



Public Interest Assessment
Application for the conditional grant
of a Tavern Restricted Licence

Premises Name: Virtual Greens

Applicant: Virtual Greens Pty Ltd

Location: Shop 10 / 40 Port Pirie Street, Bibra Lake
WA 6163



Prepared by:



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1 Introduction

- 1.1 Virtual Greens Pty Ltd (the Applicant), proposing an innovative hospitality and recreation offering, is seeking approval from the Director of Liquor Licensing for the conditional grant of a Tavern Restricted Licence for premises to be known as Virtual Greens, to be located at Shop 10 / 40 Port Pirie Street, Bibra Lake, WA 6163.
- 1.2 This Public Interest Assessment (PIA) submission has been prepared in support of the application, pursuant to Section 41 of the Liquor Control Act 1988 (the Act), which provides for the grant of a Tavern or Tavern Restricted licence for premises that will operate in a manner consistent with the relevant provisions of the Act and the associated Director's policies.

LIQUOR CONTROL ACT 1988 - SECT 41

Section 41 of the Act provides for a Hotel License which has subcategories including a Hotel License, a Hotel Restricted license, a Tavern License, a Tavern Restricted License and a Small Bar License. These types of licenses have different types of restricted trading conditions which differentiate them from each other.

LIQUOR CONTROL ACT 1988 - SECT 41

41. Hotel licence, kinds, conditions and effect of

[(1aa) deleted]

(1) For the purposes of this Act —

- (a) where a hotel licence is not subject to any condition referred to in subsection (4) it shall be referred to as a Tavern Licence; and**
- (b) where a hotel licence is subject to a condition —**
 - (i) prohibiting the sale of packaged liquor to persons other than lodgers; and**
 - (ii) restricting the sale of liquor to be consumed on the licensed premises, it shall be referred to as a hotel restricted licence; and**
- (c) where a Tavern Restricted Licence is subject to a condition —**
 - (i) prohibiting the sale of packaged liquor; and**
 - (ii) restricting the sale of liquor to be consumed on the licensed premises, it shall be referred to as a tavern restricted licence,**

- 1.3 The Applicant acknowledges that in determining whether the grant of the licence is in the public interest, the Licensing Authority must have regard to the objects of the Act as set out in Section 5, and, for the purposes of this application, the considerations outlined in Section 38(4) of the Act.

- 1.4 Accordingly, this submission addresses each relevant consideration under Section 38(4), and demonstrates how the proposed operation of the premises is consistent with the primary and secondary objects of the Act. This Public Interest Assessment (PIA) has been prepared in accordance with the Director’s Policy on Public Interest Assessment Submissions.
- 1.5 This application has been submitted in accordance with Section 68 of the Act, accompanied by supporting documentation compiled to ensure compliance with all procedural and evidentiary requirements of the Licensing Authority.
- 1.6 Virtual Greens is proposed as a contemporary, licensed venue offering a distinctive blend of virtual reality golf, food service, and entertainment within a welcoming, well-managed social setting. Designed to complement the broader mixed-use character of Bibra Lake, the venue supports innovation in hospitality through the integration of interactive recreation and a quality, responsibly managed food and beverage offering.

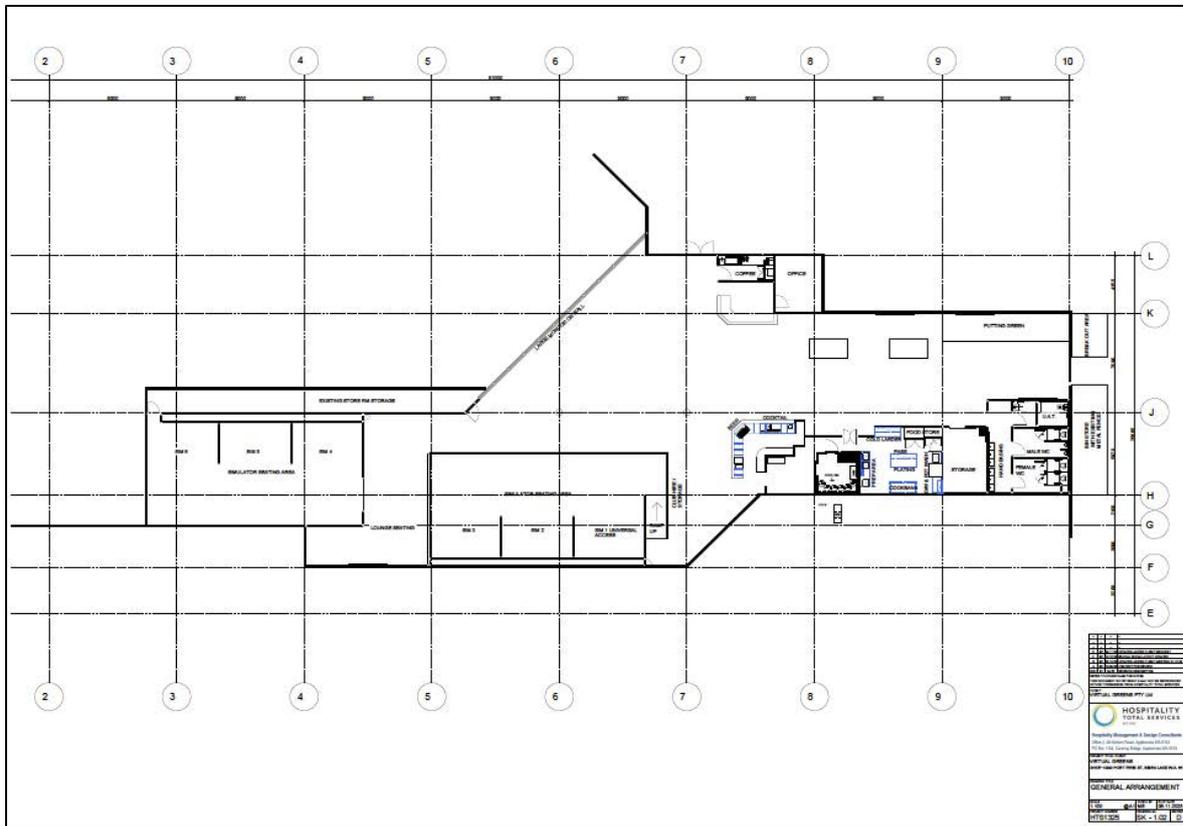


Figure 1: Virtual Greens Floor Plan¹

- 1.7 The proposed premises is strategically located within the established commercial and employment precinct of Bibra Lake, an area identified by the City of Cockburn for economic diversification and land use activation. While Bibra Lake supports a strong industrial and service-based economy, the locality currently lacks innovative, licensed hospitality venues that cater to both workers and the broader community. The Applicant’s vision is to activate

¹ Attachment 1 - Proposed Floor Plan

an underutilised tenancy with a purpose-built, quality-assured licensed venue that contributes to the social fabric, local economy, and consumer requirements in the locality.²

1.8 It is submitted that the grant of a Tavern Restricted Licence will deliver a multi-dimensional hospitality and recreation experience that responds to local needs and complements the character of the precinct. The premises will feature a curated design, contemporary fit-out, and a program of use that includes the following:

- **Food service:** A supporting menu of quality comfort food to complement the beverage offering and promote responsible consumption.
- **Casual and professional gatherings:** A relaxed setting conducive to informal meetings, social catch-ups, and team-based recreation.
- **Private functions:** Themed spaces suitable for corporate events, group bookings, and celebratory occasions.
- **Interactive golf simulation:** State-of-the-art golf simulators provide group-based entertainment in a controlled, low-risk environment.
- **Community engagement events:** Including promotional days, tournaments, and seasonal hospitality initiatives.
- **Socialising:** A welcoming, inclusive space for individuals, families, and local workers to interact in a safe, well-managed environment.

1.9 Bibra Lake is a strategically significant locality within the City of Cockburn, forming part of a key mixed-use and employment corridor identified for continued economic diversification and activation. The locality benefits from proximity to major transport infrastructure, an established industrial and service-based economy, and planning objectives that support increased recreational, hospitality, and commercial amenity. The proposed premises will contribute to this strategic vision by activating an underutilised tenancy with a purpose-built, low-risk licensed venue that enhances the locality's appeal to workers, community members, and visitors alike.³

² https://www.wa.gov.au/system/files/2024-10/city-of-cockburn-strategy_0.pdf

³ https://www.wa.gov.au/system/files/2024-10/city-of-cockburn-strategy_0.pdf



Figure 2: Virtual Greens - Site Plan

1.10 The locality offers a number of strategic advantages that support the proposed licensed premises and contribute to its long-term sustainability:

- **Established commercial precinct:** Situated within a key employment and service-based node that attracts a consistent daytime workforce and supports a transition toward more diverse land uses.
- **Emerging hospitality and recreational demand:** A recognised shortfall in quality, licensed venues in the locality presents an opportunity to meet unmet consumer requirements. (refer Consumer Surveys⁴)
- **Proximity to major transport corridors:** Easy access from North Lake Road, Stock Road and the Kwinana Freeway enhances catchment reach across the Cockburn district and beyond.
- **Connectivity and access:** The site is well-served by local roads, substantial parking on site, and pedestrian pathways, supporting safe and convenient access for consumers.

⁴ Attachment 2 – Consumer Surveys

- **Alignment with City of Cockburn planning objectives:** The proposal supports mixed-use activation, employment diversification and improved community amenity, as outlined in the City's *Local Planning Strategy*⁵ and *Community Infrastructure Plan*⁶.
- 1.11 The Applicant's primary objective is to establish a licensed premises that is safe, professionally managed, and aligned with best practice harm minimisation principles. Virtual Greens will operate as a controlled, low-risk environment that offers a contemporary hospitality and recreation experience while minimising undue harm or ill health arising from the use of liquor, consistent with Section 38(4)(a) of the Act.
- 1.12 In accordance with the Director's Policy on Public Interest Assessment Submissions, the Applicant must demonstrate both a consumer requirement for the proposed premises and that the operation of the premises is in the public interest.
- 1.13 To meet this obligation, the Applicant has compiled cogent and objective supporting evidence, including the results of a Consumer Survey⁷. These surveys confirm a clear demand for a quality hospitality venue in Bibra Lake that integrates licensed recreation, group entertainment, and food service in a safe and well-managed setting.
- 1.14 The Directors of the Applicant company are committed to full regulatory compliance, including all necessary training and managerial accreditation under the Act. Responsible service of alcohol (RSA) practices will be implemented and enforced at all times by trained staff.
- 1.15 A detailed Harm Minimisation Plan⁸ forms part of this submission, outlining the venue's approach to RSA, patron supervision, staff training, CCTV, security, and the availability of low-alcohol and non-alcoholic beverages. These measures are consistent with the Director's Policy on *Harm minimisation plans*⁹ and are intended to ensure that the operation of the premises contributes positively to community wellbeing.
- 1.16 The premises will offer a supporting food menu available during most trading hours. The Department of Health¹⁰ recognises food availability as a key harm minimisation measure, and the integration of meals alongside liquor service will assist in promoting responsible drinking behaviour.
- 1.17 In line with the Director's Policy on *Security licensing conditions*¹¹, the Applicant will install a comprehensive CCTV system, providing coverage of entry points, internal activity zones, and external frontage areas to support patron safety and crime prevention.

⁵ https://www.wa.gov.au/system/files/2024-10/city-of-cockburn-strategy_0.pdf

⁶ https://www.cockburn.wa.gov.au/getattachment/c1700032-0668-4c3f-9452-75e5c43f8f82/ECM_11924697_v3_Community-Infrastructure-Plan-2024-2041-Final-docx.aspx

⁷ Attachment 2 – Consumer Surveys

⁸ Attachment 3 – Harm Minimisation Plan

⁹ <https://www.dlgsc.wa.gov.au/department/publications/publication/harm-minimisation-plan>

¹⁰ https://www.health.wa.gov.au/Articles/F_I/Factors-contributing-to-alcohol-related-harm-or-ill-health

¹¹ <https://www.dlgsc.wa.gov.au/department/publications/publication/security-licensing-conditions>

- 1.18 Further, the Applicant will ensure full compliance with the Environmental Protection (Noise) Regulations 1997, including ongoing operational monitoring and venue management practices designed to minimise noise impacts on surrounding businesses and the wider locality.

