia's independent liquor producing industry.
- 5.16. This is one of many factors which differentiate ALDI's liquor range from the major liquor stores.
- 5.17. The local community will benefit greatly from having access to this special service in Spearwood. This factor is highlighted when considered in the context of the location of the ALDI Spearwood store. The mix of retail and commercial uses at Phoenix Shopping Centre will be enhanced with increased product diversity through the addition of ALDI liquor.
- 5.18. Given that the majority of ALDI's liquor range comprises ALDI exclusive products, it means that, as stated previously, the ALDI offering, overall, is unique to ALDI and simply cannot be replicated by any other licensee.
- 5.19. Within the liquor range available in any given week, there will be a selection of new and different liquor items which change from week to week, similar to the "special buys" referred to elsewhere in this PIA. Approximately eight different products per week will be made available to customers until the stocks are depleted and then new ones will be brought in for customers, so the product selection remains fresh and vibrant.
- 5.20. ALDI's liquor range is determined following a rigorous process of elimination trialling and testing of products, then identifying those that offer the very best value-for-money which necessitates excellent quality. The optimum range is provided to customers. Therefore, a quantity of products is stocked that is deliberately much smaller than may be found at most other liquor stores. The

ALDI range is much more discerning and refined than most other liquor outlets. This ensures modern consumer requirements are met and ALDI's principles of quality, value-for-money and outstanding convenience are upheld.

5.21. ALDI's liquor advertising is relatively modest, yet smart and stylish. Another example is set out below. The advertisement contains product information for each item, demonstrating the quality and value-for-money propositions regarding the ALDI range and the fact the range is indeed carefully selected and responsibly promoted.



6. Form 2A “Part 2 – Manner of trade”

Form 2A “2.1 What is the proposed manner of trade and your target client base?”

- 6.1. In basic terms, this application involves a proposal to sell and supply packaged liquor on and from the premises proposed to be licensed as described above, in accordance with section 47 of the Act.
- 6.2. As previously addressed in this document, the applicant proposes to offer a relatively small and mostly exclusive selection of carefully selected, value-for-money non-refrigerated packaged beer, wine and spirits (including a range beer, wine and spirit varietals, cider and sparkling). The following images depict a typical ALDI liquor section, to be established in Spearwood if the licence is granted:



- 6.3. The free-standing displays depicted in the middle of the small floor area in the images above are manoeuvrable and may be placed in different positions within the small liquor block.
- 6.4. The applicant seeks the same licensing approval, in respect of the same business model and on the same terms as approved on 40 previous occasions under the Act.
- 6.5. The ALDI Spearwood store (non-liquor) mainly operates at the following times currently (with variations for public holidays):
- | | |
|----------|------------------|
| Monday: | 8.30am to 8.00pm |
| Tuesday: | 8.30am to 8.00pm |

Wednesday: 8.30am to 8.00pm
Thursday: 8.30am to 9.00pm
Friday: 8.30am to 8.00pm
Saturday: 8.30am to 5.00pm
Sunday: 11:00am to 5.00pm

- 6.6. The liquor service is intended to operate within these time periods, but subject to trading hours permitted under section 98D the Act. This means that the liquor section will not be open outside of, or later than, these times.
- 6.7. The applicant seeks approval for the standard trading hours permitted under section 98D of the Act, namely 8am to 10pm Monday to Saturday, 10am to 10pm on Sunday and 12 noon to 10pm on ANZAC Day (with no liquor trading on Good Friday or Christmas Day). However, the actual opening times of the liquor section are proposed to be the usual ALDI store trading hours, as stated above and so will be less³⁷. When the ALDI supermarket is not trading, the liquor display/browse area would be clearly closed off to customers and if the ALDI store is open for trade at times not permitted under section 98D of the Act, the liquor area will also be closed to the public. Therefore, overall, ALDI's proposed liquor trading hours are much less than potentially permitted under the Act.
- 6.8. The applicant invites the licensing authority, if it considers appropriate, to impose the following special trading conditions on the proposed ALDI Spearwood licence that mirror those imposed on ALDI's existing licences in WA:
- 6.8.1. The licensee is prohibited from selling refrigerated liquor products.
- 6.8.2. There is to be no external advertising of liquor products on the façade of the licensed premises.
- 6.8.3. The browse/display area is to be closed off when not open for trade.
- 6.8.4. The licensee is to have and maintain a CCTV system in accordance with the policies of the Director of Liquor Licensing.
- 6.8.5. The liquor display and sale area must be separated from the food/grocery display and sale area by barricading of non-see-through material over two (2) metres in height.
- 6.8.6. The entry/exit point to the licensed area must have a gate.
- 6.9. There are many aspects to the ALDI liquor model which differ from virtually all other non-ALDI packaged liquor outlets anywhere and which are most certainly totally different from the existing outlets relevant in this case. The following are key unique aspects of the ALDI liquor model, which will apply at the new store, should the application be approved:
- 6.9.1. ALDI exclusive product range.

³⁷ Except no liquor trading before 12 noon on ANZAC Day or any time on Good Friday or Christmas Day

- 6.9.2. Combination of the ALDI liquor service with the ALDI non-liquor store elements. A one-stop-ALDI shopping convenience.
 - 6.9.3. One transaction convenience.
 - 6.9.4. Its small size and location under the supermarket roof.
 - 6.9.5. Small, carefully curated selection of liquor with no bulk displays.
 - 6.9.6. Absence of refrigeration.
 - 6.9.7. Absence of external presence of the liquor section.
 - 6.9.8. The particular level of surveillance of the display/browse area which can be seen and monitored by staff at all times in its entirety.
 - 6.9.9. Restricted visibility into the liquor section as a juvenile risk management feature.
 - 6.9.10. Combined beneficial effects of the features listed above which are supplemented by the overall manner of trade and harm minimisation features identified.
- 6.10. In regard to the “target client base” required by the Form 2A to be addressed:
- 6.10.1. Principally, the ALDI target client base for the proposed liquor service will be adult customers of the ALDI Spearwood store who are demanding liquor be available to them there. Currently thousands of Spearwood shoppers travel to other ALDI stores located elsewhere, outside their area, in order to access ALDI liquor³⁸.
 - 6.10.2. More generally the target client base consists of people living in the local community, up to around 3km from the store.
 - 6.10.3. As explained elsewhere in this PIA, the Phoenix Shopping Centre is the main service hub and retail, hospitality and entertainment precinct for the City of Cockburn's Phoenix Activity Centre which is also known as the Spearwood Activity Centre and has been designated as a District Centre³⁹. Its mix of retailers is designed to service a large community for all manner of shopping including regular, routine, daily and weekly type trips as well as other more destination-type shopping. ALDI's proposal intends to cater for the needs of any adult shopper using the Phoenix Shopping Centre and the wider Phoenix Activity Centre, from wherever they have come.
- 6.11. ALDI operates friendly, inclusive and welcoming stores. Any adult may potentially visit the liquor section in Spearwood and shop there provided only that they comply with ALDI's conditions of entry that apply to anyone and any legal requirements by which ALDI needs to abide.

³⁸ PRG report at page 18

³⁹ State Planning Policy 4.2 Activity Centres for Perth and Peel and City of Cockburn Phoenix Activity Centre Structure Plan, 1 April 2022 (copy attached) at page 21

- 6.12. ALDI enjoys enormously favourable community sentiment and support. Its stores have huge popularity and significant regular custom. Some customers are so passionate about ALDI that they have developed their own private Facebook page/group named, Aldi Fans Australia, dedicated to information for ALDI lovers. This is not an official ALDI media source and yet it has over 108,500 members⁴⁰. ALDI's official Facebook page has nearly 1 million "followers"⁴¹. This medium is the modern-day voice of the public and therefore, represents significant community sentiment.
- 6.13. The first two ALDI applications for liquor store licences in WA were refused at first instance⁴². Subsequently, a massive 8,637 people took it upon themselves to participate in an Internet survey conducted by Nine News Perth⁴³ which asked: "Do you think ALDI should be banned from selling alcohol because it's too cheap?". Within just two days 7,428 people who participated (86%) answered "no". Importantly, this survey was conducted without any involvement from the applicant. It was completely unsolicited. The public's reaction to the survey is indicative of ALDI's significant popularity in the WA community.
- 6.14. Customers seeking ALDI's liquor service at Spearwood have expressed confusion, frustration and disappointment as to why most ALDI locations offer liquor but Spearwood does not. During PRG's research, 14% of people interviewed went to the trouble of providing supplementary comments, over and above responses to specific questions, to express "strong support, often with a sense of impatience over the lack of such a facility already"⁴⁴.
- 6.15. The applicant engaged independent expert market research firm, PRG⁴⁵, to conduct a market survey and to subsequently provide a report of the results which has been used to formulate this application and is referred to throughout this document. Some of the results in the PRG report evidencing clear and strong demand for the ALDI liquor proposal from the 315 people interviewed and surveyed, include the following:
- 6.15.1. "Eighty-seven per cent of all shoppers, and 93% of take-away liquor buyers support the establishment of a liquor section within the ALDI Spearwood store"⁴⁶
- 6.15.2. "A significant majority of respondents indicated that the key liquor store attributes that would be provided in an ALDI Liquor section appealed to them. The fact that 85% of shoppers had shopped in

⁴⁰ <https://www.facebook.com/groups/117155111252/>

⁴¹ <https://www.facebook.com/ALDI.Australia/>

⁴² Decision of Director of Liquor Licensing: ALDI Harrisdale (A000187300) and Decision of Director of Liquor Licensing: ALDI Joondalup (A000191943)

⁴³ 9 News Perth Facebook, 15 June 2016, printout attached

⁴⁴ PRG report at par 4.9, page 33

⁴⁵ Experience, expertise and methods are referred to on pages 2, 5 and 11; Also:

<https://marketresearch.com.au/about-us/overview/>

⁴⁶ PRG report at page 7

an ALDI store that included a liquor section, adds some weight to these observations."⁴⁷

6.15.3. "Seven in ten (70%) of the total ALDI shopper sample liked the notion that the proposed liquor section would have mostly exclusive ALDI products."⁴⁸

6.16. The PRG report has been compiled by an extremely experienced expert. Such evidence was found by the Liquor Commission in *ALDI Foods Pty Ltd v Director of Liquor Licensing LC 09/2017 (ALDI Harrisdale)* to be "gold standard"⁴⁹.

Form 2A "2.2 Describe the premises/proposed premises"



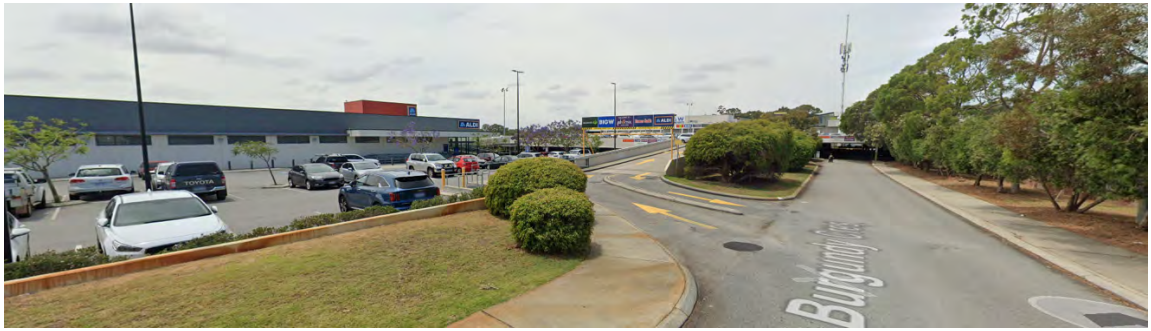
6.17. The image above is that of the existing ALDI Spearwood store and the following images depict other perspectives of the store and show some of its immediate surroundings.



⁴⁷ PRG report at page 9

⁴⁸ PRG report at page 21

⁴⁹ Hearing 22 February 2017, transcript at page 45



6.18. The images to the right and below, adapted from Google Maps and the Phoenix Shopping Centre's map⁵⁰, identify the applicant's location within the Phoenix Shopping Centre, which is within the designated "core precinct" of the City of Cockburn's Phoenix Activity Centre⁵¹. As referred to further on in this PIA, the Phoenix Activity Centre is also known as the Spearwood Activity Centre, which is classified as a District Centre and so is referred to mostly in this PIA as the Phoenix/Spearwood Activity/District Centre.

6.19. The Phoenix Shopping Centre is a relatively large community facility with a gross lettable area of approximately 21,509sqm⁵² and over 30 tenants including the majors of ALDI, City of Cockburn's central civic building and Spearwood Public Library.



⁵⁰ <https://phoenixshoppingcentre.com.au/centre-map/>

⁵¹ City of Cockburn Phoenix Activity Centre Structure Plan, 1 April 2022 (copy attached), at page 8 for example

⁵² <https://phoenixshoppingcentre.com.au/leasing/>

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6.20. The following is a Landgate aerial view showing the Phoenix Shopping Centre precinct outlined in red and its surroundings. The location of ALDI Spearwood has been marked.



6.21. Phoenix Shopping Centre is the central component of the Phoenix/Spearwood Activity/District Centre. The boundary for the Activity Centre Structure Plan has been set “for the purposes of estimating the growth potential and land use mix of the activity centre; and managing the interface between centre-scaled development and adjacent land”⁵³. It is shown in the following image with the ALDI site overlaid within⁵⁴. This area “encompasses a 400m walkable catchment that includes the ‘District Centre’ zoned land, the ‘Mixed Use’ zoned land on the western side of Rockingham Road, some adjacent residential zoned lots, and the City’s administration site. This area enables comprehensive consideration of land use and movement in the Activity Centre”⁵⁵.



Figure 1. Phoenix Activity Centre Structure Plan area (extract from Local Commercial and Activity Centre Strategy)

6.22. This area, within which ALDI Spearwood is located, is clearly intended for a high degree of activity and amenity. The role of this designated area includes being a “community focal point”⁵⁶. The grant of the liquor store licence in this context would not only be totally compatible but supportive of the purpose and role of the precinct for the local area.

6.23. ALDI Spearwood is clearly situated in a prime, ideal location for properly servicing the neighbourhood and supporting its development.

⁵³ City of Cockburn Phoenix Activity Centre Structure Plan, April 2022 (copy attached) at page 7

⁵⁴ City of Cockburn Phoenix Activity Centre Structure Plan, April 2022 (copy attached) at page 8

⁵⁵ City of Cockburn Phoenix Activity Centre Structure Plan, April 2022 (copy attached) at page 7

⁵⁶ City of Cockburn Phoenix Activity Centre Structure Plan, April 2022 (copy attached) at page 21

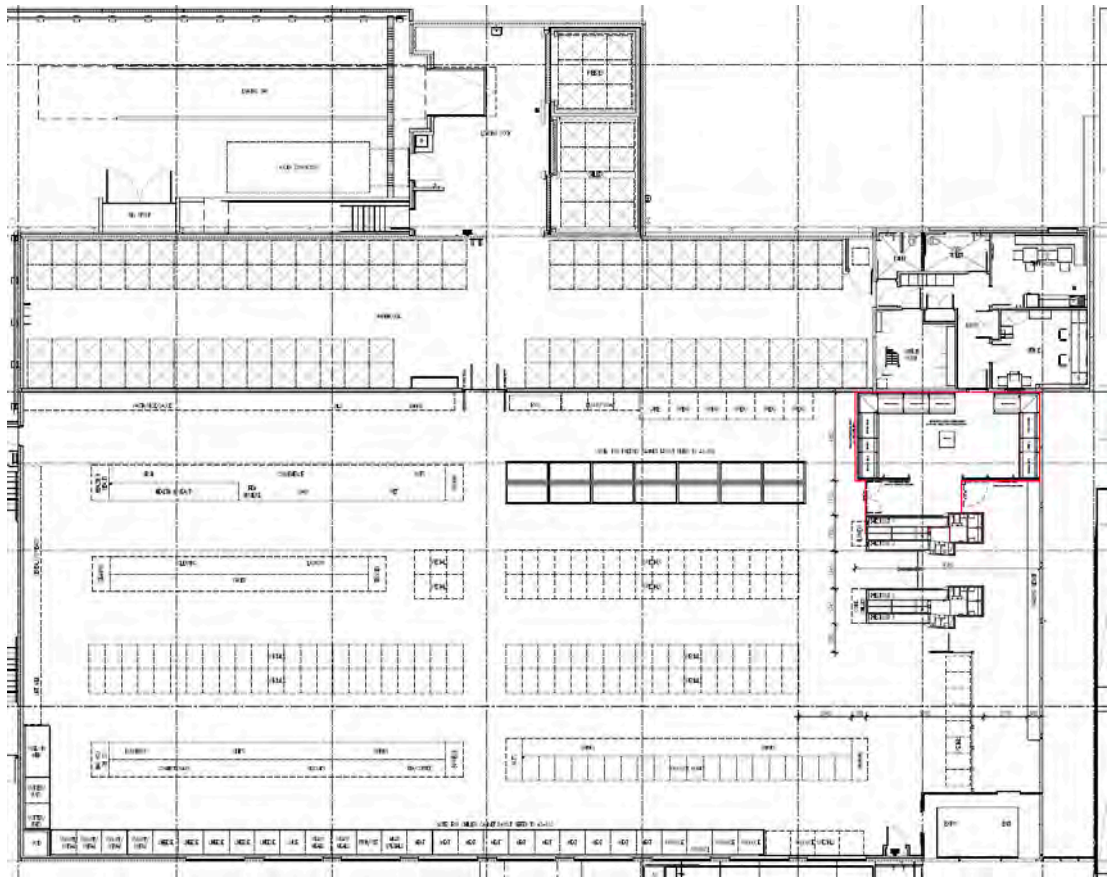
- 6.24. ALDI stores generally – and including the Spearwood store – comprise a total footprint of approximately 2,000m². Some are located inside shopping centres, while others are free-standing like the Spearwood store.
- 6.25. Consistent with other ALDI stores, in Spearwood the following different parts or areas, listed in order of size in terms of the approximate portion of the total footprint, will make-up the store:
- 6.25.1. Main public retail area (non-liquor) – displaying grocery, other supermarket items, homewares, clothing, furniture, tools and other non-grocery items.
 - 6.25.2. Storage.
 - 6.25.3. Loading dock/delivery area.
 - 6.25.4. Entrance and trolley bay.
 - 6.25.5. Checkout.
 - 6.25.6. Office and staff facilities.
 - 6.25.7. Liquor display and browse area (proposed).
- 6.26. There is dedicated parking for ALDI Spearwood shoppers at the front door and ample additional parking close by.
- 6.27. ALDI stores are bright, fresh and pleasant shopping environments. The following images depict the stylish and crisp appearance that can be found at the ALDI Spearwood store:



- 6.28. ALDI operates a generic store modelling concept. The size, layout, colour, product location and stock range of each ALDI store are almost always the same. Minor differences may occur from time to time at some stores owing to land formation, town planning requirements or other unique particulars of the site. For example, the entrance door may be positioned a few metres away from its usual position at a particular location.
- 6.29. The standardisation of store layouts engenders familiarity for customers, enhances shopping comfort, efficiency and convenience. It also enables customers to rely

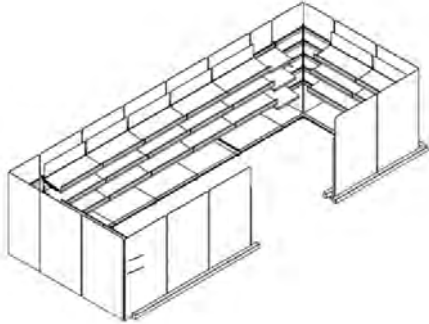
on consistency of style, standard and overall offer. Importantly, these are key features of the applicant's successful superior efficiency model of operation which benefits customers enormously and is clearly popular with shoppers.