TRADING CONDITIONS

The following conditions will apply to the Tavern (Restricted) Licence (subject to approval):

1. **Licence Authority:** The licensee is authorised to sell and supply liquor in accordance with the provisions of s 41 of the Act as it relates to a Tavern (Restricted) Licence.
2. **CCTV System:** The premises will maintain a CCTV system in line with the Director of Liquor Licensing policies on Security licensing conditions.
3. **Food Availability:** Food to be available until one hour before close.
4. **Seating Requirements:** Seating for 50% of patrons except when there is a pre-booked function or event.
5. **Maximum Accommodation:** The maximum number of patrons that may be accommodated on the licensed premises at any one time must not exceed the number of patrons (200 patrons) or as contained in the "Maximum Accommodation Certificate" issued by the local authority.
6. **Beverage Options:** Drink options that contain low alcohol liquor content, as well as a range of non-alcoholic drink options, must be available at all times.
7. **Entertainment Compliance:** Entertainment to comply with EPA guidelines at all times.
8. **Operating Hours (as permitted by the Liquor Control Act)**
9. **Staff Requirements:** MLP1-qualified Approved Manager on site during all licensed trading hours, all staff to hold current RSA certification.
10. **Responsible Service:** Zero-tolerance policy on anti-social behaviour with comprehensive harm minimisation protocols.

ENTERTAINMENT CONDITIONS

- 1.19 The standard entertainment condition that prohibits the following will be imposed:

1) "A person resorting to, or on the premises, including the licensee or manager, or an employee or agent of the licensee or manager, shall not:

1.1 *be immodestly or indecently dressed on the licensed premises, and/or*

1.2 *take part in, undertake or perform any activity or entertainment on the licensed premises in a lewd or indecent manner.*

2) The licensee or manager, or an employee or agent of the licensee or manager, is prohibited from:

- 2.1** exhibiting or showing, or causing, suffering or permitting to be exhibited or shown, on the licensed premises any “R 18+”, “X 18+” or “RC” classified film or computer game or “Category 1 –Restricted” or “Category 2 –Restricted” publication, or extract therefrom; or
- 2.2** causing, suffering or permitting any person employed, engaged or otherwise contracted to undertake any activity or perform any entertainment on the licensed premises to be immodestly or indecently dressed on the licensed premises; or
- 2.3** causing, suffering or permitting any person to take part in, undertake or perform any activity or entertainment on the licensed premises in a lewd or indecent manner.

3) In this condition, “licensed premises” includes any premises, place or area:

- 3.1** which is appurtenant to the licensed premises; or
- 3.2** in respect of which an extended trading permit granted to the licensee is for the time being in force, but does not include any part of the premises which is reserved for the private use of the licensee, manager or employees of the licensee and to which the public does not have access.”¹²

¹²[https://www.legislation.wa.gov.au/legislation/prod/filestore.nsf/FileURL/mrdoc_41184.pdf/\\$FILE/Liquor%20Control%20Act%201988%20-%20%5B08-g0-00%5D.pdf?OpenElement](https://www.legislation.wa.gov.au/legislation/prod/filestore.nsf/FileURL/mrdoc_41184.pdf/$FILE/Liquor%20Control%20Act%201988%20-%20%5B08-g0-00%5D.pdf?OpenElement)

2 Location and Locality

2.1 The proposed Virtual Greens is to be situated at Shop 10/40 Port Pirie Street, Bibra Lake.

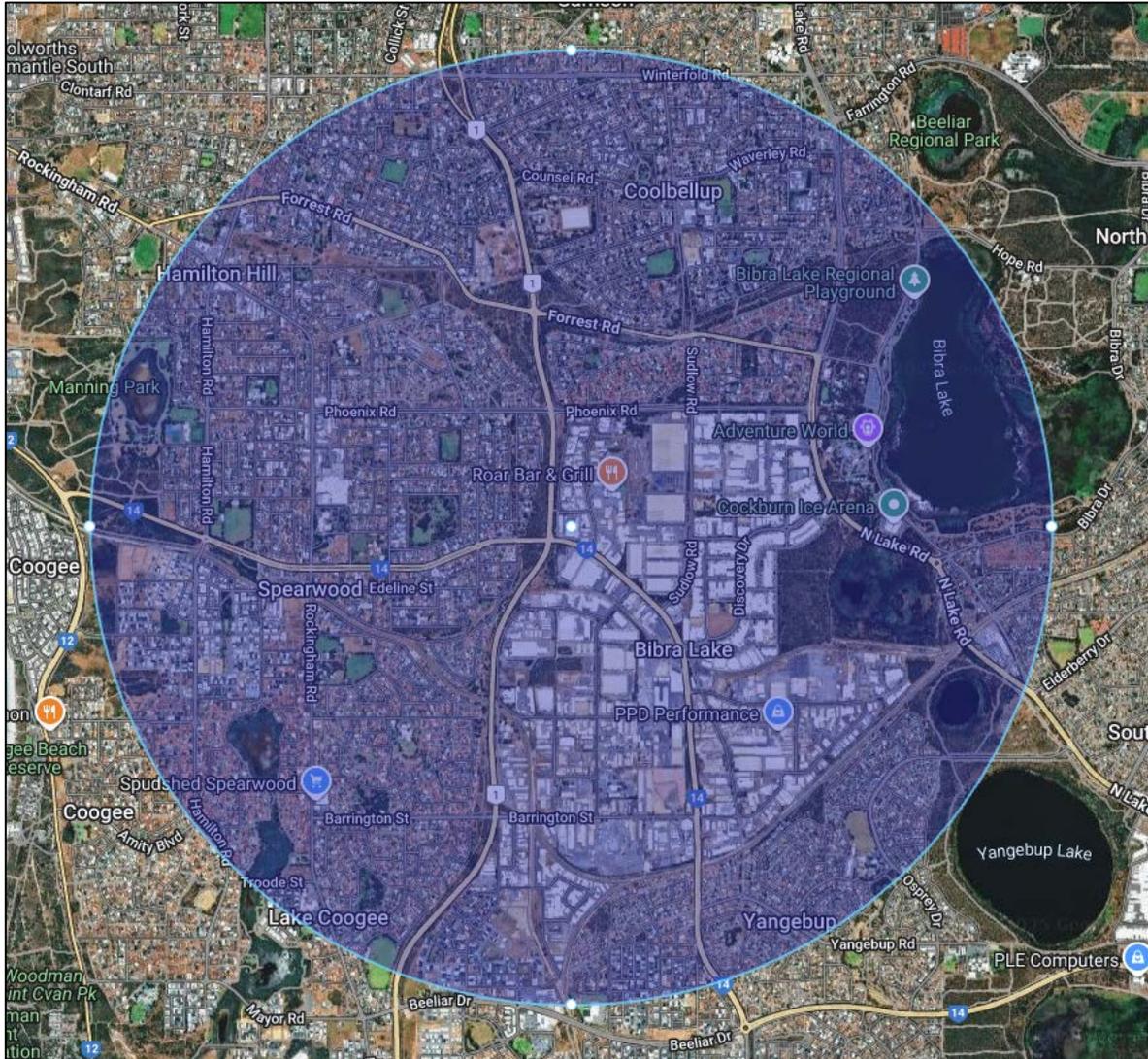


Figure 3: 3km specified locality surrounding the proposed premises.¹³

2.2 The image above shows the 3km radius surrounding the premises, which makes up the ‘defined locality’ as prescribed by the Director’s Public Interest Assessment Policy.

“it denotes an area that surrounds, and is geographically close to, the location of the proposed premises. It was not intended to equate to the area(s) from which consumers would come.”

¹³ [https://www.dlgsc.wa.gov.au/docs/default-source/default-document-library/liquorland-\(australia\)-pty-ltd--v--director-of-liquor-licensing-2024-wasc12860bc9582c0d44b2cadf04b244acbedbb.pdf?sfvrsn=eb68de15_0](https://www.dlgsc.wa.gov.au/docs/default-source/default-document-library/liquorland-(australia)-pty-ltd--v--director-of-liquor-licensing-2024-wasc12860bc9582c0d44b2cadf04b244acbedbb.pdf?sfvrsn=eb68de15_0)

2.3 The term "amenity" refers to various aspects that contribute to the locality's overall character. This includes both present and anticipated future amenities, and has been interpreted by the Supreme Court:

*"In my opinion, the term 'amenity' in s 38(4)(b) is concerned with whether and, if so, to what extent the granting of the application would be likely to have any positive or negative effects or consequences upon the overall character, quality and enjoyment of life within the locality."*¹⁴

2.4 For the purposes of this application and consistent with the Director's policy on Public Interest Assessments, the locality is defined by the immediately surrounding suburbs which form part of the social and economic catchment for the proposed premises. These suburbs include:

- Bibra Lake,
- Coolbellup,
- Hamilton Hill,
- Lake Coogee,
- Spearwood.

Demographics of the Locality

2.5 The ABS 2021 Census Data reveals demographic data for the locality.

	LOCALITY	GREATER PERTH	WESTERN AUSTRALIA
Population	38629	2116647	2660026
Median Age	40	37	38
Median Individual Income (Weekly)	\$808.60	\$859.00	\$848.00
Median Household Income (Weekly)	\$1,638.80	\$1,865.00	\$1,815.00
Median Family Income (Weekly)	\$2,085.00	\$2,259.00	\$2,214.00
Population Under 14 years	16.29%	18.96%	19.01%
Indigenous Persons	2.36%	1.99%	3.33%
Australian Born	55.07%	59.46%	61.98%
Speak English only at Home	74.43%	73.99%	75.29%
Couple Family without Children	38.86%	37.60%	38.80%
Couple Family with Children	40.10%	45.70%	44.60%
One Parent Family	19.28%	15.10%	15.10%
Other Family	1.78%	1.60%	1.60%

Figure 4: ABS Locality Demographic Analysis

¹⁴ <https://jade.io/article/766990>

2.6 Key Observations are:

- The mature age profile and stable median income levels within the locality suggest a consumer base that supports an affordable hospitality offering tailored to social, recreational, and evening use.
- The economic composition of the locality, with incomes similar to or exceeding State averages in some suburbs, supports the public interest in establishing a contemporary and responsibly managed licensed premises.
- The relatively high proportion of couples without children reflects a demographic aligned with adult-oriented leisure and recreation. At the same time, the presence of families supports the inclusion of group-based, non-alcohol-centric amenities such as indoor golf and interactive entertainment.
- The locality's diverse but predominantly English-speaking population suggests that Virtual Greens can provide a socially inclusive environment, while also being responsive to cultural variations in event programming and menu design.

2.8 Socio-Economic Considerations:

- **Median Individual Income:** At \$808.60 per week, local income levels are consistent with those in Western Australia, suggesting a stable economic status among residents.
- **Median Family Income:** The weekly family income of \$2,085.00 is slightly below the metropolitan average but remains robust, indicating a capacity for discretionary spending on hospitality and recreation.

2.9 Family Composition and Cultural Profile:

- **Population Under 14 Years:** At 16.29%, the locality has a slightly older profile than the State average, indicating demand for adult and intergenerational hospitality experiences.
- **Indigenous Population:** 2.36% of residents identify as Aboriginal or Torres Strait Islander, which is consistent with some suburban norms and warrants the implementation of inclusive cultural practices and community engagement strategies.
- **Australian Born:** 55.07% of the locality's residents were born in Australia, with the remainder representing a diverse mix of cultural backgrounds.
- **Language:** 74.43% of people speak only English at home, suggesting moderate linguistic diversity, which can inform inclusive marketing and communications approaches.

2.10 Family Types:

- **Couple Families Without Children:** 38.86% of families fall into this category, aligning with the State average and indicating a reasonable demand for entertainment-based hospitality.
- **Couple Families with Children:** At 33.10%, this is below the Perth and State average, suggesting family-friendly services should be present but not predominant.
- **One Parent Families:** Slightly above the WA average at 19.28%, this group may benefit from accessible pricing and inclusive programming.
- **Other Families:** Representing 1.78% of households, this is consistent with broader State trends.