- 6.30. The layout of the ALDI Spearwood store is pictured below in an extract from the applicant's floor plan lodged with the application. It shows the proposed licensed area outlined in red, which includes both liquor display/browse and checkout with a combined area of approximately 38m². This is clearly a tiny proportion of the overall footprint. The in-store office is also sought to be licensed to house the required licensing documents and to accommodate the approved manager from time to time.



- 6.31. The display/browse space, of less than 30m², is a simple rectangular shape. This design is based on many years of experience and enables convenience and a high level of surveillance of the area. The display/browse area will also comfortably accommodate shoppers with their trolleys.
- 6.32. The checkout closest to the liquor display/browse area is proposed to be licensed for the purposes of the liquor transactions. Staff operating at this checkout will be able to monitor all patron activity in this area.
- 6.33. The very small size and layout of the liquor display/browse area clearly confirms that the liquor section is a complementary service to the rest of the ALDI store and will help ensure the area is well-controlled and supervised.

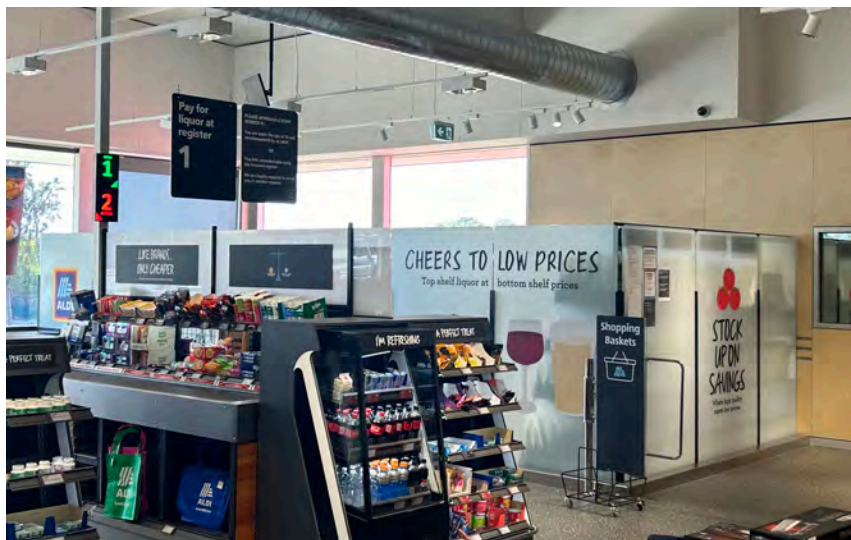
- 6.34. As set out earlier on in this document, the following aerial render is indicative of the proposed sectioned-off liquor display/browse area, which is to be established if approved.



- 6.35. The boundary partitioning, depicted to the right, is intended to be made of 2.1 metre high opaque frosted glass, as shown below. This is designed to enhance separation from the main non-liquor part of the store and to comply with the proposed special conditions.

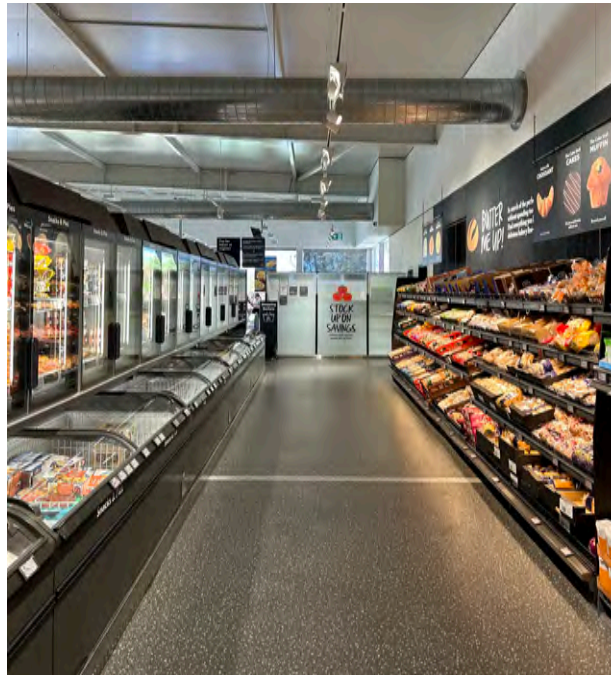


- 6.36. The following photograph of the approved liquor section at the ALDI Yanchep store is indicative of what is proposed to be established at Spearwood:



- 6.37. The position, layout and small size of the liquor section will enable very clear and uninterrupted visibility and supervision of the display/browse area. These features assist with security, surveillance, management and control by staff.

- 6.38. Thoroughly trained and suitably qualified staff members over the age of 18 will be positioned at the licensed checkout at all times, where they will be able to see directly into the whole liquor area. Such constant and close surveillance is rarely achieved at most other liquor stores due to their size, layout and walk-in cool rooms. Further details of the applicant's well developed risk management measures, which include a heavy emphasis on staff training, are set out further on in this PIA.
- 6.39. The liquor area will be entirely confined well within the ALDI supermarket building and have no access directly into, or visibility from, outside of the ALDI store. In fact, the liquor section will have even limited visibility from within the ALDI supermarket. It will be positioned on the opposite side of the store from the main entrance, next to the office, so as to reduce visibility and enhance the separation from the rest of the store. The liquor section will be discretely tucked-away into the corner, as depicted to the right, at the end of the far-end aisle.



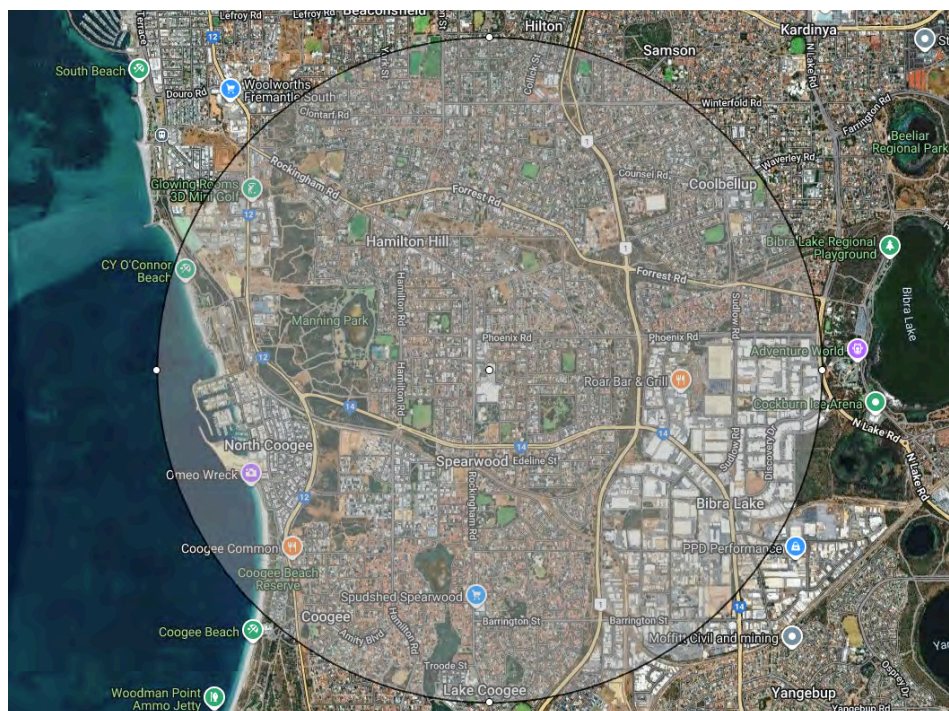
- 6.40. Signage external to the licensed premises, as depicted to the right, may be displayed which is subtle, modest and states simply that there is "liquor available in store", but such signage will not contain images of liquor products, references to particular liquor products or prices of liquor products. The example to the right indicates the innocuous type of external signage that may be displayed.



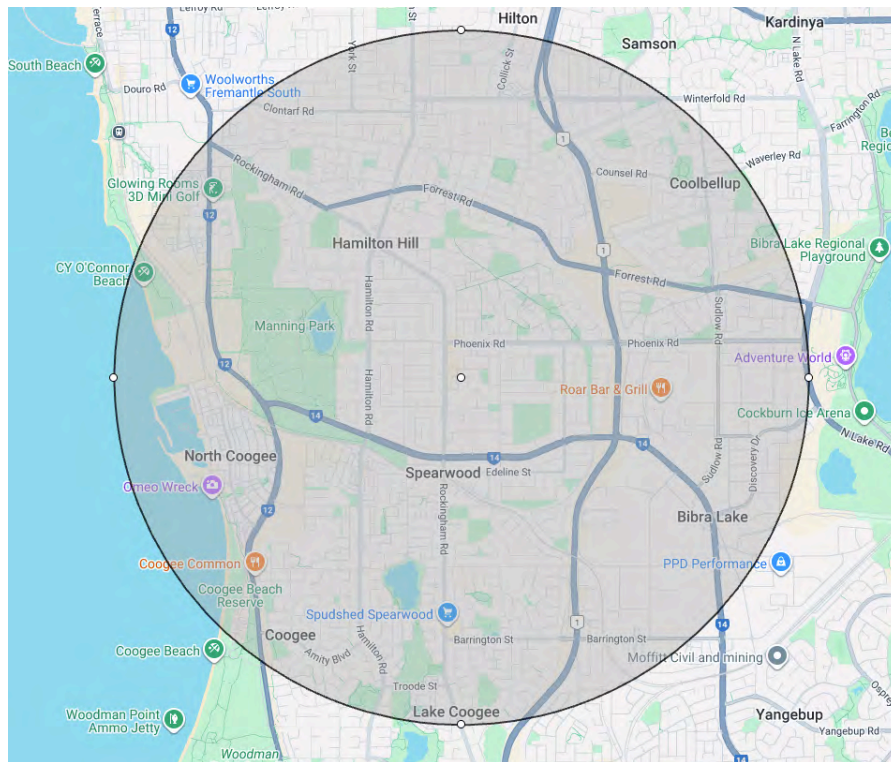
- 6.41. There will be no cool room or other refrigeration in the liquor area. All products will be stocked and sold at room temperature. This unique feature further confirms the intention that the liquor service is genuinely designed to complement the other household items being sold and provide a one-stop-ALDI shop, not an impulse buying service that facilitates quick drinking.
- 6.42. As stated previously, the office inside the ALDI store is proposed to be licensed for the main purpose of storing licensing-related documents including the approved plans, harm minimisation plan, incident register and staff training register. From time to time, the approved manager may need to be positioned inside the office and therefore, variation to the usual requirement under section 100 of the Act is sought, consistent with ALDI's existing licence approvals.
- 6.43. The applicant intends to store liquor in the back-of-house storage area of the ALDI Spearwood store and also at the applicant's distribution centre in Jandakot. No sale or supply of the liquor directly to customers will take place from the storage areas.

Form 2A: "2.3 If you intend to sell packaged liquor, give the names and addresses of all existing licensed premises within the locality"

- 6.44. To address this Form 2A item, it is necessary to firstly identify the relevant locality.
- 6.45. There is no definition of "locality" in the Act.
- 6.46. The ALDI Spearwood store is located approximately 16.5km south of the Perth CBD, approximately 5km south of the centre of Fremantle, in the southern coastal corridor. In the Form 2A, the Department has suggested that the locality for this case may be a 3km radius around the proposed licensed area. That area is depicted in the Google Maps images below (**3km locality**). The white central dot depicts the location of ALDI Spearwood.



Public Interest Assessment
Form 2A Annexure
Application for liquor store licence
ALDI Spearwood



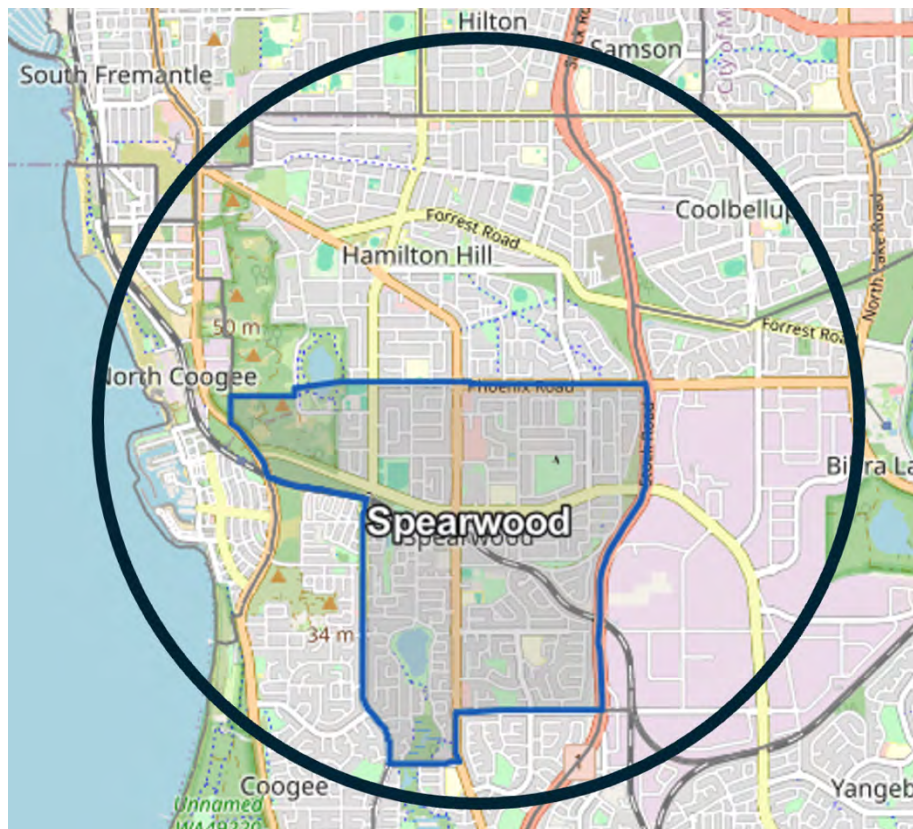
- 6.47. Almost the large majority of this area is within the City of Cockburn with a small portion in the north within the City of Fremantle.⁵⁷
- 6.48. "Strategically positioned as the CBD of the southern corridor and the heart of the Western Trade Coast, [the City of] Cockburn is serviced by an expanding passenger and freight rail network, excellent road infrastructure and is close to the future Westport...[The City of] Cockburn offers a diverse range of property options, from affordable apartments to luxurious waterfront homes and some of the most competitive commercial and industrial land and leasing opportunities in Perth...[The City of] Cockburn is the centre of Western Australia's shipbuilding and marine sector with thriving industry clusters in advanced manufacturing fuelled by a highly skilled work ready labour force...".⁵⁸
- 6.49. The 3km locality comprises⁵⁹:
- 6.49.1. 100% of the suburb of Spearwood,
 - 6.49.2. 100% of the suburb of Hamilton Hill,
 - 6.49.3. approximately 75% of the suburb of North Coogee,
 - 6.49.4. approximately 60% of the suburb of Coolbellup,
 - 6.49.5. approximately 55% of the suburb of Coogee,
 - 6.49.6. approximately 50% of the suburb of Bibra Lake,
 - 6.49.7. approximately 40% of the suburb of Hilton,

⁵⁷ Approximately 2% on the northern boundary is within the City of Fremantle

⁵⁸ <https://www.cockburn.wa.gov.au/Business-and-Investment/Invest-in-Cockburn/Why-Invest-in-Cockburn>

⁵⁹ Based on an assessment of satellite aerial imaging available through Google Maps

- 6.49.8. approximately 30% of the suburb of Samson,
 - 6.49.9. approximately 20% of the suburb of Lake Coogee,
 - 6.49.10. approximately 5% of the suburb Yangebup and
 - 6.49.11. tiny pockets of less than 5% (approximately) of the suburbs of South Fremantle and Beaconsfield.
- 6.50. Given the percentages estimated in the preceding paragraph and applying a common-sense approach as directed by the Department⁶⁰, the applicant has focused attention on the suburbs of Spearwood, Hamilton Hill, North Coogee, Coolbellup, Coogee and Bibra Lake.
- 6.51. The following Australian Bureau of Statistics' (**ABS**) map shows the suburb of Spearwood outlined in **blue** in the context of the 3km locality which is shown as the large black circle and with reference to the surrounding suburbs listed above. Spearwood is a large suburb, delineated by Phoenix Road to the north and Stock Road to the east, Barrington and Troode Streets to the south and Cockburn and Hamilton Roads to the west, covering a large area of approximately 6.2km. The major dual carriage-ways of Spearwood Avenue and Rockingham Road run through the middle and old train line.



⁶⁰ Form 2A page 2

- 6.52. “[T]he word ‘locality’ in s 36B denotes an area that surrounds, and is geographically close to, the location of the proposed premises”⁶¹.
- 6.53. “Given the context and purpose of s 36B, the word ‘locality’ is intended to connote the same concept of neighbourhood. I consider that, in this context, it means the geographical area surrounding the proposed site. Section 36B seeks to add an additional hurdle before a licence may be granted under which packaged liquor can be sold. It seeks to ensure that there are not multiple premises in close proximity to one another selling packaged liquor.”⁶²
- 6.54. “This is not to say that the ‘locality’ will inevitably, or even usually, be a circular area within a particular radius of the proposed site. The shape and size of the ‘locality’ may be influenced by topographical features (including man-made features such as roads) and the areas from which the proposed site could be accessed reasonably easily on foot or push-bike. If there is a community in the area of the proposed site, the geographical spread of that community may also influence the shape and size of the ‘locality’”⁶³.
- 6.55. The 3km locality is a very established and built-up part of the Perth metropolitan area. Particulars regarding the land uses within and main features of the 3km locality are provided further on in this section of the PIA.
- 6.56. “[D]ue to the variety of factual situations that may arise, it is impossible to prescribe a specific test to be applied or even an exhaustive list of the factors that will or may be relevant in the determination of the locality in any given case. As has been observed in other jurisdictions, there will be some cases where it will be easy to determine the locality, and other cases where it will not be. An example of the former would be where the proposed premises was to be placed in a small country town. An example of the latter would be where it was to be placed in the CBD.”⁶⁴
- 6.57. “What constitutes a ‘locality’ relates to the geographical area surrounding, and what is relatively close to, the proposed site”⁶⁵.
- 6.58. “In any event, the factors which can be contemplated in deciding ‘locality’ must remain diverse and fluid and it is contemplated that the Director may impose different localities in respect to different applications, provided that, in the interests of natural justice, such decision is made on reasonable and ascertainable grounds”⁶⁶.

⁶¹ *Liquorland (Australia) Pty Ltd v Director of Liquor Licensing* [2021] WASC 366 (**Liquorland Karrinyup**) [181] (Archer J); confirmed in *Liquorland Southern River* [62] (Lemonis)

⁶² *Liquorland Karrinyup* [182] (Archer J); confirmed in *JB Foods Pty Ltd v Commissioner of Police* [2022] WASC 352 [15] (Smith J) and *Liquorland Southern River* [62] (Lemonis)

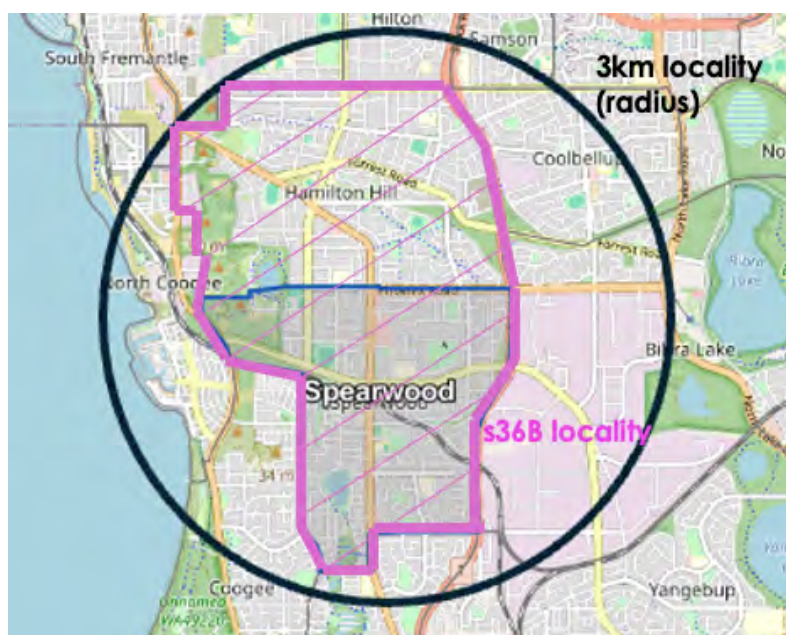
⁶³ *Liquorland Karrinyup* [185] (Archer J); confirmed in *JB Foods Pty Ltd v Commissioner of Police* [2022] WASC 352 [16] (Smith J) and *Liquorland Southern River* [62] (Lemonis)

⁶⁴ *Liquorland Karrinyup* [186] (Archer J); confirmed in *Liquorland Southern River* [62] (Lemonis)

⁶⁵ *JB Foods Pty Ltd v Commissioner of Police* [2022] WASC 352 [14] (Smith J); *Liquorland Karrinyup* [186] and [190] (Archer J)

⁶⁶ *Endeavour Group Limited v Director of Liquor Licensing and ors* LC07/2023 at [164]; *Liquorland (Australia) Pty Ltd v Director of Liquor Licensing* LC09/2023 [92]

- 6.59. “The imposition of a radius circle is not necessarily appropriate where such the same encompasses an artificial area. To adopt a patently artificial radius does not reflect the licensing authority’s mandate to have regard to the primary objects of the Act and the functions of the licensing authority which require consideration of the actual impacts of a proposed application”.⁶⁷
- 6.60. For the purposes of section 36B of the Act and having regard to the findings in Liquorland Karrinyup, upheld in Liquorland Southern River, the applicant submits that the relevant locality in this case is that which comprises the suburbs of Spearwood and Hamilton Hill, which is the area outlined and striped in pink in the following image (**s36B locality**). This proposition is based on the reasons set out below (following the image):



- 6.60.1. The majority of the 3km locality land area comprises the suburbs of Spearwood and Hamilton Hill (combined). In other words, the proposed s36B locality represents the majority of the 3km locality land area.
- 6.60.2. Spearwood and Hamilton Hill are the only suburbs, within those listed earlier on in this section of the PIA, as being totally within the 3km locality, which fall entirely within the 3km locality.
- 6.60.3. The applicant's site is located roughly in the middle of the proposed s36B locality
- 6.60.4. Stock Road, also known as Melville Mandurah Highway, runs the length of the eastern boundary of Spearwood and Hamilton Hill and through the whole of the 3km locality from north to south, separating east and west. It is a major arterial roadway. It is controlled by Main

⁶⁷ Endeavour Group Limited v Director of Liquor Licensing and ors LC 07/2023 [172]; Liquorland (Australia) Pty Ltd v Director of Liquor Licensing LC 09/2023 [99]

Roads of WA and classified as a State Road⁶⁸. It is a dual two-way carriage way classified as a Primary Distributor⁶⁹ for which the purpose is to “[p]rovide for major regional and inter-regional traffic movement and carry large volumes of generally fast moving traffic. Some are strategic freight routes and all are State Roads.”⁷⁰

- 6.60.5. Stock Road forms the designated “west ward” boundary of the City of Cockburn. Everything to the east of Stock Road that falls within the 3km locality is part of the designated “central ward”⁷¹.
- 6.60.6. Parks and bush, together with the major dual carriage-way artery that is Cockburn Road, are situated along most of the western boundary.
- 6.60.7. There is a large portion of area in Bibra Lake, outside of the proposed s36B locality but within the 3km locality which is industrial or large scale commercial.
- 6.60.8. The designated Phoenix/Spearwood Activity/District Centre comprises the suburbs of Spearwood and Hamilton Hill⁷². The proposed s36B locality is almost the same as the Phoenix/Spearwood Activity/District Centre.
- 6.60.9. The Phoenix/Spearwood Activity/District Centre is entirely within this proposed 36B locality and the City of Cockburn has identified that greater connectivity needs to be achieved in and around this area.⁷³
- 6.60.10. The Phoenix/Spearwood Activity/District Centre is the only centre classified at district level within the City of Cockburn⁷⁴ and is the “second largest centre with 28,000sqm of retail floor space, and a range of other associated commercial uses.”⁷⁵
- 6.60.11. The proposed s36B locality is regarded as an infill area.⁷⁶
- 6.60.12. The ALDI liquor display and browse area will be a tiny space with no visibility whatsoever external to the ALDI store. In fact, the liquor

⁶⁸ <https://www.mainroads.wa.gov.au/search/?q=stock+road+cockburn&+dtg=true> and

<https://mainroads.maps.arcgis.com/apps/inspector/index.html?appid=c56031f1e36a47e8ae2e52f6ec4c1833>

⁶⁹ Road Hierarchy for Western Australia Road Types and Criteria (copy available upon request if required and here: <https://www.mainroads.wa.gov.au/>)

⁷⁰ Western Australian Road Hierarchy, Main Roads Western Australia at page 1 and Road Hierarchy for Western Australia Road Types and Criteria (copies available upon request if required and here: <https://www.mainroads.wa.gov.au/>)

⁷¹ City of Cockburn Strategic Community Plan 2025-2035, June 2025 (copy attached) at page 20

⁷² City of Cockburn Phoenix Activity Centre Structure Plan, 1 April 2022 (copy attached) at page 24

⁷³ City of Cockburn Phoenix Activity Centre Structure Plan, 1 April 2022 (copy attached) at pages 4 and 21

⁷⁴ City of Cockburn Phoenix Activity Centre Structure Plan, 1 April 2022 (copy attached) at page 21

⁷⁵ City of Cockburn Local Planning Strategy, endorsed by the Western Australian Planning Commission 28 October 2024 – Part 1 (adopted by the WAPC 13 February 2024) (copy available if required, upon request, or here: <https://www.cockburn.wa.gov.au/Building-Planning-and-Roads/Town-Planning-and-Development/Local-Planning-Strategy-and-Key-Initiatives/Local-Planning-Strategy/>) at page 53

⁷⁶ City of Cockburn Local Planning Strategy, endorsed by the Western Australian Planning Commission 28 October 2024 – Part 1 (adopted by the WAPC 13 February 2024) (copy available if required, upon request, or here: <https://www.cockburn.wa.gov.au/Building-Planning-and-Roads/Town-Planning-and-Development/Local-Planning-Strategy-and-Key-Initiatives/Local-Planning-Strategy/>) at page 10

section will only be visible from well within the ALDI supermarket. When this is considered in the context of the surrounding area it is clear that the size of the ALDI liquor section is even further reduced in scale. Having regard for these factors, it could be artificial to extend the relevant locality to an area wider than the area covered by the suburbs of Spearwood and Hamilton Hill. This proposition is supported by the obiter dictum of Lemonis J in *Liquorland Southern River* at [65].

- 6.61. Having regard for sections 16(7)(b) and (c) of the Act, the Department's "common-sense approach" policy⁷⁷ and the State Government's published desire to make it less complicated and easier to do business in the WA liquor industry⁷⁸, the assessment of locality in this PIA is not exhaustive. The applicant has provided a level of detail considered appropriate for the circumstances in terms of the content of this document and the attachments. Further detail, additional copies of source material and supplementary supporting evidence can be provided if necessary.
- 6.62. The applicant has carefully considered both the 3km locality and s36B locality, as referred to throughout this PIA and the accompanying Legal Submissions.
- 6.63. Both are very established areas. The history of Spearwood and Hamilton Hill dates back to the 1800s and includes a significant role in agriculture, primary production, retail and other services and facilities supporting the residential community⁷⁹. Since then, those two suburbs have evolved together into a densely built-up combined area, home to over 22,000 residents⁸⁰. The City of Cockburn has a "relatively high concentration of residents"⁸¹.
- 6.64. Given how established the 3km locality and s36B locality are, they are presumably well known to the licensing authority. Therefore, again having regard for sections 16(7)(b) and (c) of the Act and the Department's "common-sense approach" directive⁸², this PIA contains a relatively moderate level of detail regarding the facts and circumstances of the area and its history. Additional material is available and can be provided if required and requested.
- 6.65. The following images show alternative aspects of the area surrounding the ALDI Spearwood store. Whilst the Phoenix Shopping Centre is very large and the area has been designated as the Phoenix/Spearwood Activity/District Centre, the most apparent land use is residential. Additional prominent land uses in the s36B locality include light commercial, retail and bush/parkland/reserve. In the

⁷⁷ Form 2A page 2 and at <https://www.dlqsc.wa.gov.au/department/publications/publication/public-interest-assessment>

⁷⁸ For example: <https://www.cits.wa.gov.au/department/news/news-article/2024/08/29/liquor-licensing-policy-reform-a-big-win-for-wa-hospitality-industry>

⁷⁹ <https://history.cockburn.wa.gov.au/Buildings-and-places/Suburbs/Spearwood> and <https://history.cockburn.wa.gov.au/Buildings-and-places/Suburbs/Hamilton-Hill>

⁸⁰ Based on the 2021 ABS Census: 10,944 (Spearwood) + 11,327 (Hamilton Hill): <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51396> and <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50609>

⁸¹ City of Cockburn Strategic Community Plan 2025-2035, June 2025 (copy attached) at page 18

⁸² Form 2A page 2 and at <https://www.dlqsc.wa.gov.au/department/publications/publication/public-interest-assessment>

3km locality those and other land uses operate with main features including Coogee Marina, coastline, ocean, lakes and other fresh waterbodies and multiple major roads.





- 6.66. As required by the Form 2A, the applicant provides the following “names and addresses of all existing licensed premises within the [s36B] locality”⁸³ (listed with the details as appear in the Department’s published licence database and identifying the packaged liquor premises⁸⁴ by bold font).
- 6.66.1. **Liquorland Spearwood**, cnr Phoenix and Rockingham Roads, Spearwood (– approximate straight line distance away: 190m)
 - 6.66.2. **BWS – Beer Wine Spirits Spearwood**, Phoenix Shopping Centre, 254 Rockingham Road, Spearwood (– approximate straight line distance away: 250m)
 - 6.66.3. **BWS – Beer Wine Spirits Spearwood**, 333 Rockingham Road, Spearwood (– approximate straight line distance away: 1.02km)
 - 6.66.4. **Crafty Corner Hamilton Hill**, Shop 20, Hamilton Hill Shopping Centre, 43-57 (51) Rockingham Rod, Hamilton Hill (– approximate straight line distance away: 2.15km)
 - 6.66.5. **Carrington’s Bar & Grill**, 330 Carrington Street, Hamilton Hill (– approximate straight line distance away: 2.33km)
 - 6.66.6. **Ed’z Sportz Bar**, 6 Cockburn Road, Hamilton Hill (– approximate straight line distance away: 2.89km) (**suspended and fully closed*)
 - 6.66.7. Spearwood Dalmatinac Club Inc, lot 2 Azelia Rod, Spearwood
 - 6.66.8. Portorosa Café Spearwood, Shop 4/ 218 Rockingham Road, Spearwood
 - 6.66.9. The Duck Inn Bar & Bistro, Shop 5, 432 Rockingham Rod, Spearwood
 - 6.66.10. La Scala Function Centre, 51 Rockingham Road, Hamilton Hill
 - 6.66.11. Innate Brewers, Unit 23, 83 Mell Road, Spearwood
 - 6.66.12. Cockburn City Soccer Club Inc, Beale Park, Hamilton Road, Spearwood

⁸³ Based on information published by the Department, in its website database of licences:
https://portal.dlgsc.wa.gov.au/forms/fr/search/findallicence/new?_gl=1*fknr4z*_ga*NjE4ODg2NDU1LjE3NzIzNDE2Mzg*P6E2W9B8V1*cze3NzIzNDE2MzcKbzEkZzAkdDE3NzIzNDE2MzcKajYwJGwwJGgxMjE5MzQwMjEw