Socio-Economic Indexes for Areas (SEIFA)

Index of Relative Socio-economic Disadvantage		
City of Cockburn's small areas and benchmark areas		
Area	2021 index	Percentile
Treeby	1,104.9	98
North Coogee	1,099.6	97
Leeming (part)	1,095.5	96
Hammond Park	1,083.3	92
North Lake	1,081.3	91
Banjup	1,078.1	89
Aubin Grove	1,076.9	89
Jandakot	1,075.2	88
Coogee	1,063.8	82
Atwell	1,054.0	75
Lake Coogee - Munster	1,051.5	74
Success	1,047.9	71
Beeliar	1,039.1	66
City of Cockburn	1,033.3	62
Bibra Lake	1,032.1	61
Cockburn Central	1,029.3	59
Perth South West Metro	1,022.6	55
Greater Perth	1,020.0	54
Yangebup	1,012.1	49
Western Australia	1,011.0	48
Australia	1,001.2	42
Spearwood	991.4	37
Henderson - Wattleup	987.5	35
South Lake	973.8	28
Hamilton Hill	963.1	24
Coolbellup	960.1	23

Figure 5: City of Cockburn - SEIFA Profiles¹⁵

¹⁵ <https://profile.id.com.au/cockburn/seifa-disadvantage-small-area>

- 2.11 The SEIFA Index of Relative Socio-Economic Disadvantage (IRSD), developed by the Australian Bureau of Statistics, reflects general access to economic and educational resources. A higher score indicates lower levels of disadvantage.
- 2.12 The City of Cockburn scored 1,033.3 on the IRSD, placing it in the 70th percentile statewide. Bibra Lake (1032.1) and its surrounding suburbs rank similarly, reflecting a low-risk, economically stable environment that supports the safe and responsible consumption of liquor within regulated venues.
- 2.13 **Implications for the Virtual Greens:**
- **Affluence and Employment:** The locality's economic profile supports consumer capacity for discretionary expenditure on leisure, recreation and high-quality hospitality services.
 - **Social Integration:** A mixed-demographic community, with a balance of family groups and working professionals, benefits from shared-use facilities and flexible trading models.
 - **Cultural Inclusion:** Although primarily English-speaking, the community exhibits moderate linguistic diversity and would likely benefit from culturally inclusive events or promotional initiatives.
 - **SEIFA Alignment:** The locality's socio-economic strength aligns with the primary object of the Act under Section 5(1)(b), to minimise harm or ill-health caused to people, or any group of people, due to the use of liquor.

The City of Cockburn

- 2.14 The City of Cockburn is a key metropolitan local government area in Western Australia, recognised for its comprehensive approach to integrated planning for residential, commercial, industrial, and environmental development. With projected population growth from 120,417 residents in 2020 to 151,176 by 2031, the City has prioritised the delivery of higher-density, mixed-use precincts and district-level destinations that support social connectivity, employment, and urban consolidation.¹⁶
- 2.15 The suburb of Bibra Lake plays a strategic role in this growth narrative. It is identified in the City's Local Planning Strategy as a key location for urban renewal, commercial intensification, and expansion of community amenities. The area benefits from strong north-south and east-west transport linkages, an established commercial base, and proximity to district-level recreational assets including Beeliar Regional Park, Cockburn Ice Arena, and Adventure World.¹⁷

¹⁶https://www.cockburn.wa.gov.au/getattachment/c1700032-0668-4c3f-9452-75e5c43f8f82/ECM_11924697_v3_Community-Infrastructure-Plan-2024-2041-Final-docx.aspx

¹⁷https://www.wa.gov.au/system/files/2024-10/city-of-cockburn-strategy_0.pdf

Bibra Lake Recreation and Employment Precinct

- 2.16 The proposed premises, Virtual Greens, is located within the Bibra Lake Employment and Recreation Precinct, a multi-functional area designated for the coexistence of light industry, commercial services, and recreation-based land uses. The Bibra Lake Landscape, Recreational and Environmental Management Plan outlines the long-term objective to manage Bibra Lake as a mixed precinct, enhancing biodiversity and public use while encouraging low-impact commercial developments that increase public engagement with the locality.¹⁸
- 2.17 The premises will directly contribute to this objective by providing a quality, entertainment-led licensed venue, supported by immersive, sports-based experiences (e.g., virtual golf, simulated sports). This offering aligns with the Local Planning Strategy's call for "flexible, mixed-use development" in Bibra Lake and its surrounding suburbs, aiming to address service gaps and enhance urban vibrancy.¹⁹
- 2.18 The nearby *Cockburn Central North (Muriel Court) Structure Plan* encourages the integration of entertainment, food and beverage options in areas transitioning from traditional industrial zones into mixed-use activity centres. The proposed Virtual Greens aligns with these objectives, operating as a recreational hospitality offering that supports visitation, employment, and community benefits within a previously underutilised site.²⁰
- 2.19 By enhancing the amenity, activation, and diversity of the Bibra Lake locality, Virtual Greens supports the strategic planning vision of the Local and State Government. It contributes to the creation of a safe, inclusive, and economically resilient hospitality venue that aligns with the primary and secondary objects of the Act, particularly:
- **Section 5(1)(b):** to minimise harm or ill-health caused to people due to the use of liquor,
 - **Section 5(1)(c):** to cater for the requirements of consumers for liquor and related services,
 - **Section 5(2)(a):** to facilitate the use and development of licensed premises reflective of community expectations.

¹⁸<https://www.cockburn.wa.gov.au/getattachment/b6b843c3-5eaf-427e-b321-f587ca388694/attachment.aspx>

¹⁹https://www.wa.gov.au/system/files/2024-10/city-of-cockburn-strategy_0.pdf

²⁰[https://www.cockburn.wa.gov.au/getattachment/8f5a40ce-3604-471f-bd46-4e87479f2ac8/ECM_4517094_v10_Cockburn-Central-North-\(Muriel-Court\)-Structure-Plan-Design-Guidelines-LPP4.pdf.aspx](https://www.cockburn.wa.gov.au/getattachment/8f5a40ce-3604-471f-bd46-4e87479f2ac8/ECM_4517094_v10_Cockburn-Central-North-(Muriel-Court)-Structure-Plan-Design-Guidelines-LPP4.pdf.aspx)

Bibra Lake Precinct Structure and Strategic Development



Figure 6: Bibra Lake Recreational Area²¹

- 2.20 The planning vision for the Bibra Lake locality is guided by the City of Cockburn’s Local Planning Strategy, the Muriel Court Structure Plan, and the Bibra Lake Landscape, Recreational and Environmental Management Plan (LREMP). Together, these frameworks aim to strengthen the precinct’s function as a strategic employment and recreation area through increased urban intensity, improved amenity, and the integration of commercial, social, and environmental values. The transformation of the locality supports a long-term shift from light industrial uses to more sustainable, experience-based commercial developments and public-facing hospitality venues.
- 2.21 Strategic land use within Bibra Lake incorporates a mix of commercial, recreational, industrial, and community functions, allowing for flexible and compatible developments. The planning intent is to co-locate complementary land uses, including sport and leisure, food and beverage, event spaces, and public open space, in a way that activates the locality and supports economic diversification. This aligns with the City’s broader urban renewal

²¹<https://www.cockburn.wa.gov.au/getattachment/b6b843c3-5eaf-427e-b321-f587ca388694/attachment.aspx>

strategy to create nodes of mixed-use amenity across key locations, including Bibra Lake, Hamilton Hill, and Cockburn Central North.

Residential and Demographic Integration

2.22 The surrounding suburbs of Coolbellup, South Lake, Spearwood and North Lake provide a growing residential catchment with diverse age profiles, income levels, and household types. As outlined in the *Community Infrastructure Plan 2024–2041*, these areas are subject to infill and medium-density residential redevelopment, supporting a broader urban consolidation strategy across the LGA. This demographic supports a hospitality venue like Virtual Greens, which offers a premium, recreational experience without the negative impacts associated with late-night licensed venues or large-scale entertainment facilities.

- Housing stock in the locality is increasingly diversified through targeted infill.
- The presence of mature household types (couples without children and older families) indicates a strong market for flexible social spaces and recreation-based hospitality.
- The proximity of Bibra Lake to existing community infrastructure, including the Bibra Lake Regional Playground, Adventure World, and Cockburn Wetlands Centre, further supports its role as a community-recreation interface.

Commercial and Community Development Vision

2.23 The City's *Local Planning Strategy*²² and related planning instruments designate the Bibra Lake precinct as a key interface zone for light industry and commercial activities, with strong links to regional transport corridors, recreational destinations, and industrial employment hubs. The strategy enables the adaptive reuse of older commercial premises and promotes the introduction of mixed-use hospitality in areas undergoing transition.

- A commercial node has emerged along North Lake Road and within the Bibra Lake industrial cluster, comprising small businesses, fitness and wellness providers, food outlets, and family attractions.
- These land use patterns are consistent with the development of low-impact licensed premises that enhance community interaction and support the City's objectives of activating commercial corridors with socially beneficial land uses.
- The proposed use aligns with the "*compatible uses*" directive embedded in the City's planning framework, which encourages vertically and horizontally mixed developments where recreation, leisure, and employment coexist in walkable, connected settings.

²² https://www.wa.gov.au/system/files/2024-10/city-of-cockburn-strategy_0.pdf

3 Venue and Operation

- 3.1 The proposed premises, Virtual Greens, seeks approval for the conditional grant of a Tavern Restricted Licence to operate a unique, sport-themed hospitality venue that will provide residents, workers, and visitors within the Bibra Lake locality with access to a state-of-the-art, experience-based environment. The premises will offer a beverage-focused service model, supported by immersive sports simulators and casual dining amenities, catering to consumers seeking a social and recreational alternative to traditional tavern/pub-style venues.
- 3.2 Virtual Greens has been designed to operate as a destination-style venue, with a core focus on delivering a quality customer experience, flexible space utilisation, and a curated hospitality offering that aligns with contemporary lifestyle requirements. The venue is not proposed to function as a late-night, entertainment-focused tavern, but rather as a moderate-impact venue with maximum patron capacity of 200 only. This socially oriented premises integrates food, sport, and beverage service in a low-risk setting. Its design and operation are intended to enhance the broader recreational identity of Bibra Lake, supporting economic activity, attracting local and regional visitors, and complementing the City of Cockburn's strategic planning goals for the precinct.

The Proposed Premises

- 3.4 The Applicant will undertake fit-out works to ensure the proposed premises is purpose-built to support a safe, comfortable, and contemporary hospitality environment. Key amenities will include:
- Multiple state-of-the-art sports simulators designed to allow individuals or small groups to participate in virtual golf and other interactive sporting activities,
 - A custom-designed bar providing Western Australian wine, craft beer, and low-risk alcohol options,
 - Casual dining areas offering a food menu designed to complement beverage service and promote responsible alcohol consumption,
 - Flexible seating arrangements that accommodate small gatherings, informal business meetings, and adult social occasions,
 - Private event spaces for functions, corporate events, and small group bookings,
 - A sports lounge area for viewing televised sport and engaging with simulator experiences,
 - Quality acoustic management and ambient music systems,
 - Modern toilet amenities, including accessibility-compliant facilities,
 - Integrated CCTV and security infrastructure to support safety and compliance,

- Internal and external signage consistent with local planning policies and liquor advertising standards.

Proposed Manner of Trade

3.5 The proposed manner of trade for Virtual Greens will reflect its identity as a recreation-based licensed venue that combines hospitality with interactive sports simulation. The venue will accommodate a range of social and corporate functions, including but not limited to:

- Small-group social bookings and business functions;
- Stand-up cocktail events, sundowners, and interactive simulator-based functions;
- Private simulator bay hire, accompanied by beverage and food service;
- General walk-in trade for individuals and groups wishing to enjoy the venue's social and recreational atmosphere.

Importantly, patrons will be welcome to attend for beverage consumption only, consistent with the rights afforded under a Tavern Restricted Licence, and will not be required to order food to access the venue.

3.6 While food will be supplementary to the beverage offering, it will remain a key element of the Virtual Greens experience. A limited but quality menu will offer share plates, snacks, and casual food options designed to complement the social and recreational character of the venue. Emphasis will be placed on using local Western Australian produce, ensuring freshness, quality, and alignment with regional sourcing preferences.

3.7 The proposed food service is designed to cater to diverse dietary requirements, with flexible ordering formats for groups and individuals. Offerings may include pizzas, charcuterie boards, sliders, fresh salads, and desserts, allowing patrons to dine casually while engaging in simulator activities or relaxing in lounge areas. The intent is to ensure food availability as a responsible service measure while not positioning the venue as a full-service dining destination.

3.8 The beverage menu at Virtual Greens will feature a curated range of Western Australian wines, craft beers, and boutique spirits. The selection will be developed to reflect contemporary drinking trends and responsible consumption patterns, including:

- A rotating selection of local tap beers and packaged options,
- WA wines and international varietals served by the glass or bottle,
- Low- and no-alcohol alternatives, such as alcohol-free beer, zero-alcohol spirits, mocktails, and premium non-alcoholic sodas.

Cocktails will be limited to a core list of classic and signature options, striking a balance between quality and service efficiency, ensuring that beverage service remains aligned with the venue's recreational function.

- 3.9 Virtual Greens is intended to operate as a moderate-impact, experience-based venue that caters to a broad range of social interactions, from casual catch-ups and team-building events to recreational outings and private functions. The proposed premises will create a relaxed, entertainment-oriented atmosphere focused on recreation, conversation, and shared experiences, rather than live music, extended trading hours, or high-volume alcohol consumption. It is not proposed to include an alfresco or external consumption area.