⁸⁴ As defined in ss36B(1) and (2) of the Act

- 6.66.13. Cockburn Basketball Assn Inc, Wally Hagan Basketball Stadium, Lot 4381, Starling Street, Hamilton Hill
 - 6.66.14. Cockburn Cricket Club Inc, Rockingham Road, Hamilton Hill
 - 6.66.15. Cockburn Cobras Football Club Inc, 11L Lucius Road, Hamilton Hill
 - 6.66.16. Phoenix Lacrosse Club Inc, Goodchild Reserve Clubrooms, 30 Plantagenet Crescent, Hamilton Hill
 - 6.66.17. U N Me Coogee, Unit 2, 80 Hamilton Road, Spearwood
 - 6.66.18. Kerry Street Peartree, 1 Kerry Street, Hamilton Hill
 - 6.66.19. UP WA, 87 Jean Street, Hamilton Hill
 - 6.66.20. Wine World WA, 26 Huxley Place, Spearwood
 - 6.66.21. Something Wines, 25 Spearwood venue, Spearwood
 - 6.66.22. City of Cockburn RSL Sub-Branch, 73 Frederick Road, Hamilton Hill
 - 6.66.23. Cockburn Cougars Softball & Sporting Club Inc, Enright Reserve, 223 Healy Road, Hamilton Hill
 - 6.66.24. Glowing Rooms, Unit 1/1 Emplacement Crescent, Hamilton Hill
 - 6.66.25. The Phoenix Brewhouse, Shop P05, 254 Rockingham Road, Spearwood
- 6.67. Additional information and submissions regarding the five “packaged liquor premises”⁸⁵ listed above are provided further on in this document.
- 6.68. Beyond the s36B locality and elsewhere within the 3km locality are the following existing licensed premises⁸⁶:
- 6.68.1. **Cellarbrations Market**, Unit 6/44 Port Kembla Drive, Bibra Lake (– approximate straight line distance away: 1.61 km)
 - 6.68.2. **BWS – Beer Wine Spirits Port Coogee**, Port Coogee Village Shopping Centre, cnr Orsino Boulevard and Calypso Parade, North Coogee (– approximate straight line distance away: 2.23km)
 - 6.68.3. **BWS – Beer Wine Spirits Coolbellup**, 64 Coolbellup Avenue, Coolbellup (– approximate straight line distance away: 2.70km)
 - 6.68.4. West Coast Wine Cellars, Unit 2, 5 Hathor Way, Bibra Lake.
 - 6.68.5. Terra Slate, Unit 9, 29 Wellard Street, Bibra Lake
 - 6.68.6. Austrend Foods, 35 Clark Court, Bibra Lake
 - 6.68.7. Coolbellup Sporting Assn Inc, Prospero Crescent, Coolbellup

⁸⁵ Section 36B of the Act

⁸⁶ Based on information published by the Department:
<https://portal.dlgsc.wa.gov.au/licencesearch?status=Current&postcode=6163&group=Liquor+Premises> and

- 6.68.8. Caffissimo Coogee Restaurant, Shop T1 Port Coogee Village Shopping Centre, 42 Orsino Boulevard, North Coogee
- 6.68.9. Dome Port Coogee, 1 Maraboo Loop, North Coogee
- 6.68.10. Om Nom Nom Pizza, Unit 7, 72 Pantheon Avenue, North Coogee
- 6.68.11. Bidfood Perth, 24 Selkis Road, Bibra Lake
- 6.68.12. K S Western Australia Pty Ltd, 17 Sphinx Way, Bibra Lake
- 6.68.13. Vittoria Food & Beverage, 5 Sphinx Way, Bibra Lake
- 6.68.14. Belgian Beers Australia, Unit 7/28 Clark Court, Bibra Lake
- 6.68.15. Western Knights Soccer Club, Len Packham Reserve, 96 Cordelia Avenue, Coolbellup
- 6.68.16. Amuni, 6 Calypso Parade, North Coogee
- 6.68.17. Roar Fitness 247, 23 Port Kembla Drive, Bibra Lake
- 6.68.18. Coogee Boathouse, Unit 3 & 4/72 Panthegon (sic) Avenue, North Coogee
- 6.68.19. Coogee Hotel, 371 Cockburn Road, Coogee

7. Form 2A “Part 3 – The profile of the local community”

Form 2A: “3.1 Please outline the population characteristics in the locality”

- 7.1. At the most recent Census the ABS recorded the following numbers of people living in the suburbs reflected in the 3km locality, relative to the estimated portions of developed residential area within those suburbs that actually fall within the 3km locality⁸⁷:

	Total suburb population	Portion estimated within the 3km locality
Spearwood ⁸⁸	10,944	10,944
Hamilton Hill ⁸⁹	11,327	11,327
North Coogee ⁹⁰	3,741	2,806
Coolbellup ⁹¹	5,698	3,419
Coogee ⁹²	5,345	2,940

⁸⁷ As per the percentages referred to earlier in this PIA (but excluding the tiny pockets of less than 5% (approximately) of the suburbs of South Fremantle and Beaconsfield) and as illustrated by the 3km locality map provided – Spearwood 100%, Hamilton Hill 100%, North Coogee 75%, Coolbellup 60%, Coogee 55%, Bibra Lake 50%, Hilton 40%, Samson 30%, Lake Coogee 20% and Yangebup 5%

⁸⁸ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51396>

⁸⁹ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50609>

⁹⁰ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51135>

⁹¹ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50324>

⁹² <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50321>

Bibra Lake ⁹³	5,892	2,946
Hilton ⁹⁴	4,323	1,730
Samson ⁹⁵	1,881	565
Lake Coogee ⁹⁶	4,768	954
Yangebup ⁹⁷	7,631	382
Collective total estimated to be living within the 3km locality as at the 2021 Census	61,550	38,013

- 7.2. The average person living in Spearwood, statistically speaking based on ABS Census data from 2021⁹⁸ can be described generally as follows:
- 7.2.1. female, married, aged 41,
 - 7.2.2. self-identifying as “non-indigenous”⁹⁹,
 - 7.2.3. educated to year 12, certificate III or IV level, diploma or bachelor degree,
 - 7.2.4. born in Australia, of English ancestry,
 - 7.2.5. of Catholic or Anglican religious affiliation,
 - 7.2.6. living in a household with children, where English is the only language used and the household income is \$1,448,
 - 7.2.7. working full-time, earning \$751 personally and
 - 7.2.8. not suffering a long-term health condition.
- 7.3. The average person living in Hamilton Hill, statistically speaking based on ABS Census data from 2021¹⁰⁰ is very similar and can be described generally as follows:
- 7.3.1. female, never married, aged 39,
 - 7.3.2. self-identifying as “non-indigenous”¹⁰¹,
 - 7.3.3. educated to year 12, certificate III or IV level, diploma or bachelor degree,
 - 7.3.4. born in Australia, of English ancestry,

⁹³ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50117>

⁹⁴ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50641>

⁹⁵ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51322>

⁹⁶ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50816>

⁹⁷ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51670>

⁹⁸ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51396>

⁹⁹ Based on the ABS terminology/definition

¹⁰⁰ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50609>

¹⁰¹ Based on the ABS terminology/definition

- 7.3.5. of no religious affiliation,
- 7.3.6. living in a household with children, where English is the only language used and the household income is \$1,396,
- 7.3.7. working full-time, earning \$765 personally and
- 7.3.8. not suffering a long-term health condition.

7.4. The following further resident profile characteristics have been identified from the most recently published Census data for people living in the 3km locality. However, it is important to have regard for the fact that many of the people reflected in the following statistics would not actually be living within the 3km locality. This is because statistics are for the whole of each suburb but, as explained and illustrated earlier on in this PIA, only the whole of Spearwood and Hamilton Hill are within the 3km locality. Statistics for WA (state average) have been included in the table for comparative and contextual purposes.

	Aged 19 and under (as at the 2021 Census)	Aged 70 and over (as at the 2021 Census)	Self-identifying as being Aboriginal and/or Torres Strait Islander¹⁰²	Born in Australia	In the labour force (as at the 2021 Census)	Unemployed (as at the 2021 Census)
WA ¹⁰³	23.9%	12.1%	3.3%	62%	63.9%	5.1%
Spearwood ¹⁰⁴	19.9%	16.1%	2.1%	61%	60.6%	5.2%
Hamilton Hill ¹⁰⁵	19.8%	13.3%	2.9%	60.7%	61.4%	6.4%
North Coogee ¹⁰⁶	16.7%	11.8%	0.9%	61%	67.4%	3.3%
Coolbellup ¹⁰⁷	20.1%	11.9%	3.1%	64.1%	63.8%	6.5%
Coogee ¹⁰⁸	21.7%	15.6%	0.7%	65%	62.9%	3.8%
Bibra Lake ¹⁰⁹	22.6%	14.6%	1.9%	65.8%	63.8%	5.5%
Hilton ¹¹⁰	24.2%	12.5%	3.0%	66.4%	62%	4.9%
Samson ¹¹¹	20.9%	16.3%	0.8%	67.8%	61.6%	5.4%

¹⁰² As defined/described and categorised by the ABS

¹⁰³ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51396>

¹⁰⁴ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51396>

¹⁰⁵ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50609>

¹⁰⁶ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51135>

¹⁰⁷ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50324>

¹⁰⁸ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50321>

¹⁰⁹ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50117>

¹¹⁰ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50641>

¹¹¹ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51322>

Lake Coogee ¹¹²	26.1%	8.2%	1.4%	67%	71.7%	3.2%
Yangebup ¹¹³	25.8%	7.1%	2.3%	67.6%	69%	5.1%

7.5. Additional information regarding the “population characteristics of the locality” required for this section of the PIA includes the following:

7.5.1. The top response as to “country of birth” by people born outside Australia, was England.¹¹⁴

7.5.2. Of the people who indicated that they have a religious affiliation, the most common was said to be catholic.¹¹⁵

7.5.3. Socio-Economic Indexes for Areas, which measure the relative level of socio-economic disadvantage and/or advantage, based on a range of ABS data focusing on income and work, have ranked the City of Cockburn well inside the top quarter percentile, at number 24 out of 140¹¹⁶, indicating that its residents enjoy a relatively advantageous and positive level of socio-economic conditions.

7.5.4. The suburbs of Spearwood and Hamilton Hill, comprising the s36B locality, ranked lower than the City overall indicating a higher degree of disadvantage¹¹⁷ in the s36B locality itself. Whilst this latter factor may be considered negative in this case, it certainly should not inhibit the grant of the licence given the following:

7.5.4.1. The many positive factors associated with the application have considerable weight and far outweigh the negative.

¹¹² <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50816>

¹¹³ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51670>

¹¹⁴ ABS 2021 Census: <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51396> (Spearwood), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50609> (Hamilton Hill), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51135> (North Coogee), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50324> (Coolbellup), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50321> (Coogee), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50117> (Bibra Lake), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50641> (Hilton), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51322> (Samson), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50816> (Lake Coogee) and <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51670> (Yangebup)

¹¹⁵ ABS 2021 Census: <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51396> (Spearwood), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50609> (Hamilton Hill), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51135> (North Coogee), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50324> (Coolbellup), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50321> (Coogee), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50117> (Bibra Lake), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50641> (Hilton), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51322> (Samson), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50816> (Lake Coogee) and <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51670> (Yangebup)

¹¹⁶ <https://profile.id.com.au/wapl/seifa-disadvantage?SeifaKey=40002>

¹¹⁷ <https://profile.id.com.au/cockburn/seifa-disadvantage-small-area?SeifaKey=40002>

- 7.5.4.2. Residents in Spearwood and Hamilton are generally older and not in the labour force, suggesting that they are retirees.
- 7.5.4.3. People living with lower socio-economic conditions should not be denied modern choice and diversity in liquor, particularly where the liquor in question is of a very high award-winning quality.
- 7.5.5. Attached is Spearwood Locality Snapshots which provides a report of Spearwood characteristics through the City of Cockburn Community Profile.¹¹⁸
- 7.6. Both the s36B locality and the 3km locality are experiencing considerable growth and development which is underway now, ongoing and projected for the imminent future. This proposition is based on the following published by the City of Cockburn:
- 7.6.1. "Cockburn is experiencing significant growth, with the population projected to increase by nearly 40% from 136,388 in 2025 to 189,683 in 2045. This growth is reflected in the housing market, with the number of dwellings expected to rise from 51,085 to 73,860 over the same period."¹¹⁹
- 7.6.2. Key recommendations of the Revitalisation Strategy for the Phoenix/Spearwood Activity/District Centre include increasing residential densities.¹²⁰
- 7.6.3. "The suburbs of Spearwood and Hamilton Hill...are forecast to experience a sharp increase in dwelling growth to 2030 when it will level out."¹²¹
- 7.6.4. "The City of Cockburn is investing \$204.6 million over the next four years to achieve our vision of Cockburn as the best place to be. This strategic capital investment program focuses on renewing and replacing existing infrastructure, upgrading current facilities, building new assets and strategically replacing aging ones."¹²²
- 7.7. Further growth and development is occurring with residential land releases including Development WA's "115 Hamilton Hill" project comprising more than 150 lots¹²³. Stage 2 is due to be released on 24 March 2026.

¹¹⁸ <https://profile.id.com.au/cockburn/locality-snapshots?WebID=51396500>

¹¹⁹ City of Cockburn Strategic Community Plan 2025-2035, June 2025 (copy attached), at page 18 and City of Cockburn Corporate Business Plan 2025-2029, June 2025 (copy attached) at page 14

¹²⁰ City of Cockburn Phoenix Activity Centre Structure Plan, April 2022 (copy attached) at page 26

¹²¹ City of Cockburn Phoenix Activity Centre Structure Plan, April 2022 (copy attached) at page 28

¹²² City of Cockburn Corporate Business Plan 2025-2029, June 2025 (copy attached) at page 44

¹²³ <https://developmentwa.com.au/projects/residential/oneonefive-hamilton-hill/innovation> and <https://developmentwa.com.au/projects/residential/oneonefive-hamilton-hill/overview>

Form 2A “3.3 (sic) List the community buildings in the locality”

- 7.8. As required by the Form 2A, the applicant provides names and addresses for the following identified to be operating in the 3km locality¹²⁴:
- 7.8.1. Schools and educational institutions:
- 7.8.1.1. Southwell Primary School, 26 Grandpre Crescent, Hamilton Hill
 - 7.8.1.2. Port School, 62 Wheeler Road, Hamilton Hill
 - 7.8.1.3. East Hamilton Hill Primary School, 27 Bradbury Road, Hamilton Hill
 - 7.8.1.4. St Jerome's Primary School, 38 Troode Street, Lake Coogee
 - 7.8.1.5. Newton Primary School, 4 Marvell venue, Spearwood
 - 7.8.1.6. Spearwood Alternative School, 370 Rockingham Road, Spearwood
 - 7.8.1.7. Spearwood Primary School, 73 Gerald Street, Spearwood
 - 7.8.1.8. Phoenix Primary School, 28 Phoenix Road, Hamilton Hill
 - 7.8.1.9. Kent Street Community School, 20 Forrest Road, Hamilton Hill
- 7.8.2. Hospitals: none identified.
- 7.8.3. Hospices: none identified.
- 7.8.4. Aged care facilities:
- 7.8.4.1. Aegis Carrington, 27 Ivermey Road, Hamilton Hill
 - 7.8.4.2. Foley Village | Southern Cross Care WA, 84 Collick Street, Hilton
 - 7.8.4.3. Aegis Hilton Park, 19 Laidlaw Street, Hilton
 - 7.8.4.4. Tony Quinlan Respite Centre | Southern Cross Care WA, 36/84 Collick Street, Hilton
 - 7.8.4.5. Cockburn Care, Healy Road and Ingram Street, Hamilton Hill
 - 7.8.4.6. Jindalee Retirement Vill
 - 7.8.4.7. Bethanie Illawong Retirement Village, 1 Rodd Place, Hamilton Hill
 - 7.8.4.8. Amana Living – Hale House, Coolbellup, 31 Waverley Road, Coolbellup

¹²⁴ Based on publicly available published data

- 7.8.4.9. Aegis Amberley, 30 Mell Road, Spearwood
- 7.8.4.10. Regis Port Coogee (inc Regis Health and Wellness Centre Port Coogee), 72 Pantheon Avenue, North Coogee
- 7.8.4.11. Villa Dalmacia Aged Care, 27 Gorham Way, Spearwood
- 7.8.5. Churches/places of worship:
 - 7.8.5.1. Our Lady of Mt Carmel Parish, 82 Collick Street, Hilton
 - 7.8.5.2. Heart City Church, 29 Port Kembla Drive, Bibra Lake
 - 7.8.5.3. Centrepont Church, 24 Discovery Drive, Bibra Lake
 - 7.8.5.4. Former St Jerome's Church, 320 Rockingham Road, Spearwood
 - 7.8.5.5. Spearwood Uniting Church, 330 Rockingham Road, Spearwood
 - 7.8.5.6. St Michael and All Angel's Anglican Church, 15 Mell Road, Spearwood
 - 7.8.5.7. St Jerome's Church Coogee, 36 Troode Street, Coogee
 - 7.8.5.8. New Life Church, 54 and 110 Rockingham Road, Hamilton Hill
 - 7.8.5.9. Holy Cross Catholic Church, 1 Dianne Street, Hamilton Hill
 - 7.8.5.10. Southside City Church Fremantle, 7 Rockingham Road, Hamilton Hill
- 7.8.6. Drug and alcohol treatment centres: no specialist centres identified.
- 7.8.7. Short term accommodation or refuges: Spearwood Lodge, 316 Rockingham Road, Spearwood
- 7.8.8. Childcare centres:
 - 7.8.8.1. Jenny's Garden Family Day Care, Quickly Crescent, Hamilton Hill
 - 7.8.8.2. Stride Early Learning Coolbellup, 2/80 Coolbellup venue, Coolbellup
 - 7.8.8.3. Lollipops Child Care Centre, 504 Rockingham Road, Lake Coogee
 - 7.8.8.4. Buggles Childcare Spearwood, 6 Barrington Street, Spearwood
 - 7.8.8.5. Little Kids Club, 201 Hamilton Road, Coogee
 - 7.8.8.6. Ascolta Early Learning and Care Coogee
 - 7.8.8.7. Young Explorers Early Learning Centre- Coogee, 52/56 Entrance Road, Spearwood

- 7.8.8.8. Insight Early Learning – Port Coogee, 53 Pantheon Avenue, North Coogee
 - 7.8.8.9. Busy Bees at Spearwood, 267 Rockingham Road, Spearwood
 - 7.8.8.10. Sonas Early Learning & Care Spearwood, 245 Rockingham Road, Spearwood
 - 7.8.8.11. Genius Childcare Hamilton Hill, 157 Rockingham Road, Hamilton Hill
 - 7.8.8.12. Little Friends Treehouse, 157 Rockingham Road, Hamilton Hill
- 7.8.9. Local government: As referred to previously in this document, the City of Cockburn is the applicable local government authority for the applicant's site and most of the 3km locality is within the City of Cockburn. Its administration centre is located at 9 Coleville Crescent, Spearwood approximately 380m away. A small northern section of the 3km locality area falls within the City of Fremantle which has its administration centre at 151 High Street, Fremantle, approximately 5.8km away.
- 7.9. The nearest residence to the proposed licensed area is understood to be approximately 42m away, as the crow flies. The liquor section will be much further in terms of accessible distance and not in any way visible to, nor directly accessible, from any residence. The proposed liquor section will be substantially buffered by the main ALDI building (its eastern boundary), driveway area, landscaping/trees, March Street and footpath, The following image illustrates these aspects and depicts part of this buffered area.