Quality Fit-Out and Venue Design

- 3.10 The proposed fit-out for Virtual Greens has been developed with a focus on modern interior design, intuitive zoning, and operational flow. The internal space will balance the venue's two primary functions: immersive simulator sport and licensed hospitality service. High-quality finishes, contemporary styling, and tactile materials will be used to create a welcoming yet upscale environment.

- 3.11 The venue will include a range of seating configurations and spatial arrangements to support comfort, safety, and operational flexibility. These include:

- Lounge-style seating areas adjacent to simulator bays,
- High-top tables and stools for casual social catch-ups,
- Banquette seating for small groups,
- Private event space.

No outdoor alfresco area is proposed. All consumption and activity will take place within the enclosed premises, contributing to the venue's low-impact nature in terms of noise, patron dispersal, and neighbourhood amenity.

Food & Beverage

- 3.12 All food items at the proposed Virtual Greens premises will be prepared on-site within a fully compliant commercial kitchen, designed to meet the operational needs of a hospitality venue operating under a Tavern Restricted Licence. While the kitchen will not function as a full-service production kitchen, it will be equipped to deliver a consistent, high-quality menu that complements the beverage and recreational offerings.

- 3.13 To ensure inclusivity and alignment with community needs, the menu will incorporate options to accommodate a range of dietary requirements, including vegetarian, vegan, gluten-free, and dairy-free alternatives. Staff will be trained to assist patrons in navigating these options and understanding potential allergens or substitutions. Menu signage will clearly identify allergen risks, and best-practice food safety standards will be applied at all times.

VIRTUAL GREENS

Bibra Lake, WA

SNACKS & BAR BITES

Fairway Jerky v

WA beef biltong, house-dried, peppered.

Birdle Bites (v)

Pretzel knots + house crisps with seasoning.

Par-T Nuts (v)

Spiced mixed nuts with a local chili-i-lime kick.

Mini Cheese & Chive Arancini (v)

Bite-sized, house-crumbed, served with aioli (x6).

Loaded Chip Bucket

Seasoned chips, beer cheese sauce, bacon, bits and green onion.

Sausage Roll Sliders

3x mini house sausage rolls, caramelised onion, BBQ glaze.

Doughnut Dingers (v)

Mini cinnamon sugar donuts, optional Nutella dip.

MAIN PLATES / HANDHELDS

Clubhouse Burger

Beef patty, cheddar, pickles house sauce, milk bun

Grilled Chicken Wrap (GFO)

Lemon-herb chicken, lettuce, tomato, aioli in flatbread.

Pork Belly Bao (x3)

Sticky pork belly, pickled veg, sriracha mayo in soft bao.

Nacho Stack (v option)

Corn chips, cheese sauce, beef or beans, jalapeños, guac, sour cream

SWEET SPOT

9th Hole Treat Box

Figure 7: Virtual Greens - Sample Menu



Figure 8: Virtual Greens - Concept Food Items

Look & Feel

- 3.14 The proposed premises, *Virtual Greens*, will feature a refined yet vibrant visual identity, striking a balance between relaxed sophistication and contemporary charm. The interior will be informed by modern design principles, featuring organic textures, botanical accents, and coastal tones that reflect the lifestyle of the Bibra Lake locality. This aesthetic will offer patrons a warm, inviting space suited to both casual and elevated social experiences, consistent with the high-quality hospitality expectations of the local community and in keeping with the Applicant’s established design credentials.
- 3.15 The Applicant has retained the professional design and management services of Hospitality Total Services.



Figure 9: Sample Concept Images of Proposed Virtual Greens

4 The Applicant

- 4.1 Virtual Greens Pty Ltd (the Applicant) is a newly established hospitality company formed specifically to develop and operate an innovative entertainment venue in the City of Cockburn. The company's directors include individuals with diverse industry experience, supported by professional hospitality consultants specialising in design, liquor licensing, venue management, and operational compliance.
- 4.2 The Applicant's management structure includes directors with relevant business and hospitality experience, who are committed to obtaining all required accreditations under the Act. Prior to commencing operations, all key personnel will complete:
- Management of Licensed Premises (MLP1) qualifications for Approved Managers,
 - Responsible Service of Alcohol (RSA) certification for all staff,
 - Ongoing professional development in harm minimisation and venue management,
 - Comprehensive induction and training programs specific to Virtual Greens' operations.
- 4.3 To ensure the highest standards of operation, Virtual Greens Pty Ltd has engaged Hospitality Total Services (Aus) Pty Ltd, an established consultancy firm specializing in liquor licensing applications, venue design and operational planning, staff training programs, harm minimisation strategy implementation, and ongoing regulatory liaison and support.
- 4.4 Virtual Greens represents a new concept in Western Australian hospitality, combining interactive sports simulation technology with quality food and beverage service in a controlled, low-risk environment.
- 4.5 The Applicant is committed to operating Virtual Greens in accordance with best-practice principles, including full compliance with the Act and all Director's Policies, implementation of comprehensive harm minimisation strategies, engagement with local authorities and community stakeholders, establishment of robust staff training and supervision systems, and a zero-tolerance approach to anti-social behaviour with prioritisation of patron welfare.
- 4.6 The business model for Virtual Greens prioritises quality over volume, focusing on creating a premium entertainment destination that serves the Bibra Lake locality and the broader City of Cockburn community. The venue will feature:
- Six state-of-the-art virtual golf simulator bays,
 - Two pool tables,
 - A putting green,
 - A full commercial kitchen offering diverse meal options,
 - A carefully curated beverage selection emphasising Western Australian products,

- Low-alcohol and non-alcoholic alternatives,
 - Flexible event spaces suitable for corporate functions, social gatherings, and community events.
- 4.7 Virtual Greens Pty Ltd recognises the importance of professional venue management and has committed to employing experienced hospitality professionals as venue managers and supervisors, maintaining appropriate staff-to-patron ratios during all trading periods, implementing industry-leading systems for bookings and service, establishing clear operational policies and procedures, and conducting regular compliance audits and continuous improvement reviews.
- 4.8 The Applicant is committed to environmental and social responsibility, supporting local suppliers and contributing positively to the economic vitality of the Bibra Lake precinct. The Applicant will implement:
- Local sourcing of food and beverage products where practicable,
 - Waste reduction and recycling programs,
 - Energy-efficient fit-out and operational systems,
 - Community partnership initiatives and local employment strategies.

The Applicant is a Fit and Proper Person to hold a Licence

- 4.9 Section 33(6) of the Act refers to the creditworthiness, character, convictions, conduct of other businesses and reports or interventions made against an Applicant, stating:
- Where the licensing authority is to determine whether an Applicant is a fit and proper person to hold a licence or whether approval should be given to a person seeking to occupy a position of authority in a body corporate that holds a licence or to approve a natural person as an approved unrestricted manager, an approved restricted manager or a trustee —*
- (a) the creditworthiness of that person; and*
 - (aa) the character and reputation of that person; and*
 - (b) the number and nature of any convictions of that person for offences in any jurisdiction; and*
 - (c) the conduct of that person in respect to other businesses or to matters to which this Act relates; and*
 - (d) any report submitted or intervention made, under section 69,*
- 4.10 The Directors of Virtual Greens Pty Ltd are individuals of good character with demonstrated business acumen and commitment to regulatory compliance. While Virtual Greens Pty Ltd is a newly incorporated entity, the company brings significant strengths to this application:

- The directors include individuals with prior business experience, including in the hospitality sector,
- The company has secured appropriate financial backing to support the proposed venue development and ongoing operations,
- There is a clear understanding of the obligations and responsibilities under the Act,
- Professional consultants have been engaged to ensure comprehensive compliance from the outset.

4.11 All Directors and proposed Approved Managers meet the requirements for holding a liquor licence:

- Clean criminal records with no disqualifying convictions,
- Completion or near-completion of all required liquor licensing qualifications prior to commencing licensed operations,
- Demonstrated understanding of harm minimisation principles through preparation of this application,
- Commitment to ongoing professional development in hospitality management and responsible service.

4.12 The Applicant has proactively engaged with key stakeholders throughout the application process, demonstrating commitment to transparency and community consultation. Engagement has included:

- The City of Cockburn planning and environmental health departments,
- WA Police and the Liquor Enforcement Unit,
- The Office of the Chief Health Officer.

4.13 This early engagement demonstrates the Applicant's recognition that successful operation of a licensed premises requires ongoing collaboration with regulatory authorities and the local community. Virtual Greens Pty Ltd has sought to establish these relationships from the earliest stages of the project.

5 Legislative Framework – Liquor Control Act 1988

5.1 This application seeks the conditional grant of a Tavern Restricted Licence pursuant to Section 41 of the *Liquor Control Act 1988*. The Applicant intends to operate a venue that aligns with the intent and obligations of the Act, with particular emphasis on community benefit, responsible service of alcohol, and harm minimisation.

5.2 **The primary objects of the Act as set out in Section 5 (1) are:**

a) To regulate the sale, supply and consumption of liquor:

The Applicant is committed to ensuring that the operation of the Virtual Greens complies with this objective through the following practices:

- Implementation of a comprehensive Harm Minimisation Plan²³, consistent with the Director’s policy, including:
 - Provision of low and mid-strength alcohol to promote responsible drinking habits.
 - Availability of zero-alcohol alternatives (wine, beer, and spirits), catering to patrons who do not wish to consume alcohol.
 - A strict policy prohibiting alcohol service to any person in school uniform, regardless of age or identification.
 - All alcoholic beverages will be served in open containers only, in accordance with regulatory requirements.
- **Security Measures and Surveillance:**
 - The premises will feature CCTV coverage throughout all critical areas, including entry and exit points, internal floor space, and delivery zones.
 - CCTV systems will operate during all trading hours and be accessible to staff, WA Police, and authorised officers as required by the Director’s Policy on *Security licensing conditions*²⁴.
- **Public Amenity and Seating:**
 - A flexible layout with varied seating options will be provided to accommodate diverse patronage and group sizes.
 - Furniture can be rearranged to support functions, large groups, or community events, enhancing inclusivity and accessibility.
- All Duty Managers will hold the higher qualification, Manage Licensed Premises (MLP1), and will be responsible for supervising daily operations, ensuring compliance with licensing laws, and supporting staff in their duties.

²³ Attachment 3 – Harm Minimisation Plan

²⁴ <https://www.dlgsc.wa.gov.au/departments/publications/publication/security-licensing-conditions>

- All staff involved in the sale and supply of liquor at Virtual Greens will be required to complete Responsible Service of Alcohol (RSA) training in accordance with Sections 33 and 103A of the Act.
 - A Training Register will be maintained on the premises, including copies of each staff member's RSA certificate, in compliance with the Director's Policy on *Mandatory training for licensees, approved managers and employees*²⁵. This ensures all staff are trained and updated on responsible service practices.
- b) to minimise the harm or ill-health caused to people, or any group of people, due to the use of liquor:**
- The design and layout of Virtual Greens will reflect principles from the *Safer Places by Design*²⁶ Guidelines, supporting passive surveillance, clear sightlines, and defined zones for dining, recreation, and entry/exit.
 - CCTV coverage will be installed throughout the premises, including all entry points, licensed areas, and service counters, and will comply with the Director's Policy on *Security licensing conditions*²⁷. Recorded footage will be retained and made available to WA Police and authorised officers on request.
 - A robust Harm Minimisation Plan²⁸ will be implemented and strictly followed at all times. This will include in-house procedures for managing intoxication, patron behaviour, and the responsible service of alcohol.
 - The beverage menu will feature a diverse selection of low-alcohol, zero-alcohol, and non-alcoholic drinks, including mocktails, premium alcohol-free beers, and soft drinks, reflecting contemporary consumption patterns and promoting moderation.
 - Juveniles will only be permitted in accordance with the Act and the relevant Director's Policies on *Juveniles on licensed premises*²⁹.
 - The proposed premises will not include any high-risk entertainment activities (e.g. loud music, nightclubbing or packaged liquor), significantly reducing the risk profile.
 - An internal Training Register will be maintained on-site and regularly reviewed to ensure all staff remain compliant with the Director's Policy on *Mandatory training for licensees, approved managers and employees*.³⁰

²⁵ <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/mandatory-training>

²⁶ <https://www.wa.gov.au/system/files/2023-07/safer-places-by-design-cpted-guidelines.pdf>

²⁷ <https://www.dlgsc.wa.gov.au/department/publications/publication/security-licensing-conditions>

²⁸ Attachment 4 – Harm Minimisation Plan

²⁹ <https://www.dlgsc.wa.gov.au/department/publications/publication/juveniles-on-licensed-premises>

³⁰ <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/mandatory-training>

c) To cater to the requirements of consumers of liquor related services, with regard to the proposed development of the liquor industry, the tourism industry and hospitality industries in the state:

- The proposed Virtual Greens venue will offer a unique entertainment and hospitality experience that combines innovative recreational technology (e.g., VR golf simulators) with quality food and beverage service, making a meaningful contribution to the development of Western Australia’s hospitality landscape.
- As an independently operated premises, Virtual Greens is well-positioned to respond to local consumer requirements, including an emphasis on:
 - Western Australian craft beers and boutique wines,
 - Low- and non-alcoholic beverages,
 - Menu featuring locally sourced produce.
- The proposed premises will promote local tourism and economic development by encouraging visitation to the Bibra Lake commercial precinct and surrounding recreational nodes, consistent with the City of Cockburn *Local Planning Strategy*³¹ and activation goals for mixed-use zones.
- Virtual Greens will serve as a community-oriented hospitality destination with a focus on hospitality and entertainment, offering inclusive, alcohol-responsible services that cater to contemporary consumer requirements for casual dining and social interaction in a relaxed, safe environment.
- Subject to approval, the operation of this new venue under a Tavern Restricted Licence will support the continued development of WA’s liquor and hospitality sectors, through:
 - Employment of local staff and hospitality professionals,
 - Engagement with WA producers, contractors, and small businesses,
 - Diversification of entertainment offerings within the City of Cockburn.