8. Form 2A “Part 4 – Minimising the potential for alcohol to cause harm”

Form 2A “4.1 What strategies will you use to minimise harm from the use of alcohol?”

- 8.1. Risk management and harm minimisation from the sale and supply of liquor are not only intimately familiar to ALDI but are prominent considerations and given priority in operational policies. ALDI has been successfully implementing

measures that minimise harm and ill-health at its large number of existing licensed stores, including the following key elements:

- 8.1.1. Maintaining a very small square metre footprint of licensed space.
 - 8.1.2. Confining the liquor area to well within the store proper so it has no external presence.
 - 8.1.3. Only subtly and modestly promoting the liquor service, including limiting liquor advertising and signage.
 - 8.1.4. Limiting the stock range to a small, carefully curated selection which has been quality tested to very high standards and includes many award-winning items.
 - 8.1.5. Limiting the trading hours.
- 8.2. Its liquor store model has been comprehensively tried and tested, resulting in an excellent compliance record.
- 8.3. The applicant has had regard for harm and ill-health factors potentially associated with the new liquor licence, with reference to its trading history. The applicant has a stellar trading record in terms of compliance and is not aware of any of its licences directly causing harm or ill-health.
- 8.4. Any potential negative impact from the new licence should be considered in light of the low risk features of the ALDI liquor model, which are described throughout this PIA. This proposition is supported by the following finding of the Liquor Commission in ALDI Harrisdale¹²⁵ which involved virtually the same proposal.
- “There is nothing to suggest that the granting of the licence will result in an increase in harm and ill-health. The small size of the proposed premises, the nature of its operation and the limited number of products are significant factors in reaching this conclusion.”
- 8.5. No part of the proposed licensed area will be visible in any way from the churches, schools, aged care facilities and day care centres etc within the 3km locality which have been identified earlier on in this PIA. In fact, as best can be determined it is understood that no part of the ALDI store is visible, or at least not clearly visible, from those places or any other sensitive organisation. The liquor section itself will be totally concealed from the outside and only visible from well within the ALDI supermarket.
- 8.6. The applicant has sought to identify current data regarding alcohol related hospitalisations and deaths associated with the 3km locality, but none could be identified from published material as available for public use. Further, “due to different classification systems and alcohol as a contributing factor not being

¹²⁵ ALDI Harrisdale [38(b)]

recorded within all health datasets, challenges exist in quantifying the incidence of alcohol-related injuries in WA."¹²⁶.

- 8.7. Nonetheless, the applicant acknowledges that hospitalisation and death can potentially result for some people as a consequence of the use of liquor and would most likely be occurring at some level in the 3km locality. Among other things, the applicant has considered the report entitled, WA's Hidden Crisis: Harm from alcohol, May 2022¹²⁷.
- 8.8. The Western Australian Mental Health, Alcohol and Other Drug Services Plan 2015–2025¹²⁸ is also acknowledged. The applicant's liquor store model is considered to be respectful of this Plan and the positive health outcomes that the Plan tries to achieve by virtue of the various low risk elements built into the ALDI model referred to throughout this document. The very small, discrete and modest scale of the ALDI Spearwood liquor proposal is expected to contribute to "efforts to change the drinking culture from one of harmful use to one where low-risk drinking is encouraged and supported", as referred to at page 33 of the Plan. This proposition is based on, for example, ALDI's model being capable of encouraging shoppers to do the following:
- 8.8.1. appreciate the quality and award-winning nature of its products,
 - 8.8.2. purchase in relatively small volumes,
 - 8.8.3. purchase only warm items as opposed to cold items which might be appealing to consume very soon after leaving the store and
 - 8.8.4. purchase in conjunction with food for consumption ancillary to food.
- 8.9. The most recent ABS data has revealed that the large majority of residents in the 3km locality, being approximately 59.81%¹²⁹, reported at the 2021 Census that they have no long-term health condition, which is very similar to that of the Statewide and national figures¹³⁰. It is acknowledged that some people did indicate that they experience a long-term health condition.

¹²⁶ Alcohol-related injuries in Western Australia Position Paper, by Injury Matters, dated April 2022, at page 2 (www.injurymatters.org.au) – copy of the paper available if required, upon request

¹²⁷ Copy available if required, upon request

¹²⁸ Copy available if required, upon request

¹²⁹ The average of the combined statistics for the ten suburbs referred to earlier on in this PIA as comprising the 3km locality, subject to the qualification that several of these suburbs only have small portions within the 3km locality. ABS 2021 Census: <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51396> (Spearwood), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50609> (Hamilton Hill), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51135> (North Coogee), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50324> (Coolbellup), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50321> (Coogee), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50117> (Bibra Lake), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50641> (Hilton), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51322> (Samson), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50816> (Lake Coogee) and <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51670> (Yangebup)

¹³⁰ Refer same 2021 ABS Census data

- 8.10. In 2024 the City of Cockburn commissioned a liveability study of its residents which revealed that “85% of [the] community rates their mental health positively”.¹³¹
- 8.11. “[D]ata from Roy Morgan’s Alcohol Consumption Report shows the proportion of Australians who drink alcohol dropped by 1.8 percentage points to 67.9 per cent in the 12 months to June 2022”¹³². Data for the 12 months to March 2023 showed an increase of 1.3%, but relevantly “[t]he most significant driver of the increase in consumption of alcohol compared to pre-pandemic is the increasing popularity of RTDs (Ready-to-drink)”¹³³ and ALDI’s liquor range includes only a tiny number of RTDs. The attached stocklist contains only six different RTDs. They will certainly not be available in bulk or even in large supply compared to other liquor outlets, given ALDI’s modest stock volume and manner of trade
- 8.12. ALDI has factored advertising and promotion into its harm minimisation strategies. Flamboyant and highly suggestive advertising posters, encouraging or even suggesting rapid, excessive or juvenile drinking are not displayed in association with ALDI’s liquor service. Nor does ALDI advertise discount liquor prices for certain periods. This is because traditional, ad hoc “sales” may encourage customers to purchase more liquor than they otherwise would have for fear of missing out on the deal.
- 8.13. Recognising the critical role of staff is another key strategy to ensuring policies and practices are implemented and laws are complied with. ALDI operates pursuant to a highly evolved and sophisticated corporate structure and hierarchy whereby staff at each level are entrusted with an advanced degree of responsibility and are provided with extensive and comprehensive training and support.
- 8.14. ALDI is a market leader in terms of staff training and development. Its impressive approach in this regard is detailed in the following sub-paragraphs:
- 8.14.1. “We believe that good people working together, united by a shared purpose, can achieve extraordinary things. ALDI isn’t just a workplace; it’s a place where you’ll be part of a tight-knit team that supports and uplifts each other, where you can learn, grow and develop and make a meaningful impact by helping everyday Australians live richer lives for less.”¹³⁴
- 8.14.2. “We provide [staff] with comprehensive training including induction training and quarterly retraining. We also offer leadership training programs that help create the operational leaders of the future.”¹³⁵

¹³¹ City of Cockburn, Place Score, Liveability Study Executive Summary, November 2024 (copy attached) at page 8

¹³² <https://theshout.com.au/australian-alcohol-consumption-declines-rtd-consumption-at-record-high/>

¹³³ <https://www.roymorgan.com/findings/9153-alcohol-consumption-march-2023>

¹³⁴ <https://www.aldicareers.com.au/>

¹³⁵ <https://aldiaustralia-1481176-en-au.sr-atrax.com/benefits-that-matter>

- 8.14.3. “We offer diverse and cross-functional career pathways. We also value internal promotions with over 70% of our leaders promoted internally.”¹³⁶
- 8.14.4. ALDI Australia has won the Australian Business Award’s – Employer of Choice award for several consecutive years.¹³⁷
- 8.14.5. ALDI has been awarded Retail Employer of the Year at the eftpos Australian Retail Association Awards.
- The ARA said that ALDI have proven to be “fierce contenders” with a strong commitment to diversity, non-discrimination and support to all employees. The supermarket was recognised for incorporating internal and external recruiting methods to select candidates and for nurturing the skills, confidence and leadership required to operate business functions.**
- “Through a commitment to staff and the community, ALDI are the pioneers in the retail sector, leaving no stone unturned,” the ARA said.**
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- 8.14.6. Every ALDI staff member is required to undertake detailed internal training and an induction programme. This involves education on a wide variety of facets of the business and includes liquor product knowledge and responsible service. To help ensure high standards are achieved at all times, all ALDI staff are employed on a permanent basis.
- 8.14.7. The applicant will ensure all staff at the ALDI Spearwood store are properly trained as to their responsibilities under the Act, the Department’s policies, ALDI policies and procedures – which include ALDI’s particular high standards, matters of safety and all other laws, regulations and standards applicable to the proper conduct of the business.
- 8.14.8. The liquor section will be adequately staffed at all times with appropriately trained and knowledgeable people. In addition to having sufficient numbers of approved managers, other part-time and full-time staff will also be employed. At least one qualified unrestricted approved manager will be at the store at all times.
- 8.14.9. In-store staff are required to wear a uniform, which is of a smart and modern style and bears the ALDI logo. Staff presentation is considered by the applicant to be important both in terms of upholding its image and also in portraying a professional and responsible approach to the business.

¹³⁶ <https://aldiaustralia-1481176-en-au.sr-atfrax.com/benefits-that-matter>

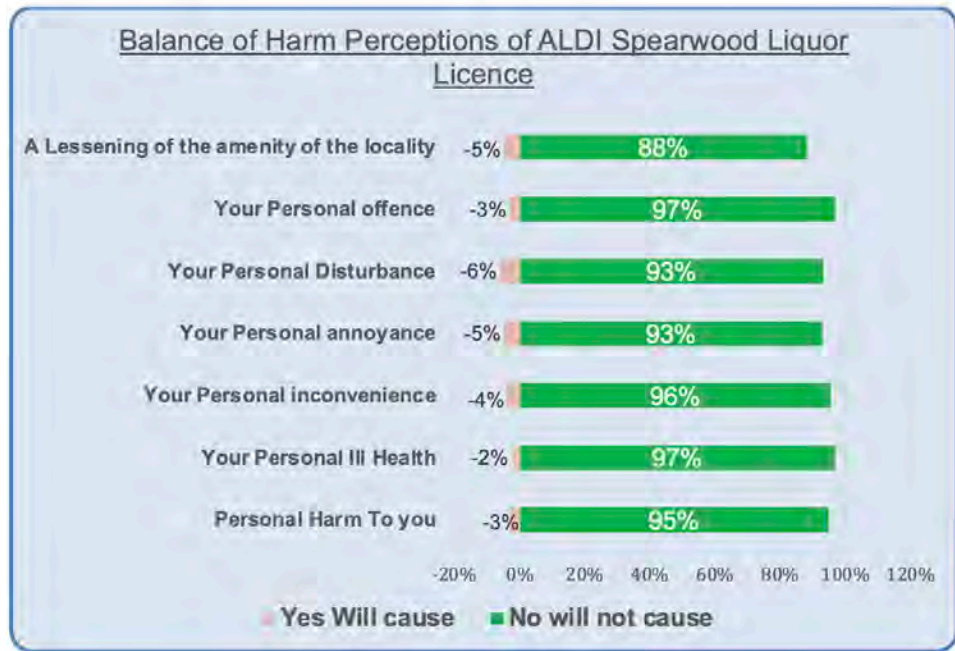
¹³⁷ <https://www.aldicareers.com.au/> and <https://www.aldiunpacked.com.au/aldi-australia-is-recognised-as-an-employer-of-choice/>

¹³⁸ <https://insidefmca.com.au/2018/10/19/aldi-awarded-ara-employer-of-the-year/>

8.15. PRG has reported the following from the consumer survey research¹³⁹:

When invited to indicate if they believed the proposed liquor section would cause any harm or inconvenience, only very small minorities suggested that the potential harms would come to pass.

The figure below shows the "No harm" responses and the small proportions believing that some harm could come to them consequent of the establishment of the ALDI Spearwood liquor section. From 2% to 6% believe that they could come to some harm or experience some inconvenience or annoyance should the liquor section be established. These perceptions are overwhelmed by the very great proportions of 88% to 97% indicating that they do not believe these possible consequences will eventuate.



8.16. This evidence should be considered directly relevant and particularly probative given its context which is that the respondents are already very familiar with the ALDI Spearwood store, the locality and ALDI's liquor model¹⁴⁰.

8.17. Another harm minimising element of the ALDI model is the strong focus on quality of product and value-for-money propositions, not just price per se. The applicant invests enormously in providing customers with the perfect balance of high quality product at the lowest price that can be achieved whilst maintaining the quality. Many of its liquor items have been awarded accordingly. This value-for-money philosophy – which is entirely different from simple notions of low price and being cheap – is entirely consistent with consumer requirement. This latter proposition is supported by the following:

8.17.1. "Aldi is arguably one of the biggest disruptors to hit the Australian economy over the past 20 years, single handedly busting open the Woolworths/Coles supermarket duopoly."¹⁴¹

¹³⁹ PRG report at page 8 and see also page 30

¹⁴⁰ PRG report at paras 4.2 and 4.4, pages 15 and 17

¹⁴¹ <https://www.macrobusiness.com.au/2021/03/the-rise-and-rise-of-aldi/>

- 8.17.2. "Seventy-eight percent of consumers are prioritising value for money when shopping..."¹⁴²
- 8.17.3. "More than 8 in 10 (81%) of the total ALDI shopper sample liked this aspect of the proposed ALDI Spearwood liquor section, and 1% disliked it. The "Net like" proportion is elevated for the "ever buy" subset (86%) and the "have consumed" subset (95%)... Again the weight of sentiment is very much in support of this aspect of the proposed ALDI liquor section."¹⁴³
- 8.18. The ALDI liquor model clearly presents with a number of low risk elements, which have been proven to be successful in other locations. This proposition is based on ALDI's excellent trading compliance record and the fact that the overwhelming majority of respondents to the PRG survey, comprising 85% who have previously shopped in another ALDI store with a liquor section¹⁴⁴, do not consider negative consequences will be likely to result from the grant¹⁴⁵.
- 8.19. As referred to previously, the liquor section will be positioned away from the entrance to the supermarket, tucked-away in the corner of the store, surrounded by opaque barricading making it substantially separate and discrete. Shoppers could choose to avoid the liquor section if they so wish. The layout of the supermarket and checkouts enables any shopper to walk their way through the supermarket with barely noticing the liquor component, if at all and not needing to cross through it or near it.
- 8.20. To summarise and reiterate, the following are the key harm and risk minimising features of the ALDI Spearwood liquor proposal:
- 8.20.1. Its small size
 - 8.20.2. The bright, open-plan layout
 - 8.20.3. The absence of refrigeration to help avoid impulse buying and impulse drinking. The absence of a walk-in coolroom also enhances surveillance.
 - 8.20.4. The limited stock range and volume.
 - 8.20.5. The absence of an online delivery service
 - 8.20.6. The absence of bulk quantities of cheap mainstream products.
 - 8.20.7. Reduced trading hours – significantly less than permitted under the Act and less than the usual trading hours of most other liquor stores.
 - 8.20.8. Its location/position confined within the supermarket footprint, away from the main store entrance, under the close supervision of the

¹⁴² <https://ecommercenews.com.au/story/australians-prioritise-value-for-money-as-economic-pressures-mount#:~:text=Seventy%2Deight%20percent%20of%20consumers,research%20from%20Shopify%20has%20revealed> and <https://retailworldmagazine.com.au/four-in-five-australians-now-prioritise-value-for-money/>

¹⁴³ PRG report at para 4.5.4, page 23

¹⁴⁴ PRG report at para 4.4, page 17

¹⁴⁵ PRG report at page 8 and see also page 30

- supermarket and its staff. ALDI staff will have a clear line of sight into the liquor display/browse area at all times.
- 8.20.9. The restricted visibility of and into the liquor section.
 - 8.20.10. The lack of immediate or direct egress from the liquor area outside into the public domain. The design and layout forces customers to enter the supermarket and walk past the watchful eye of several trained staff.
 - 8.20.11. The limited and controlled nature of product pricing.
 - 8.20.12. The lack of signage external to the store advertising discounted liquor products.
 - 8.20.13. The highly experienced and reputable operator.
 - 8.20.14. The high level of staff training.
- 8.21. Importantly also, there will be none of the following:
- 8.21.1. Prominent external advertising of liquor products and their prices.
 - 8.21.2. Products, advertising or promotional materials designed to entice juveniles.
 - 8.21.3. Large volumes of cheap bulk products displayed.
 - 8.21.4. Volumes of liquor products refrigerated and ready-to-drink.
 - 8.21.5. Energy drinks stocked in the liquor display/browsing area.
- 8.22. In respect of the issue of juveniles, very strict policies will apply. ALDI is very aware of the fact that juveniles will be in the supermarket from time to time, some of whom may be unaccompanied by a parent/guardian.
- 8.22.1. The store layout will enable juveniles to totally avoid going near the liquor section.
 - 8.22.2. The combination of store layout and security systems will facilitate and ensure a constant and high degree of surveillance over the liquor area and checkout to safeguard the proper management of juveniles. ALDI has successfully managed this issue at its existing stores elsewhere in Western Australia for many years.
 - 8.22.3. No liquor will be sold or supplied to juveniles or anyone who is suspected of trying to obtain liquor for a juvenile.
 - 8.22.4. ALDI has adopted an "ID Under 25" policy. Staff at ALDI Spearwood will be directed to go beyond the requirement to ask customers suspected of being under the age of 18 to prove their age and in fact ask all customers suspected of being under the age of 25 for age verification, so as to err on the side of caution.
 - 8.22.5. The applicant will operate under a strict policy, which will be taught to and perpetuated with its staff, whereby liquor is not sold or

supplied to anyone whom it is suspected might give the liquor to a juvenile, including guardians and parents.

- 8.22.6. If a juvenile is observed to be loitering near the liquor block they will be asked to move on and no juveniles will be permitted in the licensed area unless accompanied by a responsible adult. The applicant has not experienced notable issues of this kind at its existing stores.
- 8.22.7. Lollies and other items commonly known to attract the attention of juveniles will not be stocked in the liquor display/browse area.
- 8.22.8. The liquor display and browse area will have limited line-of-sight such that visibility into that area will be restricted.
- 8.22.9. The liquor area will be subject to a high level of surveillance and security from the associated checkout.
- 8.22.10. Unaccompanied juveniles who may be in the supermarket from time to time will be directed to a non-licensed checkout to make their purchase.
- 8.23. A clear example of ALDI's high standards as regards liquor and juveniles is when the company came under scrutiny from the public for the strictness of its approach. Some ALDI stores in New South Wales have refused service to adults because staff have witnessed a juvenile merely touching the liquor items, even where they have touched the items simply to stop them from falling over in a trolley.¹⁴⁶
- 8.24. Adult consumers have felt comfortable shopping in an ALDI liquor area with their children as clearly depicted, by way of example, in the images below taken at one of the busy operating ALDI stores in WA with a liquor section¹⁴⁷.



¹⁴⁶ <https://www.news.com.au/finance/business/retail/aldis-strict-underage-alcohol-policing-leaves-shoppers-high-and-dry/news-story/c7beaa2c4b8e1f0345b3545c98c7789c>

¹⁴⁷ Faces redacted for privacy reasons



- 8.25. Every effort will be made by the applicant to conduct business under the new licence in a manner that minimises the potential for harm or ill-health to occur as a result of the licence operating at the Spearwood store.
- 8.26. The applicant is an upstanding corporate citizen which operates pursuant to several high level standards and policies. ALDI has a considerable presence in the public domain, which it intends to continue growing in Western Australia. It is in the applicant's interests to ensure that the liquor service in Spearwood is successful in all respects, including genuinely minimising harm and successfully managing risks.
- 8.27. The applicant has identified the issue of crime in terms of harm factors applicable to the 3km locality. The information in the attached Police Offence Data Summary has been considered. This data, whilst not that of proven crimes, may possibly assist in assessing very broadly and generally criminal offence activity in the area.
- 8.28. It is acknowledged that crime occurs in the 3km locality and this can be regarded as a negative factor. It should not, however, inhibit the grant of the licence. The 3km locality comprises an enormous population of 38,013¹⁴⁸ which naturally attracts a degree of crime. The most common offence across the 3km locality is "theft". ALDI has multiple measures in place to reduce the risk of theft and property damage to its store. The ALDI Spearwood store does not currently experience any unusual level of theft.
- 8.29. The Police data in the attachment does not reveal anything to suggest that the 3km locality – and most relevantly, Spearwood itself – experiences a concerning or unusual level of crime relevant to the ALDI proposal. The applicant will nevertheless maintain its tried and tested risk management, safety and security measures and implement additional steps, to minimise potential crime. These

¹⁴⁸ As explained earlier in this PIA

measures are addressed elsewhere in this PIA and will continue to ensure the risk of any crime associated with the premises is minimised, as it currently is. In addition, the likelihood of the liquor service contributing to alcohol related crime is reduced by the following mitigating factors.

- 8.29.1. Small, simple and open layout of the liquor block.
 - 8.29.2. Location within the confined safety of the supermarket building.
 - 8.29.3. Lack of external frontage.
 - 8.29.4. Location of the liquor area adjacent to the checkout and therefore, under constant close staff surveillance and supervision.
 - 8.29.5. Absence of refrigeration, which removes the opportunity for impulsive desires to steal liquor for immediate consumption.
 - 8.29.6. Lack of a walk-in cool room, which is ordinarily hidden from staff view, providing cover and convenience for would-be criminals.
 - 8.29.7. Installation of CCTV surveillance throughout the supermarket, including the proposed licensed area.
 - 8.29.8. Reduced trading hours – no intention to operate late at night.
- 8.30. The applicant has considered the City of Cockburn's Community Safety and Crime Prevention Plan 2022-2027¹⁴⁹. Nothing arising from that Plan changes the applicant's current approach to managing and minimising crime.
- 8.31. ALDI's considerable retailing experience, including selling liquor products, has provided the organisation with the ability to manage security well such that crime associated with ALDI stores is kept very low. The quality of the premises, both inside and outside and the standard of supervision by staff will help make the public feel welcome and safe but any would-be criminals or disorderly persons uncomfortable.
- 8.32. The liquor area will have no external access as it will be entirely confined and secured within the ALDI supermarket, set-back considerably from the main entrance.
- 8.33. The following security steps will be taken in relation to the Spearwood liquor section.
- 8.33.1. Security cameras both inside the licensed area and outside will be operating.
 - 8.33.2. Secure locking systems will be engaged for after hours.
 - 8.33.3. A high level of staff training which includes how to deal with incidents that are, or could potentially become, obviously criminal or unsafe.

¹⁴⁹ Copy available to be provided if required, upon request

- 8.33.4. Maintaining a rigid enforcement of harm minimisation principles and policies. These will include, for example the "ID Under 25" policy, staff training, participation in the local liquor accord (if there is one), notifying Police of potential criminal behaviour and keeping in contact with Police.
 - 8.33.5. Clear and obvious signage. The new premises will be bright, modern and attractive.
 - 8.33.6. Limited public access and egress via one point only, from within the supermarket under the constant watching-eye of the cashiers. This will ensure a high level of staff surveillance from inside the store and inhibit would-be criminals by restricting the ease of a get-away.
- 8.34. The applicant has devised a Security Layout plan, illustrating the general position and fit-out of security measures. If required and requested, a copy can be provided to the licensing authority on a strictly confidential basis. An advanced security and surveillance system will be installed, based on the model which has been successfully operating at existing stores. The applicant's advanced system includes the following features:
- 8.34.1. An Access Control System as follows:
 - 8.34.1.1. 24 hour entry system to the store including interface with the security system.
 - 8.34.1.2. A tamper switch will be applied to set off the alarm in the event of unauthorised removal of the panel front covers.
 - 8.34.2. CCTV system – 24-hour surveillance of the licensed area and entry and exits to the store, which will include the following:
 - 8.34.2.1. 11 active cameras will provide 24-hour surveillance with the digital video recorder.
 - 8.34.2.2. Two full body cameras located within the licensed area, one facing the checkout and another one facing the liquor shelf.
 - 8.34.2.3. The digital video recorder will be configured for motion detection to allow efficient review of any incidents.
 - 8.34.2.4. An appropriately sized hard disk will be installed to allow images to be retained on the digital video recorder for at least two weeks without greatly compromising recording quality.
 - 8.34.2.5. The CCTV flat panel monitor will be located in the office to provide real time monitoring to the store staff of the retail floor including the licensed area. This will include a play-back function.

- 8.34.3. The security system equipment will include the following:
- 8.34.3.1. Passive Infra-Red Motion Detectors.
 - 8.34.3.2. Break glass detectors.
 - 8.34.3.3. Magnetic reed switches.
 - 8.34.3.4. Vibration detector.
 - 8.34.3.5. External strobe and siren.
 - 8.34.3.6. Security flashing lights and horns.
- 8.34.4. A back-to-base monitoring system which will raise a security alarm if the security system is armed and there is a breach. The back to base alarm will then send a patrol as well as notifying the manager, which will also activate an external strobe light and external siren.
- 8.35. The design and installation of the electronic security, access control and audible system shall comply with the requirements of all relevant standards and codes including but not limited to the following:
- 8.35.1. Australian Standards AS/NZS 3000.
 - 8.35.2. State Service and Installation Rules.
 - 8.35.3. National Construction Code.
 - 8.35.4. Local and other authority services and installation rules.
 - 8.35.5. Australian Communications Authority.
 - 8.35.6. Work Cover Authority.
 - 8.35.7. Other relevant Australian standards.
- 8.36. Of real significance is the fact that the ALDI liquor area design and layout facilitate an advanced level of security and surveillance. These features of the proposed Spearwood liquor section will make it extremely difficult for juveniles, drunk people or would-be thieves to gain access to the liquor area and go undetected, by virtue of the following factors:
- 8.36.1. Customers will be required to walk well into the supermarket footprint under clear view of a combination of various cameras, staff monitoring and other customers observing.
 - 8.36.2. Customers will be required to walk through the manned and monitored checkouts in order to exit the store. There will be no quick get-away option.
 - 8.36.3. The simple and small layout aspects of the liquor area will help to ensure that it is not in any way attractive for juveniles, drunk people or would-be criminals nor a temptation for impulse procurement.
 - 8.36.4. The location tucked away in the far corner of the store.

9. Form 2A “Part 5 – Impact on the amenity, quiet or good order of the locality”

Form 2A “5.1 How will your premises design protect the amenity, quiet or good order of the locality?”

- 9.1. The nature of the relevant amenity has been variously described and depicted throughout this PIA and some of the attachments¹⁵⁰. It is a thriving area.
- 9.2. To reiterate, the proposed liquor section will not have any external frontage, façade or overt signage. It will be contained inside the wider ALDI store footprint. The intended manner of trade is for the liquor service to complement the grocery and household offering in the supermarket. The premises will not operate as a stand-alone liquor outlet.
- 9.3. Given these circumstances, there will be no impact on the streetscape or external physical amenity whatsoever and so the amenity, quiet and good order of the 3km locality shall be entirely preserved.
- 9.4. The amenity of the 3km locality has been variously described in earlier sections of this PIA. There is a mix of land uses including mainly residential, parkland, bushland, retail, light industrial and commercial. The area is very established and densely developed¹⁵¹.
- 9.5. The ALDI Spearwood store is already a fixture in the area, within the core retail and commercial district. The surrounding area can be regarded as busy, active and intended to provide a variety of services and facilities for the community.
- 9.6. Amongst this existing amenity, the ALDI liquor section will be an ideal addition from an operational perspective and in terms of enhancing services to the public. It will complement existing and other new businesses and be totally consistent with surrounding land-uses. From a visual, physical or streetscape perspective, the proposed licensed area will have no impact. It will not even be seen from anywhere other than well inside the ALDI supermarket.
- 9.7. The consumer survey found that 88% of local people consider that the ALDI liquor section will not lessen the amenity of the area.¹⁵²
- 9.8. Despite the relatively tiny size of the licensed area proposed, the ALDI Spearwood liquor feature will make a big and valuable contribution towards the services and facilities in the area and further enhance the important role of the Phoenix/Spearwood Activity/District Centre.
- 9.9. Further submissions addressing the amenity issue under the Act are provided in the applicant's Legal Submissions.

¹⁵⁰ In regard to the attachments, particularly: City of Cockburn Phoenix Activity Centre Structure Plan, 1 April 2022, City of Cockburn Corporate Business Plan 2025-2029, June 2025, City of Cockburn, Place Score, Liveability Study Executive Summary, November 2024 and City of Cockburn Strategic Community Plan 2025-2035, June 2025

¹⁵¹ City of Cockburn Strategic Community Plan 2025-2035, June 2025 (copy attached) at page 18

¹⁵² PRG report at para 4.7, page 30

10. Form 2A “Part 6 – Impact on the people who live or work nearby and whether they might suffer offence, annoyance, disturbance or inconvenience”

Form 2A “6.1 What actions will you take to minimise the impact on people who live or work nearby?”

- 10.1. ALDI's stores have an excellent trading history. They are not known to be the cause of any offence, annoyance, disturbance or inconvenience in relation to any of its many existing liquor store licences. Specifically, the Spearwood store is not known to have caused adverse impacts on people living and working nearby over the several years of its operation.
- 10.2. ALDI has carefully considered the impact that may be caused to people who reside or work in the vicinity of the proposed licensed premises in terms of how and in what circumstance, the sale and supply of liquor could potentially cause those people offence, annoyance, disturbance or inconvenience.
- 10.3. It is not considered that there are any high risk factors associated with this application, for the various reasons referred to throughout this PIA. Despite that conclusion, the applicant acknowledges the potential for adverse effects from any sale and supply of liquor. Therefore, ALDI proposes to implement the following strategies, in addition to others referred to elsewhere in this PIA, to manage and minimise risks associated with the operation of the proposed liquor service at the Spearwood store.
 - 10.3.1. Maintaining a manner of trade which is low risk and low impact.
 - 10.3.2. Managing delivery times and methods in such a way as to minimise potential disturbance to others, even although there is no neighbour in close proximity.
 - 10.3.3. Implementing tried, tested and proven operational policies for overall management and conduct of business.
 - 10.3.4. Closely monitoring unaccompanied juveniles.
 - 10.3.5. Not stocking controversial liquor products and promotions designed to be attractive to juveniles.
 - 10.3.6. Maintaining a high standard of premises in terms of cleanliness, tidiness and overall quality, to indicate to patrons the operator's professional approach to management of the business.
 - 10.3.7. Employing only mature and skilled people to run the operation, all of whom will be presented in professional uniform. The staff will all be trained to be able to exhibit a high level of stock knowledge. These features will add an element of responsibility to the functioning and image of the business.
- 10.4. ALDI's advanced practises in terms of staff training will ensure that staff at ALDI Spearwood will consistently enforce and uphold the licensee's policies and

philosophies for a compliant business which focuses on integrating with the local community. The applicant values its excellent reputation as an upstanding corporate citizen and employees will continue to be trained to uphold reputation and share in ALDI's core values.

- 10.5. No high risk factors associated with the liquor store proposal in this case have arisen in preparing this PIA, especially given ALDI's trading history. The small risk factor that does exist, as with any licensed premises, will be closely monitored and carefully managed in any event.

11. Form 2A "Part 7 – Impact on tourism, culture and the community"

Form 2A "7.1 Are there any tourism, cultural and community benefits that would result from the grant of your application?"

- 11.1. The community within, around and visiting the 3km locality stands to benefit enormously from the introduction of the ALDI liquor service. The public will have demand met and enjoy the well-known ALDI liquor products and services in their area which have been relished by other Australians elsewhere for many years.
- 11.2. ALDI is still relatively new to the WA market compared to other retailers. The opening of ALDI stores in Western Australia has been met with great enthusiasm by customers from across the metropolitan area. When the first ALDI stores in WA started trading in June 2016, members of the public queued up for hours, in winter, before the stores opened, as seen in the photographs below¹⁵³.



¹⁵³ <https://www.watoday.com.au/national/western-australia/keen-shoppers-brave-cold-for-opening-of-perth-aldi-stores-20160608-gpe297.html>

- 11.3. Clearly ALDI's positive reputation preceded itself and since then, as addressed earlier in this PIA, ALDI has grown and cemented itself in the WA market as a sought-after retailer. In the first six months of trade in Western Australia, more than 3.2 million customers were served at ALDI stores. The ALDI Cloverdale store transacted a staggering 156,338 customers in just 69 days of trading, which is an average of 2,266 customers per day¹⁵⁴.
- 11.4. These numbers and the details referred to earlier in this PIA as regards the enormous consumer following of and devotion to ALDI products and services show ALDI's significant public popularity. The licensing authority is entitled to take this popularity in account when assessing whether the proposed services in this application will be in the public interest at the Spearwood location¹⁵⁵.
- 11.5. The growth and success of ALDI has resulted in tremendous employment benefits for Western Australians. The applicant currently employs approximately 1,000 people in WA. The approval of this application will generate further job opportunities for people to work with ALDI and thereby respond to this published economic objective of the local council¹⁵⁶.
- 11.6. The consumer evidence in this case is clear, directly on-point and compelling. Hundreds of members of the local community have expressed a strong demand for the ALDI liquor products and service.
- 11.7. The expert market researcher in this case has concluded that "[i]t is clear that the great majority of take-away liquor buyers who currently shop at ALDI Spearwood would shop for their take-away liquor requirements from the ALDI liquor section if it was established. Almost half (46%) would do so at least once a fortnight, 71% at least once a month and 96% on at least some occasions, should the liquor section be established within the ALDI Spearwood store... The clear suggestion is that the ALDI Spearwood liquor section would better meet their takeaway liquor requirements than the currently available Spearwood liquor outlets."¹⁵⁷
- 11.8. Given the high level of support for the proposed liquor service referred to in the PRG report, coupled with other findings in that report, including that shoppers have accessed ALDI liquor elsewhere, it can be reasonably concluded that there is a leakage factor to consider in this case, whereby local shoppers are currently purchasing liquor outside of their Spearwood neighbourhood, at other ALDI outlets several kilometres away, because it is not available to them currently in Spearwood.
- 11.9. Further submissions referring to the consumer evidence and how it strongly supports the grant of the licence, have been provided elsewhere in this document and in the accompanying Legal Submissions.