5.3 The secondary objects of the Act as set out in Section 5(2) are:

a) To facilitate the use and development of licensed facilities, including their use and development of live original music, reflecting the diversity of requirements of consumers in the state:

- The proposed Virtual Greens venue has been carefully designed to meet the evolving needs of modern consumers by integrating licensed hospitality with interactive entertainment (including VR golf simulator bays), offering a unique, family-friendly experience not currently available in the Bibra Lake locality.

³¹ https://www.wa.gov.au/system/files/2024-10/city-of-cockburn-strategy_0.pdf

- The premises will support the diversity of consumer requirements through:
 - A contemporary, inclusive food and beverage offering, with alcohol-free and dietary-specific options (e.g. vegetarian, vegan, gluten- and dairy-free),
 - A strong focus on Western Australian produce and suppliers, consistent with the region's hospitality and sustainability goals.
- The proposed premises' design and operation plan reflect flexibility and versatility in use, catering to:
 - Casual daytime visitors,
 - After-work social groups,
 - Corporate functions and group bookings,
 - Evening social and recreational gatherings.
- While live, loud music is not a core component of the venue's trading model, Virtual Greens will incorporate ambient audio and curated digital entertainment to enhance the social atmosphere and encourage repeat visitation.
- The Applicant has secured a long-term lease for the premises, highlighting a strong commitment to the activation and development of underutilised commercial space within the Cockburn Central North Structure Plan Area (DA19).³²
- Through its accessible layout, responsible service framework, and unique recreational offering, the venue supports the development of licensed facilities that reflect the diverse lifestyle, recreational and social needs of consumers in the State, especially within the emerging Bibra Lake commercial precinct.

d) To provide adequate controls over the persons directly or indirectly involved in, the sale, disposal and consumption of liquor:

- All staff involved in the sale and supply of liquor at Virtual Greens will complete Responsible Service of Alcohol (RSA) training through a Nationally Accredited Training Provider, with current certifications recorded in a Training Register maintained on-site in accordance with the Director's Policy on *Mandatory training for licensees, approved managers and employees*³³.

³²[https://www.cockburn.wa.gov.au/getattachment/b185e985-94e1-4752-b0e2-83893116f527/ECM_7278302_v9_Development-Contribution-\(DCA11\)-FAQs-Cockburn-Central-North-\(Muriel-Court\)-Structure-Plan-Development-Area-19-\(DA19\)-pdf.aspx](https://www.cockburn.wa.gov.au/getattachment/b185e985-94e1-4752-b0e2-83893116f527/ECM_7278302_v9_Development-Contribution-(DCA11)-FAQs-Cockburn-Central-North-(Muriel-Court)-Structure-Plan-Development-Area-19-(DA19)-pdf.aspx)

³³<https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/mandatory-training>

- An Approved Manager will be on-site during all trading hours to ensure the venue operates in full compliance with the Act, licensing conditions, and Director's Policies.
 - The Approved Manager will be accessible at all times to respond to queries from patrons, stakeholders, and the public, ensuring transparent and accountable operational oversight.
 - A comprehensive Harm Minimisation Plan will be implemented and consistently reviewed, applying to patrons, staff, and management. It will address responsible service, intoxication management, juvenile access, and consumer safety.
 - A CCTV system will be installed across key areas of the premises (including all entries/exits and customer zones) in accordance with the Director's Policy, supporting the safety of patrons and staff while assisting in incident prevention and investigation.
 - The Applicant will work constructively with stakeholders such as the City of Cockburn, WA Police, Department of Local Government, Industry Regulation and Safety, and relevant community organisations to maintain best-practice compliance and support safe service outcomes.
 - All staff will be briefed and periodically trained on liquor licence obligations, with emphasis placed on the mandatory nature of compliance as a condition of employment.
 - During the application's advertising period, a Notice of Application will be distributed to key stakeholders within the locality, such as schools, aged care centres, churches, police, and healthcare facilities, providing the opportunity for community feedback in line with public interest objectives.
- e) To provide a flexible system, with as little formality or technicality as may be practicable for the administration of this Act:**
- The Applicant submits that this Public Interest Assessment has been carefully prepared to address the statutory requirements under Section 5 and the relevant public interest considerations set out in Section 38(2) and (4) of the Act.
 - All required supporting documentation necessary to comply with Section 68 of the Act, including plans, certificates, declarations, and required notices, have been lodged as part of this application.
 - In the spirit of administrative flexibility contemplated by this object of the Act, the Applicant respectfully requests that the Director of Liquor Licensing exercises discretion where appropriate to facilitate the conditional approval of the licence, should any minor technical or formal deficiency be identified in the materials submitted.

- This approach supports the Act's intent to reduce unnecessary complexity in the assessment process while prioritising the protection of the public interest and the effective regulation of liquor service in Western Australia.

f) To encourage responsible attitudes and practices towards the promotion, sale, supply, service and consumption of liquor that are consistent with the interests of the community.

- The Applicant is committed to adhering to the Director's Policy on the *Responsible promotion and advertising of alcohol*³⁴, ensuring that all marketing, digital content, and in-venue promotions uphold ethical standards and reflect responsible messaging around liquor consumption.
- All promotional activities, including special offers and social media campaigns, will avoid messaging that could be interpreted as encouraging rapid, excessive, or irresponsible consumption of alcohol.
- The Applicant will implement strict internal controls to ensure that all promotions are reviewed by trained management staff prior to release, consistent with harm minimisation and community wellbeing objectives.
- The proposed premises' marketing approach will also support inclusivity and a family-friendly atmosphere by promoting its non-alcoholic beverages, food offerings, and recreation features (such as VR golf), ensuring the venue is seen as a balanced social and entertainment destination.
- These practices demonstrate the Applicant's strong commitment to ensuring that alcohol service at Virtual Greens aligns with community expectations, supports public health goals, and reflects responsible attitudes across all aspects of trade.

5.4 Section 16 of the *Liquor Control Act 1988* provides that the licensing authority shall act according to equity, good conscience and the substantial merits of each case, without being bound by rules of evidence or undue formality. This ensures that applications are assessed fairly, and in taking into account their impact on the community, with due regard for the statutory objects of the Act.

5.5 Pursuant to Section 33(1) of the Act, the licensing authority has absolute discretion to grant or refuse an application on any ground, or for any reason, that it considers to be in the public interest. The Applicant acknowledges this discretion and submits that this application satisfies the relevant public interest requirements, supported by a clear commitment to responsible operation and harm minimisation.

5.6 The Applicant is committed to proactively working with local government and relevant authorities to minimise alcohol-related harm within the locality. This will be achieved by

³⁴<https://www.dlgsc.wa.gov.au/department/publications/publication/responsible-promotion-and-advertising-of-alcohol>

adhering to the Director's harm minimisation policies, maintaining responsible service standards, and implementing sound venue management practices.

- 5.7 The Applicant also confirms its willingness to engage with the Department of Local Government, Industry Regulation and Safety (LGIRS), the WA Liquor Enforcement Unit (LEU), the Office of the Chief Health Officer (CHO), and local WA Police where required. The Applicant is open to the imposition of conditions deemed necessary by the licensing authority and will ensure compliance with all legislative, policy and operational obligations related to the responsible management of the proposed licensed premises.

6 Public Interest

- 6.1 In determining this application, the licensing authority must consider the public interest factors outlined in Section 38(4) of the Act which include:

(4) Without limiting subsection (2), the matters the licensing authority may have regard to in determining whether granting an application is in the public interest include —

(a) the harm or ill-health that might be caused to people, or any group of people, due to the use of liquor; and

(b) the impact on the amenity of the locality in which the licensed premises, or proposed licensed premises are, or are to be, situated; and

(c) whether offence, annoyance, disturbance or inconvenience might be caused to people who reside or work in the vicinity of the licensed premises or proposed licensed premises; and

(d) any other prescribed matter.

- 6.2 The Applicant submits that the conditional grant of a Tavern Restricted Licence for *Virtual Greens*, located at Shop 10 / 40 Port Pirie Street, Bibra Lake, WA 6163, is in the public interest and consistent with the primary and secondary objects of the Act. The proposed premises will:

- Provide a safe, modern, and interactive food and beverage experience that complements existing land use approvals granted by the City of Cockburn.
- Introduce a unique hospitality concept through its VR golf simulators, appealing to a wide range of patrons, corporate groups, and local residents.
- Offer inclusive food and beverage options, catering to dietary preferences and promoting responsible drinking through low- and zero-alcohol product availability.
- Actively support local suppliers and showcase WA-produced beverages, aligning with the objectives of economic development, tourism, and consumer diversity.
- Enforce a comprehensive Harm Minimisation Strategy with RSA-trained staff, no takeaway alcohol, CCTV coverage, and clear juvenile management procedures.

- 6.3 The proposed premises will be operated in a manner that prioritises public safety, with specific measures in place to deter anti-social behaviour and prevent alcohol-related harm. Virtual Greens will provide a safe environment with clear house policies and incident response procedures in accordance with the Director’s guidelines.
- 6.4 Virtual Greens will enhance local hospitality options and contribute positively to the activation of a mixed-business precinct in Bibra Lake. The premises are appropriately located within the City of Cockburn’s *Muriel Court Structure Plan Area*³⁵, which encourages mixed-use development, job creation, and recreational diversity.
- 6.5 The locality surrounding the premises is undergoing ongoing revitalisation, with strategic objectives outlined in the City of Cockburn *Local Planning Strategy 2024*³⁶ and *Community Infrastructure Plan 2024–2041*³⁷, aimed at improving liveability, accessibility, and community well-being.

Urban Amenity

- 6.6 The establishment of *Virtual Greens* supports the City of Cockburn’s strategic vision for revitalising and activating underutilised and vacant commercial spaces within the Muriel Court Structure Plan area. The proposed premises will offer a unique blend of interactive entertainment and quality hospitality, enhancing the social fabric of Bibra Lake and its surrounding suburbs while aligning with the city’s objectives for mixed-use development and community connectivity.
- 6.7 Virtual Greens will deliver a modern, inclusive hospitality and entertainment venue that complements existing land use and community requirements:
- The premises will function as a welcoming and accessible gathering space for local residents and consumers travelling to the locality.
 - It supports the commercial sustainability of the Bibra Lake mixed business node by attracting foot traffic and increasing dwell time in the locality.
- 6.8 The project contributes to the economic revitalisation of the locality:
- As outlined in the City of Cockburn’s *Local Planning Strategy 2024*³⁸ economic diversification and amenity activation are central to the area’s planning vision.
 - The proposed premises enhances the recreational and employment landscape through its integration of sport-based entertainment (virtual golf), with event hosting opportunities.