¹⁵⁴ Evidence available if required, upon request

¹⁵⁵ *Woolworths Ltd v Director of Liquor Licensing* [2013] WASCA 227 [77] (Buss JA)

¹⁵⁶ City of Cockburn Strategic Community Plan 2025-2035, June 2025 (copy attached) at page 26

¹⁵⁷ PRG report at para 4.6.3 on page 28

11.10. ALDI is a major supporter of local communities, Australian businesses and the wider society. This proposition is explained by the following published ALDI policies.¹⁵⁸


Good Community

We are passionate about supporting the community and giving back to those in need. We have programs in place to foster strong and honest relationships with our business partners, buyers and valued team members. Our work with Camp Quality and our food charity partners are examples of how we are making a Good Difference using the resources available to us. Learn more about how we are caring for our Good Community below.



Community Support

ALDI connects and work with charity partners through a range of employee, business partner and customer-focused initiatives.




Food Insecurity and Food Rescue

ALDI works with food rescue organisations like Foodbank and OzHarvest to get surplus food from our stores to the people who need it most. Discover our initiatives and how you can get involved.



Camp Quality

ALDI has been a Camp Quality partner since May 2020, making a yearly cash donation, running employee programs, and donating proceeds from product sales.



Aussie First Policy

At ALDI, we're all about homegrown goodness. In fact, 100% of our meat & eggs, 97% of fruit & veg and 82% of dairy comes from Down Under, so you know you're tucking into the taste of Good Different.



Aussie Farmers

We strongly believe in supporting Australian Made products and produce. That's why 97% of our fruit and veggies come directly from Australian farms, as well as 100% of our eggs, milk, fresh meat, fresh salmon and fresh poultry. We're also committed to supporting our Australian farmers.



Business Partnerships

When we opened our first two stores in Sydney back in 2001, ALDI initially offered a range of 600 grocery products supplied by 174 business partners. During this first year, one of these founding business partners supplied us with two types of laundry powder, which they initially delivered on a ute containing a single pallet. Fast forward to 2018, and this same business partner was supplying 75 cleaning and personal care products across 150 varieties to every one of our stores. We have hundreds of similar stories about our wonderful partnerships. With over 1000 Australian businesses now part of our network, it's easy to see how we're Making a Good Difference in more ways than one.

¹⁵⁸ <https://www.aldi.com.au/sustainability/good-community> (via <https://www.aldi.com.au/sustainability>), <https://www.aldi.com.au/what-makes-us-good-different> and <https://www.aldi.com.au/sustainability/good-business>



Economic Contribution

Data independently audited by PwC shows that ALDI had an average price gap of 15-20% in 2023, with ALDI shoppers saving \$3.4 billion on their grocery bills. But that wasn't even the most exciting part, an average family shopping at ALDI can save up to \$2,538 a year. You can access our Tax Transparency Reports below.



Modern Slavery & Human Rights

Human rights are an important dimension of ALDI's Global Sustainability Strategy, since the way we operate, purchase goods, and the business partners we choose could impact how people are treated across our operations and supply chains. As a major retailer whose supply chains touch millions of people every day, ALDI understands the importance of respecting human rights. Read more about our initiatives below.



Diversity and Inclusion

We're committed to a diverse and inclusive workforce that welcomes everyone, because we believe that understanding, respecting, and valuing the individuality of our employees and customers makes us stronger.



Responsible Business Practices

Through the responsible sourcing of our products, and prioritisation of Australian-made produce, we're helping to build resilient, thriving communities. For more information, please read our Sustainability Progress Report, which highlights how we positively impact the environment and the local communities in which we operate.

- 11.11. The grant of the liquor store licence will enhance and facilitate ALDI's increased involvement in the community comprising the 3km locality. Local residents and workers will be the beneficiaries of this outcome.
- 11.12. The 3km locality stands to reap many benefits from the approval of this application. The small and modest liquor service has the capacity to make a great impact in terms of choice, diversity, competition, convenience, development of the area and relevant industries and satisfying unmet consumer demand and requirement.
- 11.13. In terms of tourism, only a small section of the 3km locality, on the western boundary is known for tourism. This area is home to port Coogee Marina, coastline, beaches, a hospitality precinct and short term accommodation¹⁵⁹. The latter includes two Discovery Parks with cabins and caravan sites.
- 11.14. There is an annual two-day Coogee Live festival with hundreds of family-friendly community and visitor activities and entertainment. "Finalist for Best Australian Community Event at the 2023 Australian Event Awards and the winner in 2021,

¹⁵⁹ https://www.booking.com/searchresults.en-gb.html?aid=373420&label=coogee-au-vm2o%2AM4YTmKKpdcJ9FJSYgS388464221401%3Apl%3Aa%3Ap1%3Ap2%3Aac%3Aap%3Aneq%3Afi%3Atikwd-13380088436%3Alp9070561%3Ali%3Adec%3Adm%3Appcp%3DUMFuZG9tSYkc2Rlyh9Ydj4ck6nlj5YRjPru0SpaEk&gclid=EAiaIqobChMlLrwheFkwMVEpLWCB1TPQBEEAAYASAAEgLRWvD_BwE&dest_type=city&redirected=1&dest_id=-1566850&source=city&redirected_from_city=1&keep_landing=1&sid=ea34e5e0e8b4ea12113e9b38f31e961f&chal_t=1772590740877&force_referer=https%3A%2F%2Fwww.google.com%2F

Coogee Live attracted about 26,000 attendees in March 2024¹⁶⁰. It is scheduled again this year, for 7 and 8 March 2026.

- 11.15. The approval of this application will enable ALDI to provide its full suite of products and services like it does at most of its other stores around the country and overseas, providing familiarity for tourists in the area, as well as local people, who are accustomed to ALDI's model elsewhere. Further, the ability for ALDI to establish a full-service store in the Phoenix/Spearwood Activity/District Centre will help to support and promote Spearwood as a proper modern Activity/District Centre with commonly expected retail conveniences.

Form 2A "7.2 If you have any other information to provide in support of your application, include it here"

- 11.16. ALDI operates with liquor at nearly 350 locations across Australia. As stated previously, 38 of those are in WA. In the eastern states, nearly every ALDI store contains a liquor section.
- 11.17. The ALDI liquor model, now well-known and established in Western Australia, has been carefully designed to complement the supermarket and special buys. ALDI's particular product and service range provides adult shoppers with superior shopping convenience through being able to access a highly diverse range of value-for-money household and consumable products at the one location.
- 11.18. There are currently eight packaged liquor licences operating to cater for approximately 38,013 people living in the 3km locality¹⁶¹ plus visitors. Only five of those licences are located within the s36B locality, catering for a resident population of approximately 22,271 people¹⁶² and of those five outlets, two are almost identical, being BWS outlets located less than 1km apart. These numbers should be considered alongside the wide and enormous catchment of regular shoppers at ALDI Spearwood¹⁶³. Those outlets do little, if anything, for shoppers at ALDI Spearwood seeking one-stop shopping and certainly do not address the demand for ALDI liquor itself.
- 11.19. There is indeed an enormous number of shoppers at ALDI Spearwood each week – 5,918 on average¹⁶⁴ – indicating that the ALDI store is immensely popular within the local community.
- 11.20. The addition of the ALDI liquor section at the Spearwood store will, in effect, result in a self-sufficient retail outlet. Responsible adults living locally will be able to browse and purchase food – fresh, frozen and non-perishable – homewares, tools, gardening equipment, clothing, leisure items, sporting gear, toys, other products and liquor all in one trolley

¹⁶⁰ <https://www.cockburn.wa.gov.au/City-and-Council/Events-and-News/News-From-The-City/Coogee-Live-Lotterywest-grant-to-boost-2025-event>

¹⁶¹ As explained earlier in this PIA, based on 2021 ABS Census data for the ten suburbs applicable to the 3km locality

¹⁶² As explained earlier in this PIA, based on 2021 ABS Census data for Spearwood and Hamilton

¹⁶³ PRG report at page 5

¹⁶⁴ PRG report at page 5

- 11.21. It has been identified that among ALDI Spearwood shoppers, “more than six in ten (63%) shoppers have previously consumed ALDI exclusive liquor products that had been purchased from another WA ALDI store...This suggests that many shoppers are prepared to go to other ALDI stores to access exclusive ALDI liquor products. Note also that more than two thirds (70%) of take-away alcohol buyers have consumed ALDI liquor products purchased in another WA ALDI store”¹⁶⁵, which are not available in Spearwood. The approval of this application will reduce or even eliminate this leakage factor and address the inconvenience and discontent of ALDI Spearwood shoppers currently. This latter proposition is supported by the PRG report findings that “[i]t is clear that the great majority of take-away liquor buyers who currently shop at ALDI Spearwood would shop for their take-away liquor requirements from the ALDI liquor section if it was established. Almost half (46%) would do so at least once a fortnight, 71% at least once a month and 96% on at least some occasions, should the liquor section be established within the ALDI Spearwood store... The clear suggestion is that the ALDI Spearwood liquor section would better meet their takeaway liquor requirements than the currently available Spearwood liquor outlets.”¹⁶⁶
- 11.22. This is consistent with the reports from staff at the ALDI Spearwood store to ALDI senior corporate management that they receive daily customer requests and expectation for liquor, surprise that the store does not have the feature now and dissatisfaction and frustration at having to leave to drive some distance away in search of ALDI liquor elsewhere.
- 11.23. The following was reported in relation to ALDI recently winning the coveted Canstar Australian Supermarket of the Year for the eighth year in a row¹⁶⁷:
- Notoriously, Australia’s supermarket “duopoly” of Coles and Woolworths means Aussie consumers pay some of the highest grocery prices in the OECD.
- According to Canstar, the average weekly grocery bill for an Australian household of four people has ballooned to \$240, a \$24 increase from the previous year.
- The survey, which gathered insights from 2,869 shoppers, highlights the ongoing hip pocket pain facing consumers at the checkout.
- In a statement, Eden Radford of Canstar Blue told Yahoo Finance that this year’s results reflect the power of “own-brand items” in a tough economic climate.
- ‘The quality of (Aldi’s) own-brand items reliably earn the highest rating from customers,’ she said.

¹⁶⁵ PRG report para 4.4.1, page 18

¹⁶⁶ PRG report para 4.6.2, page 28

¹⁶⁷ <https://www.skynews.com.au/lifestyle/celebrity-life/customers-know-they-can-rely-on-us-aldi-crowned-supermarket-of-the-year-for-the-eighth-year-in-a-row-by-canstar-blue/news-story/a566dfe9b507fb1c0892917532618a0d>

'Consistently priced, good quality products on offer is why shoppers are choosing Aldi to do their grocery shopping.'

- 11.24. The large majority of ALDI's proposed liquor range at the Spearwood store will be its reliable own-brand. Approval of the licence will make quality, affordable award-winning liquor available to the local community.
- 11.25. People within the community who experience low socio economic conditions should be entitled to benefit equally from ALDI's value-for-money proposition with affordable award-winning liquor, as other communities do elsewhere.
- 11.26. National Liquor News reported the following statements and quotes¹⁶⁸ which corroborate various points made in this PIA and further support the application:
- 11.26.1. "ALDI's reputation for value attracts customers, with growth outpacing the market without relying on aggressive promotions."
- 11.26.2. "In 2024, ALDI's liquor business saw significant growth, particularly in spirits, with whisk(e)y and vodka performing strongly...Paul Handley, ALDI Liquor Expert, noted the success was partly driven by increased foot traffic from ALDI's grocery offering."
- 11.26.3. "ALDI's reputation for delivering value has been key to attracting more customers to its liquor range."
- 11.26.4. "[Paul] Handley [ALDI Liquor Expert] explained that ALDI's liquor strategy sets it apart from competitors...'*We don't try to attract customers into our stores with crazy pricing to shop our liquor offer – they are already there in large numbers to do their grocery shopping. Customers know that our tightly curated range represents great value – both across the core range as well as our seasonal and specials programmes*'."
- 11.26.5. "Amid ongoing cost-of-living pressures, ALDI is committed to offering high-quality products at competitive prices."
- 11.26.6. "As ALDI continues to innovate and focus on value, sustainability, and growth in the liquor market, it is well-positioned for further success in 2025. '*At a time when shoppers are continuously seeking better value, we have never been more aware of the need to continue to deliver on our promise to offer Aussies the highest quality products at the lowest possible prices,*' [Paul] Handley [ALDI Liquor Expert] concluded."

¹⁶⁸ "ALDI's liquor growth strategy for 2025", Deborah Jackson, National Liquor News, 15 April 2025 (<https://theshout.com.au/national-liquor-news/aldis-liquor-growth-strategy-for-2025/#:~:text=Growth%20Strategy%3A%20Plans%20to%20convert,practices%20to%20reduce%20environmental%20impact.>)

12. Local packaged liquor requirements – section 36B of the Act

- 12.1. Section 36B of the Act deals with packaged liquor sold and supplied for take-away purposes for consumption off the premises and it also deals with premises authorised, or proposed to be authorised, to sell and supply packaged liquor.
- 12.2. Pursuant to section 36B(1), “packaged liquor premises means premises to which a licence referred to in subsection (2) relates”. Section 36B(2) expressly states that section 36B applies to an application for a liquor store class of licence.
- 12.3. Section 36B(4) of the Act provides that “[t]he licensing authority must not grant an application to which [section 36B] applies unless satisfied that local packaged liquor requirements cannot reasonably be met by existing packaged liquor premises in the locality in which the proposed licensed premises are, or are to be, situated”.
- 12.4. Section 36B(4) “imposes a meaningful additional hurdle”¹⁶⁹ to the section 38 public interest test.
- 12.5. Section 36B has been said to have been intended to “enable the licensing authority to manage the number of packaged liquor outlets where sufficient outlets already exist within a locality”¹⁷⁰.
- 12.6. No issue arises in respect of section 36B(3) of the Act in this case. The proposed packaged liquor service will not comprise a retail area that is anywhere near the prescribed size. Therefore, the application is eligible to be heard and determined.
- 12.7. The application for ALDI Spearwood is far from a proposal for a full and traditional liquor store licence. It is a critical factor that the packaged liquor to be available will be of a discrete and limited nature. The full ambit of “liquor” and traditional liquor store features will not be available in this case, whilst several alternative features will be provided.
- 12.8. The licensing authority has determined that under section 36B a packaged liquor specialist, involving a very narrow and discrete packaged liquor range, can be approved to hold a licence for a packaged liquor premises in appropriate cases¹⁷¹. More specifically, the licensing authority has determined that an application may satisfy section 36B of the Act and be granted where the particular type of packaged liquor to be sold and supplied under the licence is limited and/defined¹⁷² and most relevantly, that has included approval of ALDI

¹⁶⁹ Liquorland Karrinyup [75] (Archer J)

¹⁷⁰ Explanatory Memorandum, Liquor Control Amendment Bill 2018 at page 1

¹⁷¹ For example, Commune Wine Store (Maylands - 60321533920), Costco Wholesale (Perth Airport - 603213623419), Costco Wholesale (Casuarina - 603217776421), Pirate Life Perth (602213750319), Cherubino City Cellar (602215063820), Kakka Alley Brewing Co (602215442820), Casa Perth (602215763420), Gage Roads Brew Co (602216177321), Mane Osborne Park (603218426322) and Commune Wine Store (Subiaco - 603220029123)

¹⁷² For example, Commune Wine Store (Maylands - 60321533920), Costco Wholesale (Perth Airport - 603213623419), Costco Wholesale (Casuarina - 603217776421), Pirate Life Perth (602213750319), Cherubino City Cellar (602215063820), Kakka Alley Brewing Co (602215442820), Casa Perth (602215763420), Gage Roads Brew Co (602216177321), Mane Osborne Park (603218426322) and Commune Wine Store (Subiaco - 603220029123)

licences under the current law¹⁷³. This present application falls squarely within that category and is in fact a stand-out example of such an outlet.

- 12.9. With reference to the outlet density information and evidence referred to in this PIA, the relevant "packaged liquor premises" to be considered in the context of this case in terms of section 36B are the following referred to earlier in this PIA as being located within the s36B locality.
- 12.9.1. Liquorland Spearwood, cnr Phoenix and Rockingham Roads, Spearwood (– approximate straight line distance away: 190m)
- 12.9.2. BWS – Beer Wine Spirits Spearwood, Phoenix Shopping Centre, 254 Rockingham Road, Spearwood (– approximate straight line distance away: 250m)
- 12.9.3. BWS – Beer Wine Spirits Spearwood, 333 Rockingham Road, Spearwood (– approximate straight line distance away: 1.02km)
- 12.9.4. Crafty Corner Hamilton Hill, Shop 20, Hamilton Hill Shopping Centre, 43-57 (51) Rockingham Rod, Hamilton Hill (– approximate straight line distance away: 2.15km)
- 12.9.5. Carrington's Bar & Grill, 330 Carrington Street, Hamilton Hill (– approximate straight line distance away: 2.33km)
- 12.9.6. *Ed'z Sportz Bar, 6 Cockburn Road, Hamilton Hill (– approximate straight line distance away: 2.89km) (*suspended and fully closed)*
- 12.10. Given that Ed'z Sportz Bar is closed, with no packaged liquor to review and the licence is suspended, it has not been possible to comment on it other than to merely list it as an existing licence. The premises is rundown and totally dormant. It should have no bearing on the determination of this application.
- 12.11. None of the holders of these existing licences does, nor is even able to, sell or supply the applicant's exclusive range. Further, almost 100% of products at the five existing stores would never be available at the ALDI Spearwood store. As addressed earlier in this PIA, multiple other factors also differentiate the existing and proposed liquor models. In fact, there can hardly be any comparison.
- 12.12. The Liquorland and BWS outlets offer a standard, mainly mainstream range of both refrigerated and warm liquor across all of the usual categories in terms of beer, wine and spirits.¹⁷⁴ The stores are traditional in terms of having a browse

¹⁷³ ALDI Yanchep (603220993723), ALDI Innaloo (603222726424), ALDI Karrinyup (603222913525), ALDI Whitfords (603222858025) and ALDI Haynes (603223489225)

¹⁷⁴

https://www.liquorland.com.au/?cid=LL:cpcggl:Brand|Liquorland|HeadTerms|AUS|Exact&qclsrc=aw.ds&qad_source=1&qad_campaignid=1539020582&gbraid=0AAAAADtdQ6tsCNSja38b7GoBgOEKpOhea&qclid=EALalQobChMI4N-7kKmFkwMV7aRmAh1gSSdXEAAAYASAAEgI-hvD_BwE and https://bws.com.au/?utm_source=google&utm_medium=cpc&utm_campaign=Brand%20-%20Pure%20-%20Exact&utm_term=bws&qclsrc=aw.ds&e_cid=ps:ds:GOOGLE:Brand%20-%20Pure%20-%20Exact:Brand%20-%20Pure:ds_keywords%3Dds_kw:bws&qad_source=1&qad_campaignid=9871972715&qclid=EALalQobChMI4N-7kKmFkwMV7aRmAh3_eqfiEAAAYASAAEgKAvPD_BwE

- area and coolroom. The licensing authority can be presumed to be very familiar with their models as there are currently 264 such outlets operating in WA¹⁷⁵.
- 12.13. Liquorland Spearwood is a stand-alone store. The BWS Spearwood store at 333 Rockingham Road is a stand-alone store. The other BWS Spearwood store is within the Phoenix Shopping Centre.
- 12.14. The Crafty Corner Hamilton Hill is a stand-alone store which offers a more specialised range, focusing on smaller production craft liquor items. It is an averaged sized store with both refrigerated and unrefrigerated liquor. Like the Liquorland and BWS outlets, it does not stock any of the applicant's proposed exclusive range and virtually the entire range available at The Crafty Corner Hamilton Hill will most likely never be available at ALDI Spearwood.
- 12.15. Carrington's Bar & Grill operates with a bottleshop under the Liquor Barons banner, providing a wide range of beer, wine and spirits, both cold and warm¹⁷⁶ from a relatively average sized store with a browsing area and coolroom. Mainly mainstream items with some craft products are available. Again, this outlet does not stock any of ALDI's proposed exclusive range and virtually the entire range available at Carrington's Bar & Grill Liquor Barons bottleshop will most likely never be available at ALDI Spearwood.
- 12.16. Of the five existing packaged liquor premises operating in the s36B locality, two are well over 2km away from the applicant's site, located via heavy road arteries, with dual carriage-ways and busy traffic.
- 12.17. None of these outlets enables one-stop shopping convenience for the thousands of existing weekly shoppers at ALDI Spearwood¹⁷⁷.
- 12.18. Further afield, beyond the s36B locality, there are only the following other packaged liquor premises within the 3km locality:
- 12.18.1. Cellarbrations Market, Unit 6/44 Port Kembla Drive, Bibra Lake (– approximate straight line distance away: 1.61km)
- 12.18.2. BWS – Beer Wine Spirits Port Coogee, Port Coogee Village Shopping Centre, cnr Orsino Boulevard and Calypso Parade, North Coogee (– approximate straight line distance away: 2.23km)
- 12.18.3. BWS – Beer Wine Spirits Coolbellup, 64 Coolbellup Avenue, Coolbellup (– approximate straight line distance away: 2.70km)
- 12.19. These outlets are located only via heavy road arteries, with dual carriage-ways and busy traffic.
- 12.20. Cellarbrations Market is a large format stand-alone drive-through facility in a light industrial area. It offers a wide range of mainstream beer, wine and spirits,

¹⁷⁵

<https://portal.dlgsc.wa.gov.au/licencesearch?status=Current&location=%25liquorland%25&group=Liquor+Premises> and <https://portal.dlgsc.wa.gov.au/licencesearch?status=Current&location=%25BWS%25&group=Liquor+Premises>

¹⁷⁶ <https://www.liquorbarons.com.au/our-brands/>, and <https://www.liquorbarons.com.au/catalogue/christmas-catalogue-2025/>, for example

¹⁷⁷ PRG report page 5

both cold and warm.¹⁷⁸ The stock comprises mainly mainstream products. The store includes coolroom and browsing space.

- 12.21. The comments made in preceding paragraphs about the BWS stock and style of operation at the stores within the s36B locality apply equally to the stores located in North Coogee and Coolbellup.
- 12.22. The Liquor Commission found in ALDI Harrisdale that there "is a significant diversity between the products sold by ALDI and the BWS store."¹⁷⁹
- 12.23. BWS Port Coogee is part of a shopping centre. BWS Coolbellup is a stand-alone store but associated with Coolbellup Shopping Centre close by.
- 12.24. The BWS and Liquorland ranges and store styles are virtually duplicates of each other. They are presumably well known to the Director of Liquor Licensing. They are the typical national models commonly before the licensing authority, selling beer wine and spirits from largely mass-produced facilities and their own home-brand within traditional format outlets.
- 12.25. The following features of the ALDI Spearwood proposal are just some of the glaring additional differences between it and existing outlets, over and above the major distinction of ALDI's mainly exclusive range:
- 12.25.1. small size,
 - 12.25.2. layout,
 - 12.25.3. location,
 - 12.25.4. one-stop-shopping convenience,
 - 12.25.5. absence of coolroom,
 - 12.25.6. absence of prominent product advertising and
 - 12.25.7. absence of refrigeration.
- 12.26. Based on the information provided in the preceding sub-paragraphs, it should be apparent that the available packaged liquor products and services for the enormous relevant catchment of tens of thousands of people are extremely limited.
- 12.27. The following findings in the PRG report are particularly relevant in the context of considering existing packaged liquor premises:
- 12.27.1. "[A]most two thirds (62%) of take-away liquor buyers believe that liquor section in the ALDI Spearwood store would be different from the current liquor outlets. This proportion is slightly elevated (to 63%) amongst alcohol buyers who have been in a licensed ALDI store, and increases to 65% amongst those who have consumed exclusive ALDI liquor products)".¹⁸⁰

¹⁷⁸ <https://www.cellarbrations.com.au/>, for example

¹⁷⁹ [43(g)]

¹⁸⁰ PRG report at para 4.6.2, page 27

- 12.27.2. “[S]ix in ten (63%) shoppers have previously consumed ALDI exclusive liquor products that had been purchased from another WA ALDI store...more than two thirds (70%) of take-away alcohol buyers have consumed ALDI liquor products purchased in another WA ALDI store.”¹⁸¹ This suggests that many current ALDI Spearwood shoppers are going to other ALDI stores to access exclusive ALDI products.
- 12.27.3. “The extent to which buyers would transfer their liquor shopping to ALDI should the liquor licence be granted is illustrated in the table below. It shows that 83% of shoppers who purchase their liquor needs at least once a fortnight would shop from the ALDI liquor section at least once a fortnight. Ninety-one per cent would do so at least once a month, and 97% at least sometimes... Amongst buyers who currently shop at least once a month, 90% would shop in the ALDI liquor section at least once a month, and 97% at least sometimes.”¹⁸²

Frequency of purchasing liquor needs from ALDI by frequency of liquor purchases.	Frequency of purchase packaged liquor		
	At Least 1/fortnight	At Least 1/ month	Buy at All
At Least 1/fortnight	83%	61%	46%
At Least 1/month	91%	90%	71%
At Least Sometimes	97%	97%	96%
Sample	145	212	279

- 12.28. PRG concluded from this research that “[i]t is clear that shoppers who currently buy packaged liquor would do most of their packaged liquor shopping at the ALDI Spearwood liquor section if it were established”¹⁸³.
- 12.29. The nearest ALDI liquor service for Spearwood shoppers is at ALDI South Lake, approximately 4.3km away, one way/straight line and approximately 5.5km driving one-way, travelling through several other suburbs, cross major roads, via dense road traffic¹⁸⁴, through a light industrial area and into a completely different district. Accessibility for those in the 3km locality seeking ALDI’s liquor range is currently timely, expensive, inconvenient and archaic for a modern metropolitan area.

¹⁸¹ PRG report at para 4.4.1, page 18

¹⁸² PRG report at page 29

¹⁸³ PRG report at page 29

¹⁸⁴ For example, tens of thousands of vehicles travel along Stock and North Lake Roads on average every day; Main Roads Western Australia Statewide Traffic Digest 2020/21-2025/26 at pages 34 and 41 (copy available if required, upon request)

- 12.30. "Projections indicate that by 2031 the volume of traffic using the City [of Cockburn]'s road network is likely to exceed the capacity on many major arterial roads during peak hours".¹⁸⁵
- 12.31. Given that ALDI's liquor model contemplates relatively small-volume purchases, the current complicated and time-consuming exercise for Spearwood shoppers accessing ALDI liquor elsewhere is submitted to be irrational and unreasonable.
- 12.32. The City of Cockburn's 2024 liveability study revealed that having access to neighbourhood amenities, including shops, ranks as a high priority for residents as does walkability with the area.¹⁸⁶
- 12.33. Approval of the application will support and help achieve the City of Cockburn's objective of developing "high levels of amenity" within the City, with "a focus on being designed for people not cars".¹⁸⁷
- 12.34. The planning for the Phoenix/Spearwood Activity/District Centre within which the applicant's store is located seeks to reduce car dependency. ¹⁸⁸
- 12.35. Given the current population, growth and development and the role of Phoenix/Spearwood Activity/District Centre it is essential that the ALDI Spearwood provide ready access to usual modern conveniences and diversity. It is unreasonable for people living in, working in and visiting such a major retail site to be denied modern choice and competition.
- 12.36. It is an essential consideration in this case that "the phrase 'requirements of consumers for packaged liquor' in the definition of 'local packaged liquor requirements' in s 36B(1) of the Act is *not* limited in its scope to the physical item or product of packaged liquor"¹⁸⁹.
- 12.37. The evidence of the requirements of consumers, as referred to in this PIA, is very clearly that they require the applicant's particular range and associated products, services and style of operation to be available to purchase for take-away purposes from the ALDI Spearwood store.
- 12.38. Almost 100% of applicant's stock range will be unavailable elsewhere in the 3km locality.
- 12.39. To reiterate, the following are key distinguishing features of the ALDI liquor proposal:

¹⁸⁵ City of Cockburn Local Planning Strategy, endorsed by the Western Australian Planning Commission 28 October 2024 – Part 1 (adopted by the WAPC 13 February 2024) (copy available if required, upon request, or here: <https://www.cockburn.wa.gov.au/Building-Planning-and-Roads/Town-Planning-and-Development/Local-Planning-Strategy-and-Key-Initiatives/Local-Planning-Strategy>) at page 11

¹⁸⁶ City of Cockburn, Place Score, Liveability Study Executive Summary, November 2024 (copy attached) at pages 9 and 10

¹⁸⁷ City of Cockburn Local Planning Strategy, endorsed by the Western Australian Planning Commission 28 October 2024 – Part 1 (adopted by the WAPC 13 February 2024) (copy available if required, upon request, or here: <https://www.cockburn.wa.gov.au/Building-Planning-and-Roads/Town-Planning-and-Development/Local-Planning-Strategy-and-Key-Initiatives/Local-Planning-Strategy>) at page 8 and see also page 9

¹⁸⁸ City of Cockburn Phoenix Activity Centre Structure Plan, April 2022 (copy attached) at page 21

¹⁸⁹ Liquorland Karrinyup [108] (Archer, J)

- 12.39.1. The majority of ALDI's products are exclusive and not available at any of the other liquor outlets.
 - 12.39.2. The display/browse area will only comprise approximately 30m², significantly smaller than many of the other packaged liquor outlets. The bespoke ALDI liquor service will be an ancillary but highly valuable component of its overall service in Spearwood which is projected to be very popular and well patronised.
 - 12.39.3. There will be no refrigerated liquor products. This is a harm minimising feature of the ALDI liquor service and speaks to its genuine intention to complement its household and grocery offering.
 - 12.39.4. None of the other packaged liquor outlets can offer one-stop-shopping convenience to ALDI shoppers.
- 12.40. Further and more detailed submissions regarding section 36B of the Act are contained in the accompanying Legal Submissions.

13. Sections 5, 33, 36B and 38 of the Act

- 13.1. Relevant provisions of the Act have been taken into consideration in the preparation of the Form 2A, this PIA and the whole application, including sections 5, 33, 36B and 38. Submissions addressing those and other relevant parts of the Act have been briefly referred to in this document but are detailed in a separate set of Legal Submissions accompanying this PIA.
- 13.2. It is respectfully submitted that the licensing authority should be easily satisfied that in relation to ALDI Spearwood, as was concluded in relation to other ALDI applications decided under the current law, that the applicant has far exceeded the legislative high bar because the evidence shows substantially more than "trifling" and "considerable" requirements¹⁹⁰.

14. Conclusion

- 14.1. This PIA responds to the Form 2A thoroughly and addresses relevant sections of the Act with specific reference to particulars of the application.
- 14.2. The applicant has focused attention on a wide variety of relevant public interest factors, existing packaged liquor premises and other issues arising under the Act. Consequently, it has presented a comprehensive proposal for the grant.
- 14.3. To reiterate, the proposed is for a modest liquor range comprising largely award winning, value-for-money, exclusive products, to be available through a modern one-stop-shop concept that has the potential to offer an unrivalled level of convenience for shoppers in Spearwood and has been proven very popular elsewhere. The proposal is a replica of the Australian Supermarket of the Year for the last eight consecutive years¹⁹¹.

¹⁹⁰ Liquorland Southern River [136] [137] (Lemonis J)

¹⁹¹ <https://www.roymorgan.com/findings/roy-morgan-unveils-annual-customer-satisfaction-award-winners-across-all-categories-2023>; <https://www.skynews.com.au/lifestyle/celebrity-life/customers-know-they-can-rely-on-us-aldi->

- 14.4. The ALDI Spearwood liquor service will be unique, not only in the s36B locality but also in the wider 3km locality and beyond. The products and style of operation will be almost entirely unlike the limited diversity of existing products and services available to the already enormous and increasing community.
- 14.5. As stated earlier in this PIA, customers seeking ALDI's liquor service at Spearwood have expressed confusion, frustration and disappointment to the applicant's staff as to why most ALDI locations offer liquor but Spearwood does not. During PRG's research, some people who were interviewed provided supplementary comments to express "strong support, often with a sense of impatience over the lack of such a facility already"¹⁹².
- 14.6. The licensing authority should be able to find as follows in this case, just as it did in ALDI Harrisdale – which findings still have relevance in the era of section 36B of the Act – where the liquor store model in question is virtually the same:
- "The granting of a licence for the selling of packaged liquor in a floor space of [27] square metres would not result in a proliferation of liquor stores within the locality or a proliferation of liquor within the locality. To the contrary, given the nature of products to be sold by the applicant it will add to the diversity of products on offer and allow greater choice for consumers of liquor, thus being consistent with the primary object set out in section 5(1)(c) of the Act."¹⁹³
- 14.7. Further submissions addressing conclusions to be drawn from the information contained in this PIA and supporting the grant of the licence as proposed are contained in the applicant's detailed set of Legal Submissions.

Dated 27 February 2026



Jessica Patterson Law & Consultancy Pty Ltd
Law practice acting for the applicant

Attachments	
No.	Title/description
1.	PRG report
2.	City of Cockburn Phoenix Activity Centre Structure Plan, 1 April 2022
3.	Stocklist, including identification of the ALDI exclusive products (subject to change)
4.	List of some awards received by ALDI
5.	9 News Perth Facebook, 15 June 2016
6.	Spearwood Locality Snapshots
7.	City of Cockburn Corporate Business Plan 2025-2029, June 2025
8.	City of Cockburn, Place Score, Liveability Study Executive Summary, November 2024
9.	City of Cockburn Strategic Community Plan 2025-2035, June 2025
10.	Police Offence Data Summary, February/March 2026
11.	Legal Submissions dated 27 February 2026

[crowned-supermarket-of-the-year-for-the-eighth-year-in-a-row-by-canstar-blue/news-story/a566dfe9b507fb1c0892917532618a0d](https://www.cbs.com.au/news/crowned-supermarket-of-the-year-for-the-eighth-year-in-a-row-by-canstar-blue/news-story/a566dfe9b507fb1c0892917532618a0d)

¹⁹² PRG report at par 4.9, page 33

¹⁹³ [42]