³⁵[https://www.cockburn.wa.gov.au/getattachment/b185e985-94e1-4752-b0e2-83893116f527/ECM_7278302_v9_Development-Contribution-\(DCA11\)-FAQs-Cockburn-Central-North-\(Muriel-Court\)-Structure-Plan-Development-Area-19-\(DA19\)-pdf.aspx](https://www.cockburn.wa.gov.au/getattachment/b185e985-94e1-4752-b0e2-83893116f527/ECM_7278302_v9_Development-Contribution-(DCA11)-FAQs-Cockburn-Central-North-(Muriel-Court)-Structure-Plan-Development-Area-19-(DA19)-pdf.aspx)

³⁶https://www.wa.gov.au/system/files/2024-10/city-of-cockburn-strategy_0.pdf

³⁷https://www.cockburn.wa.gov.au/getattachment/c1700032-0668-4c3f-9452-75e5c43f8f82/ECM_11924697_v3_Community-Infrastructure-Plan-2024-2041-Final-docx.aspx

³⁸https://www.wa.gov.au/system/files/2024-10/city-of-cockburn-strategy_0.pdf

- Local tourism will also benefit from the attraction of unique, activity-driven hospitality offerings that do not currently exist within the immediate locality.

6.9 The development supports broader planning and community objectives:

- The *Community Infrastructure Plan 2024–2041*³⁹ identifies the need for expanded social infrastructure to serve the growing population of Bibra Lake and adjacent suburbs.
- Virtual Greens aligns with this by offering a multifunctional venue that fosters social diversity, promotes active lifestyles, and provides new employment opportunities.
- The use of modern, sustainable design features and safety-led principles (including CCTV and adherence to *Safer Places by Design*) ensures the space is attractive, safe, and adaptable.

6.10 The *City of Cockburn’s Strategic Community Plan 2020–2030*⁴⁰ prioritises the creation of “Places for People”, vibrant hubs that support social, economic, and cultural outcomes. Virtual Greens is consistent with this objective, enhancing the urban amenity of the Bibra Lake precinct while offering a destination that supports entertainment and sports, tourism, local enterprise, and inclusive community interaction.

Positive Impacts

6.11 The establishment of Virtual Greens will introduce a unique, quality hospitality and interactive entertainment venue to the Bibra Lake locality. As the first-of-its-kind licensed venue in the locality to combine full-service hospitality with virtual sports technology, Virtual Greens will provide a contemporary space for residents, workers, and visitors alike.

6.12 The Applicant respectfully submits that Virtual Greens will contribute to the City of Cockburn’s objective of revitalising and activating mixed-use commercial nodes. The venue is strategically located within the Muriel Court Structure Plan area and will catalyse broader community engagement, supporting the locality’s evolution into a more vibrant and socially inclusive precinct.

6.13 As an independently operated venue, the Applicant will have the flexibility to tailor food and beverage offerings to seasonal availability, local demand, and emerging consumer trends. This approach ensures ongoing relevance, responsiveness to community preferences, and the ability to quickly adopt innovation within the hospitality, liquor, and entertainment sectors.

³⁹https://www.cockburn.wa.gov.au/getattachment/c1700032-0668-4c3f-9452-75e5c43f8f82/ECM_11924697_v3_Community-Infrastructure-Plan-2024-2041-Final-docx.aspx

⁴⁰https://hdp-au-prod-app-ckbr-comment-files.s3.ap-southeast-2.amazonaws.com/71117/2379/2013/b134ef9d766fb0ac63fa4a06f7ede8f4_Draft_Strategic_Community_Plan_2020-2030.pdf

6.14 To ensure best-practice harm minimisation and compliance with licensing obligations, the Applicant has engaged Hospitality Total Services (Aus) Pty Ltd to design the venue and to prepare the Public Interest Assessment and Harm Minimisation Plan. A robust suite of procedures and operational controls will guide staff training, responsible service, and patron management, ensuring the venue provides a safe, inclusive, and well-managed hospitality experience for all users.

Potential Negative Impacts

6.15 The Applicant acknowledges that the misuse of alcohol can contribute to health and social harm if not properly managed. As such, the operation of Virtual Greens will be underpinned by a comprehensive harm minimisation framework that prioritises public safety and community wellbeing.

6.16 The Applicant supports the research-based view that local collaboration and responsible venue management are critical in minimising the undue risk of harm or ill health from the consumption of alcohol. To this end, *Virtual Greens* will maintain open engagement with WA Police, the Liquor Enforcement Unit (LEU), the Chief Health Officer (CHO), and the City of Cockburn to ensure responsible trading practices are upheld in the locality.

6.17 Upon approval, the Applicant intends to actively participate in the relevant local Liquor Accord, contributing to community-led harm minimisation strategies. This includes engagement with other licensees, local authorities, and stakeholders to share information and support safer licensed environments.

6.18 Participation in a Liquor Accord aligns with best practice and supports objectives, including:

- Encouraging a culture of responsible alcohol consumption
- Enhancing safety and amenity in the locality
- Promoting collaborative problem-solving between licensees and stakeholders
- Reducing the incidence of anti-social behaviour
- Reinforcing RSA compliance across staff and management
- Building strong relationships between government and the local community

6.19 Virtual Greens will operate with a strong emphasis on embracing CPTED principles in the design as part of crime prevention and the management of anti-social behaviour. CCTV surveillance, well-trained RSA-compliant staff, and an experienced Approved Manager will be present at all times during trade.

6.20 These measures will be supported by a tailored Harm Minimisation Plan, developed in accordance with the Director's Policies and implemented from day one of operations. This plan will guide staff onboarding, training, venue management, and patron care procedures.

6.21 The Applicant recognises the need for proactive strategies to prevent alcohol-related harm. Through a combination of regulatory compliance, community collaboration, and professional venue management, Virtual Greens will uphold its commitment to public safety and responsible service of alcohol in the public interest.

6.22 To maintain control over liquor supply and promote responsible alcohol consumption, the Applicant will enforce both formal and informal harm minimisation controls, including:

Formal Controls:

- Implementation of harm minimisation measures
- Compliance with local Liquor Accord resolutions
- Enforcement of responsible service of alcohol (RSA) practices

Informal Controls:

- Active community involvement to ensure responsible trading aligns with public expectations
- Ongoing engagement with 'At Risk' groups and community organisations to monitor and address alcohol-related issues proactively

6.23 By implementing a robust harm minimisation strategy, fostering strong relationships with key regulatory and community stakeholders, and actively engaging in local safety initiatives, *Virtual Greens* will operate as a responsible and community-oriented licensed premises. These commitments will ensure that the venue contributes positively to the Bibra Lake locality while mitigating any potential risks associated with the sale and supply of liquor.

Consumer Survey⁴¹

6.24 To gauge community sentiment and consumer demand for the proposed Virtual Greens Tavern Restricted Licence, a consumer survey was conducted. A total of 176 participants responded, the majority of whom live in or frequently visit Bibra Lake and expressed a strong interest in the venue's concept and operations.

6.25 Key preliminary findings include:

- 99.43% of respondents support the granting of the Tavern Restricted Licence for Virtual Greens.
- Over 86.93% believe the venue will not cause undue offence, disturbance, or inconvenience in the locality.
- More than 81.82% agree that the venue will not cause undue harm or ill-health within the community.

⁴¹ Attachment 2 – Consumer Surveys

- Approximately 51.14% stated they would visit the venue monthly, with nearly 39.21% indicating more frequent visits (weekly or fortnightly).

6.26 Respondents identified the most valued venue attributes as:

- A safe and well-managed licensed premises (78.34%),
- High-quality food and beverage offerings, including non-alcoholic options (87.9%),
- Access to virtual golf and interactive sports entertainment (71.97%).

6.27 Respondents also noted the venue’s potential to contribute positively to the vibrancy and economic diversity of the Bibra Lake commercial precinct. These early results support the Applicant’s position that Virtual Greens aligns with the Objects of the Act by offering a well-managed, experience-based hospitality venue that caters to the requirements of the local and visiting community.

6.28 This data reinforces that the proposal is consistent with the public interest as defined under Section 38(4) of the Act and aligns with the Director’s Public Interest Assessment Policy.

7. Section 38 (4) (a) of the Act – Harm or Ill-health

7.1 In compiling this Public Interest Assessment, the following information sources were reviewed as recommended by the Director’s Policy on Public Interest Assessment.

7.2 The public interest matters to be considered under Section 38(4) of the Act include:

“Without limiting subsection (2), the matters the licensing authority may have regard to in determining whether granting an application is in the public interest include —

- (a) the harm or ill health that might be caused to people, or any group of people, due to the use of liquor; and*
- (b) whether the amenity, quiet or good order of the Locality in which the licensed premises or proposed licensed premises are, or are to be, situated might in some manner be lessened; and*
- (c) whether offence, annoyance, disturbance, or inconvenience might be caused to people who reside or work in the vicinity of the licensed premises or proposed licensed premises; and*
- (ca) any effect the granting of the application might have in relation to tourism, or community or cultural matters; and*
- (d) any other prescribed matter.”*

The information sources considered (but not limited to) are as follows:

Drug and Alcohol Office, Mental Health Commission and the Department of Health (WA)

[Mental Health Commission website](#)

- National Drug Strategy Household Survey 2013: Western Australian Introduction, Executive Summary, Supplementary Tables
- Australian School Student Alcohol and Drug Survey: Alcohol Report 2011 – Western Australian Results. Surveillance Report Number 8
- Broad Strategic Directions of West Australian Drug and Alcohol Strategy 2005-2009
- Drug & Alcohol Interagency Strategic Framework for Western Australia 2011-2015
- Strong Spirit Strong Mind: Western Australian Aboriginal Drug and Alcohol Framework for Western Australia 2011-2015
- Fitzroy Valley Alcohol Restriction Report: An evaluation of the effects of a restriction on takeaway alcohol relating to measurable health and social outcomes, community perceptions and behaviours after a two-year period, 2010.
- Drug and Alcohol Office WA (2012). The impact of liquor restrictions in Kununurra and Wyndham: a twelve-month review
- Halls Creek Alcohol Restriction Report 2012: a 24-month review of the impact of alcohol restrictions on health and social outcomes, community perceptions and behaviours.
- The impact of liquor restrictions in Halls Creek: Quantitative data — Five years post-restriction
- Alcohol-related hospitalisations and deaths in Western Australia: State Profile (2014) Drug and Alcohol Office WA and Epidemiology Branch of Department of Health WA. Note: this report may incur a cost, see note on previous page.
- Alcohol-related hospitalisations and deaths in Western Australia: Regional Profile (2014) Drug and Alcohol Office WA and Epidemiology Branch of Department of Health WA. Note: This report may incur a cost, see note on previous page.
- Alcohol and Other Drug Indicators Report — Western Australia (2015) R. Bridle, A. Christou & T. Lembo.
- Alcohol and Other Drug Indicators Report — Regional Reports (2015) R. Bridle, A. Christou & T. Lembo.

National Drug Research Institute, Curtin University of Technology (Perth)

National Drug Research Institute website

- An Evaluation of Liquor Licensing restrictions in the Western Australian Community of Port Hedland. Preventing Harmful Drug Use in Australia. Prepared with assistance from the Combined Universities Centre for Rural Health.
- Restrictions on the sale and supply of alcohol: Evidence and Outcomes. (2007) Dr. T Chikritzhs, Prof. D. Gray, Z Lyons, Prof. S Siggers.
- Study of Extended Trading Permits (May 1997) Dr. T. Chikritzhs.
- Drinking After Driving in Western Australia. (2002). Catalano, P and Stockwell, T. R.

- Predicting Alcohol-Related Harms from licensed outlet density: A Feasibility Study. 2007 Monograph Series No.28. T Chikritzhs, I Catalano, R Pascal and N. Henrickson
- National Alcohol Indicators
- The Prevention of Substance Use, Risk and Harm in Australia - a review of the evidence. Loxley, et al., 2004. (The National Drug Research Institute and the Centre for Adolescent Health Published for Commonwealth Department of Health and Ageing 2004)
- The researchers examined international and national data, literature and programs that provide evidence of good practice in preventing or delaying the onset of alcohol and drug use and that address the risk and harm known to be associated with alcohol and drug use. The monograph outlines patterns of substance use and harm, considers risk and protective factors predictive of harmful alcohol and drug use and extensively reviews the evidence available on national and international prevention strategies and approaches.

Department of Aboriginal Affairs

- State Government response to the Hope Report. 7 April 2008.
- Gordon Inquiry – Putting People First. July 2002.

Alice Springs Liquor Trail

- By Ian Cundall and Chris Moon for Northern Territory Government. Department of Health and Community Services. May 2003.

National Alcohol Strategy 2016-2009

- Towards Safer Drinking Cultures

National Health and Medical Research Council

- Australian Guidelines to Reduce Health Risks from Drinking Alcohol. Commonwealth of Australia, 2009

National Centre for Education and Training on Addictions (Adelaide)

- Young People and Alcohol: The Role of Cultural Influences. Roche, A.M., Bywood, P.T., Borlagdan, J., Lunnay, B., Freeman, T., Lawton, L., Tovell, A. & Nicholas, R. (2007).

Australian Bureau of Statistics and Australian Institute of Health and Welfare (AIHW Cat. no IHW 147)

- The Health and Welfare of Australia's Aboriginal and Torres Strait Islander Peoples 2015.

Australian Government Department of Health and Ageing

- Australian Government Implementation Plan 2003-2008 - National Strategic Framework for Aboriginal and Torres Strait Islander Health.

- Australian Government Implementation Plan 2007-2013 - National Strategic Framework for Aboriginal and Torres Strait Islander Health 2003-2013

Other relevant sources

- Effects of restricting pub closing times on night-time assaults in an Australian city (2010). K. Kypri, C. Jones, P. McElduff, and D. Barker.
- Dealing with alcohol-related problems in the Night-Time Economy: A study protocol for mapping trends in harm and stakeholder views surrounding local community level interventions (DANTE) (2011). P. Miller et al.
- Patron offending and intoxication in Night-Time entertainment districts (POINTED) (2013). P. Miller et al.

Following a comprehensive review of publicly available reports and strategic policy documents, it is clear that violence and criminal behaviour are complex phenomena influenced by a wide range of individual, social, and environmental factors.

An excerpt from *Preventing Violence: The State Community Violence Prevention Strategy 2005 – A Green Paper Policy Framework for Development* (produced with input from agencies including the Department of Justice, WA Police, Department of Health, the WA Local Government Association, and others) outlines key factors that shape community safety:

- Personal, social, and situational factors influence crime outcomes,
- Cultural norms and social cohesion shape community responses to crime,
- Low socio-economic status and social exclusion correlate with increased crime rates, and
- Early interventions addressing both risk and protective factors can lead to improved behavioural and health outcomes.

The evidence supports a multifaceted approach to prevention, emphasising community engagement, targeted social development, and early intervention strategies. This approach aligns with the Applicant's commitment to harm minimisation and responsible venue operation.⁴²

7.3 The Applicant has also reviewed the Western Australian Planning Commission's *Safer Places by Design (2023)*⁴³ Guidelines and has committed to incorporating these principles into the planning and operation of the Virtual Greens premises.

7.4 The following design and management elements support crime prevention and community safety objectives:

⁴² Attachment 5 - Preventing Violence WA

⁴³ <https://www.wa.gov.au/system/files/2023-07/safer-places-by-design-cpted-guidelines.pdf>

- CCTV coverage throughout the premises, with all key zones (entry, exit, bar area, simulator bays) under surveillance, in accordance with the Director's Policy on *Security licensing conditions*,
- Clear lines of sight across the open floor plan, supporting passive surveillance by staff,
- High visibility and lighting around entrances and external areas to discourage anti-social behaviour,
- Defined zones within the premises to clearly delineate areas where minors are not permitted unless accompanied,
- In-house training and induction for all staff, including RSA and harm minimisation strategies, to ensure early identification and intervention regarding inappropriate conduct or potential risks,
- Commitment to engagement with WA Police, the City of Cockburn, and other local stakeholders as needed.

7.5 The following section outlines how the proposed Virtual Greens premises at Bibra Lake adopts the *Designing Out Crime* principles widely recognised by environmental design practitioners and supported by the Western Australian Planning Commission. These principles align with the State Government's objectives to reduce harm and enhance safety in licensed premises.

7.7 **Surveillance:**

- The layout of the Virtual Greens premises supports clear sightlines and natural surveillance, both internally and externally.
- A comprehensive CCTV system will be installed, covering all public zones, entry and exit points, the licensed bar, simulator bays, and delivery/service access areas in line with the Director's Policy on *Security licensing conditions*.
- RSA-trained staff and an Approved Manager will be present at all times the premises is open, ensuring active and ongoing supervision of customer behaviour and operations.

7.8 **Access Control**

- Access to the premises will be strictly controlled during operating hours and securely restricted after hours, with all doors and windows fitted with appropriate locking mechanisms.
- Alcohol storage and bar service areas will be physically separated from customer access and secured at all times when not in operation.
- Entry will be monitored to ensure that only patrons of legal drinking age or juveniles accompanied by guardians enter the premises, in accordance with the Director's Policy.

7.9 Territorial Reinforcement

- Clear boundary markers and signage will be displayed to distinguish public, staff-only, and licensed areas, contributing to a safe and structured venue layout.
- Signage will include RSA policies, prohibited behaviours, CCTV notices, and emergency exit routes to reinforce lawful and expected conduct.

7.10 Target Hardening (Security Measures)

- The premises will include robust doors, lockable storage areas, and tamper-resistant hardware to prevent unauthorised access or interference with equipment.
- Particular focus will be placed on protecting access points to alcohol, cash-handling areas, and IT systems operating the simulators and booking software.

7.11 Management and Maintenance

- The proposed premises will be maintained to a high standard of cleanliness and repair, with daily checks to identify and address potential safety or security concerns.
- Staff will be trained to recognise and promptly report hazards, such as vandalism, broken equipment, or suspicious activity, to management and authorities as required.
- Preventative maintenance procedures will be in place to support a safe, family-friendly environment that discourages anti-social behaviour.

7.12 The Applicant has incorporated a range of proactive design features into the fit-out and operational strategy of the Virtual Greens premises to reduce the risk of anti-social behaviour and contribute to a safer, well-managed environment. These considerations include (but are not limited to):

- **Lighting:** The interior and immediate exterior areas of the premises will be well-lit, supporting visibility, natural surveillance, and improved safety, thereby deterring unwanted behaviour.
- **Landscaping:** The proposed premises is located within a mixed business inner-urban **environment**, with no external landscaping or structures that could obscure visibility or conceal offenders.
- **General appearance:** The proposed premises will feature a quality, contemporary fit-out that promotes a professional and welcoming image. Well-maintained premises are shown to discourage loitering and reduce perceptions of neglect that can invite anti-social activity.
- **Entrapment places:** The proposed premises has been designed to avoid hidden recesses or narrow passageways, ensuring that customers and staff can navigate all spaces with clear sightlines and minimal risk.

- **Activity generators:** Virtual Greens will be open for diverse purposes across a broad range of hours, including VR golf, food and beverage service, and corporate or social functions. This creates a consistent flow of customers and staff that promotes passive surveillance and discourages criminal behaviour.

7.13 The Applicant is committed to joining and actively participating in the local Liquor Accord relevant to the Bibra Lake and broader City of Cockburn locality. Virtual Greens will adopt and comply with any harm minimisation strategies, operating standards, or industry-led initiatives agreed to by members of the Accord to promote community safety and responsible service of alcohol.

Social Health Indicators “At Risk” Groups

7.14 In preparing this submission, the Applicant has carefully considered those groups identified as most "At Risk" of alcohol-related harm and ill health as outlined in the *Western Australian Alcohol and Drug Interagency Strategy 2018-2022*⁴⁴ and the Director’s Policy on Public Interest Assessments.

	LOCALITY	GREATER PERTH	WESTERN AUSTRALIA
Population	38629	2116647	2660026
Median Age	40	37	38
Population Under 14 years	16.29%	18.96%	19.01%
Couple Family with Children	40.10%	45.70%	44.60%

7.15 The Applicant has reviewed relevant strategies for harm minimisation and recognises the importance of addressing the needs of at-risk population groups in the Greater Perth locality (Bibra Lake catchment). The following demographic considerations and associated harm minimisation responses are relevant:

- **Aboriginal People and Communities:** The proportion of Aboriginal and Torres Strait Islander peoples in the local area is **2.36%**, which is slightly above the Greater Perth average (**1.99%**) but below the state-wide average (**3.33%**). The Applicant is committed to operating with cultural awareness and ensuring a safe and inclusive venue for all patrons.
- **Children and Young People:** Approximately **16.29%** of the local population is under the age of 14, highlighting the presence of families in the area. The venue will enforce strict ID verification procedures, and service will be denied to juveniles in school uniform, regardless of their ability to present valid identification.
- **People from Regional, Rural, and Remote Communities:** Bibra Lake is part of the Perth metropolitan region and is not classified as rural or remote; however, the

⁴⁴<https://www.mhc.wa.gov.au/media/2831/western-australian-alcohol-and-drug-interagency-strategy-2018-2022.pdf>

Applicant will remain mindful of the challenges faced by regional visitors and ensure access to supportive and well-managed hospitality services.

- **Families:** The proportion of couple families with children (**40.10%**) and one-parent families (**19.28%**) in the locality is notable. These figures suggest that family life plays an essential role in the community. The Applicant acknowledges the link between alcohol misuse and family distress and supports community-level education and prevention initiatives.
- **Justice and Corrections System:** While there is no known justice centre in the immediate vicinity, the Applicant will work collaboratively with local law enforcement and community service providers to ensure appropriate safeguards are in place.
- **Other Target Groups:** The Applicant is committed to inclusivity and recognises the importance of supporting culturally and linguistically diverse communities, LGBTQI+ individuals, older adults, and people experiencing homelessness. Staff will be trained to uphold respectful and non-discriminatory service standards.

7.16 The Applicant supports a comprehensive, multi-faceted approach to alcohol harm reduction and aligns its operating model with the key areas for action identified in state and national strategies:

- **Focusing on Prevention:** The proposed premises will promote safe drinking environments and educate patrons on moderation and responsible consumption.
- **Early Intervention:** Staff will be trained to recognise signs of intoxication and risky behaviour, with clear protocols in place to intervene before issues escalate.
- **Law Enforcement Partnership:** The proposed premises will maintain open communication with local police and regulatory bodies, ensuring compliance with all licensing conditions and policies.
- **Support Services and Harm Minimisation:** A comprehensive Harm Minimisation Plan will be implemented, incorporating responsible service of alcohol, staff training, and a refusal of service framework.
- **Ongoing Coordination and Monitoring:** The Applicant is committed to continuous improvement, engaging with industry stakeholders, local government, and community networks to ensure adaptive and effective harm reduction practices.

7.17 The Applicant recognises the effectiveness of public awareness campaigns such as DrinkWise®, which promote responsible attitudes and behaviours toward alcohol, particularly among young adults. The campaign has achieved meaningful behavioural changes and social dialogue around alcohol use. Notable outcomes include:

- **40%** of the target audience reported drinking less on a night out after viewing the campaign.
- **44%** said the campaign gave them a platform to discuss drinking behaviours with friends.

- **76%** agreed the campaign made them reflect on the benefits of moderation.
- **91%** had attempted to moderate their alcohol consumption before or during a night out.⁴⁵

Crime Statistics for the Locality

- 7.18 Please find below publicly available information from the Western Australia Police Force Crime Statistics Report, comparing recorded offences across Bibra Lake and neighbouring suburbs. The data has been sourced from the official WA Police website and provides a snapshot of selected offences against the person in Bibra Lake, Spearwood, and Coolbellup over a recent time period.
- 7.19 While the statistical data offers insight into the frequency of reported offences, it does not capture key contextual factors necessary for evaluating public interest in the context of this liquor licence application. Specifically, the data does not reflect the setting, cause, or circumstances of the offences, limiting its value as a standalone indicator of community risk.

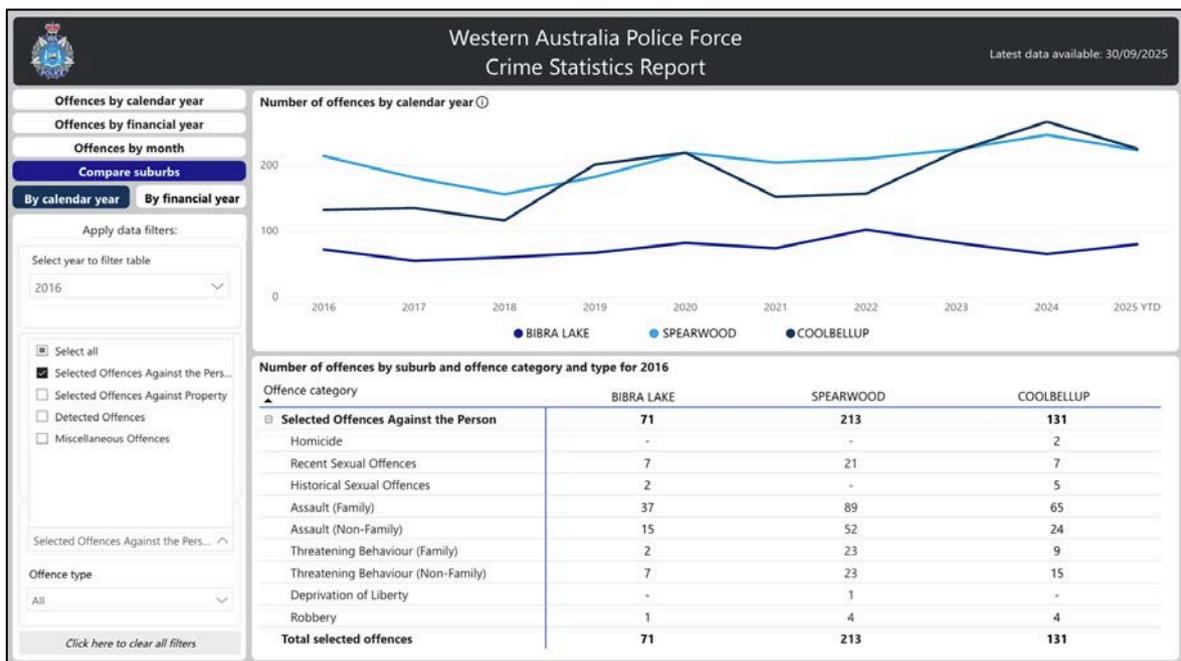


Figure 10: Crimes Against Persons⁴⁶

7.20 These limitations include:

- **Absence of Alcohol Attribution:** The statistics do not indicate whether alcohol was a contributing factor in any of the offences. As the Act focuses on minimising harm

⁴⁵ <https://www.alcoholbeveragesaustralia.org.au/wp-content/uploads/Alcohol-Beverages-Industry-Report-Deloitte.pdf>

⁴⁶ <https://www.wa.gov.au/organisation/western-australia-police-force/crime-statistics>

related to alcohol, the absence of this detail limits its relevance to alcohol policy development and enforcement.

- **No Data on Source of Alcohol:** There is no information identifying whether alcohol consumed (if any) was obtained from licensed premises, unlicensed sources, or other means. This gap limits any assumptions regarding the role of licensed venues in contributing to incidents.
- **Unknown Offender Profiles:** The data does not identify if a single individual committed multiple offences, or if offenders were first-time or repeat offenders. This makes it challenging to assess the prevalence of crime within the broader population accurately and to develop targeted harm reduction strategies.
- **Lack of Qualitative Detail:** Factors such as time of day, location, victim-offender relationships, or socio-economic background are not captured. This inhibits a deeper understanding of the causes and patterns of crime within the locality.

7.21 Despite these limitations, the Applicant has implemented a range of responsible service and harm minimisation strategies to ensure that the operation of Virtual Greens will not contribute to any increase in community harm. The proactive approach to safety, including CCTV surveillance, RSA-trained staff, strict access controls, and an entertainment-focused environment, reflects a clear alignment with the Objects of the Act. The crime data underscores the importance of responsible liquor management, and the Applicant remains committed to operating in a manner that supports community wellbeing and the public interest.

Alcohol-related Hospitalisations

7.22 The *City of Cockburn Alcohol Profile 2018*⁴⁷ provides a valuable overview of alcohol-related harm, hospitalisations, and associated public health outcomes within the Local Government Area. This statistical data offers essential context for understanding the City's broader health landscape and reinforces the importance of responsible management practices for all licensed premises operating within the locality. The Applicant acknowledges the relevance of these statistics and affirms that harm minimisation is a core pillar of its operational philosophy.

7.23 The Applicant acknowledges the ongoing public health challenges associated with alcohol-related harm and recognises the importance of contributing positively to harm minimisation within the locality. Given that Virtual Greens is a controlled and entertainment-driven environment, the Applicant has designed operations to minimise alcohol consumption risks and encourage moderation through a holistic venue management framework. Measures include:

⁴⁷<https://smhs.health.wa.gov.au/~media/HSPs/SMHS/Corporate/Files/Hlth-prom/Cockburn-alcohol-profile.pdf>

- Strict adherence to Responsible Service of Alcohol (RSA) principles, with all staff holding nationally recognised RSA certification.
- Comprehensive harm minimisation policies, including clear procedures for the refusal of service to intoxicated patrons and juveniles.
- Active engagement with local Liquor Accords, WA Police, and community health stakeholders to support collective harm prevention efforts.
- CCTV surveillance and access management systems are implemented throughout the proposed premises to ensure safety, visibility, and compliance with licensing policies.
- Promotion of low and non-alcoholic beverage options to support changing social preferences toward moderation and inclusivity.

7.24 The *WA State Priorities Alcohol and Other Drug Services Plan 2015-2025*⁴⁸ further indicates a significant shift in alcohol consumption behaviour among Western Australians. Recent data shows:

- Per capita alcohol consumption is at a 50-year low, reflecting a national trend toward moderation and responsible drinking.
- Daily drinking rates have declined steadily, from 8.5% in 2001 to 5.4% in 2019, as Australians increasingly choose balance and health-conscious lifestyles.
- Youth drinking has reduced substantially, with 72.5% of 14–17-year-olds abstaining in 2019, compared with only 39% in 2007.
- A shift in consumer preference from bulk alcohol (such as beer) toward premium, craft, and non-alcoholic beverages demonstrates a maturing market more aligned with venues offering controlled, experiential environments like Virtual Greens.

7.25 Virtual Greens will operate as a responsible, low-risk, and community-oriented hospitality venue that aligns with both local health priorities and the Objects of the Liquor Control Act 1988 (WA). Through its design, operating model, and management practices, the venue will contribute positively to the locality without increasing alcohol-related harm by:

- Providing a safe and well-supervised setting where alcohol is ancillary to the entertainment experience.
- Supporting local health and harm minimisation initiatives through responsible management and ongoing engagement with community partners.
- Ensuring full compliance with liquor licensing regulations, Director's Policies, and City of Cockburn local planning and community development objectives.

⁴⁸https://consultation.health.wa.gov.au/strategy/theplan-consultation/supporting_documents/Plan%2027%2011%202014%20for%20consultation.pdf

- Delivering social and economic benefits to Bibra Lake and the wider Cockburn area, including local job creation, supplier engagement, and activation of an underutilised commercial space.

Strategies to minimise harm or ill health

7.26 Virtual Greens will operate as a low-risk hospitality and entertainment-focused venue, designed to provide a safe and inclusive social experience for the local community. The Applicant is committed to adhering to best-practice harm minimisation principles and ensuring that the sale and supply of liquor occur responsibly and in alignment with the Objects of the Act.

7.27 The proposed premises is supported by a comprehensive Harm Minimisation Plan, incorporating policies and procedures that address staff training, patron behaviour management, responsible service, and community safety. These strategies are consistent with both state and local objectives for reducing alcohol-related harm and demonstrate the Applicant's commitment to operating in the public interest.

7.28 The venue supports the ongoing work of Crime Stoppers WA, which has served as a vital community tool for reporting suspicious activity anonymously since 1995. The Applicant's internal safety and surveillance procedures are aligned with the values promoted by Crime Stoppers, including crime prevention through vigilance and shared responsibility.



7.29 The Applicant shares core values with harm minimisation stakeholders, including:

- Social well-being and inclusion of all patrons
- Forward-thinking and proactive safety policies,
- Ethical alcohol service and community care,
- Respect for diverse needs, including younger patrons, and vulnerable groups.

Promotion and Advertising of Liquor:

7.30 The Applicant will strictly adhere to the Department of Local Government, Industry Regulation and Safety (LGIRS) Guideline on the *Responsible promotion and advertising of alcohol*⁴⁹, ensuring that all marketing practices are appropriate and socially responsible. The purpose of this compliance is to:

- Prevent irresponsible consumption and anti-social behaviour,

⁴⁹<https://www.dlgsc.wa.gov.au/department/publications/publication/responsible-promotion-and->
In accordance with statutory requirements and best practice in public consultation, a **Notice of Application** will be sent by registered post to relevant parties located within the defined locality of the proposed premises. This includes, but is not limited to: [advertising-of-alcohol](#)

- Ensure all liquor-related promotions are in the public interest,
- Align with industry standards for moderation and safety.

7.31 In accordance with the Act, the Applicant confirms:

- There will be no gimmick promotions, bulk discounts, or ‘cheap drink’ offers designed to encourage excessive or rapid consumption.
- Promotional activity will be designed to enhance the overall customer experience, particularly around food, recreation, and group social engagement, not alcohol consumption alone.

Responsible Service of Alcohol (RSA):

7.32 The Applicant is committed to upholding RSA standards at all times. Patrons who appear intoxicated will be refused service and may be asked to leave the premises in accordance with RSA guidelines and management protocols.

7.33 All staff employed at the venue will be required to hold current RSA certification, with training records maintained and audited. Venue management will be further required to hold the MLP1 Approved Manager certification.

7.34 The Applicant will also implement a strict policy of not serving liquor to any person wearing a school uniform, regardless of age or identification. While some Year 12 students may be legally 18 years old, this policy aims to prevent secondary supply to minors and mitigate reputational or regulatory risks.

8 Community Consultation⁵⁰

8.1 In keeping with the expectations of transparency and regulatory compliance under the Act, the Applicant has taken proactive steps to engage with key community stakeholders and relevant authorities as part of the pre-lodgement phase of this application for a Tavern Restricted Licence.

WA Police Liquor Enforcement Unit (LEU)

8.2 An email was provided to the WA Police Liquor Enforcement Unit (LEU) outlining the nature of the proposed premises and the Applicant’s intent to operate responsibly and in accordance with the public interest. While the Applicant acknowledges that the LEU will formally consider the application through the statutory process upon publication, this early outreach reflects the Applicant’s commitment to open dialogue and community safety. The Applicant recognises that any preliminary contact with the LEU is informational only and does not imply endorsement or support of the proposal.

⁵⁰ Attachment 6 - Community Consult

Chief Health Officer (CHO)

- 8.3 Similarly, a courtesy communication was issued to the Chief Health Officer (CHO) via the Department of Health, summarising the proposed premises' operational intent, harm minimisation strategies, and commitment to responsible alcohol service. The Applicant respects the CHO's role as a statutory stakeholder and understands that a formal submission may be made during the advertising period, should the Department of Health consider it necessary. Any engagement to date is acknowledged as procedural and does not amount to any form of approval or endorsement.
- 8.4 In accordance with statutory requirements and best practice in public consultation, a Notice of Application⁵¹ will be sent by registered post to relevant parties located within the defined locality of the proposed premises. This includes, but is not limited to:
- Schools and childcare centres
 - Hospitals, hospices, and aged care facilities
 - Drug and alcohol treatment services and youth refuges
 - Churches and religious institutions
 - Local government authorities
 - Nearby police stations
 - Providers of short-term accommodation
- 8.5 These consultation steps reflect the Applicant's recognition of the broader community context in which the venue will operate, and its commitment to openness, accountability, and genuine stakeholder engagement throughout the licensing process.

9 Section 38 (4) (b) of the Act – Impact on Amenity

- 9.1 The proposed Virtual Greens premises, located at Shop 10 / 40 Port Pirie Street, Bibra Lake, sits within an established Mixed Business zone in the City of Cockburn and is part of the Cockburn Central North (Muriel Court) Structure Plan Area. The proposed premises has been carefully designed to complement and activate an underutilised commercial space, with operations that align with surrounding land uses and enhance the locality's vibrancy and amenity.
- 9.2 The proposed premises will operate as a low-impact entertainment space, and its design and management will proactively ensure the protection of the surrounding amenity. Measures that will be implemented to preserve and enhance local amenity include:

⁵¹ Attachment 7 - At Risk Groups

- **Internalised activity:** All entertainment and licensed activity will occur indoors within the ~700m² premises, ensuring minimal noise transmission to the surrounding area.
- **Traffic and access planning:** The premises benefits from dedicated off-street parking within the broader commercial complex, limiting any impact on street parking or traffic congestion.
- **Controlled trading hours:** The Applicant will implement trading hours that reflect the low-risk nature of the venue, avoiding late-night or high-intensity operations that could affect nearby businesses or residents.
- **Soundproofing and acoustic management:** Internal acoustic cladding treatments and building layout will ensure that ambient noise does not escape into the public realm.

9.3 To further ensure community confidence, the Applicant will adhere to all applicable requirements under the Environmental Protection (Noise) Regulations 1997 and will implement a noise management strategy as part of its Operational Management Plan, as required by the City of Cockburn.

9.4 Given the venue's strategic location within a business node, not adjacent to residential areas, the risk of negative amenity impacts is considered minimal. On the contrary, the proposed premises will positively activate the area, increase passive surveillance, and contribute to the safe, diverse, and sustainable use of the precinct.

9.5 Through its focus on social engagement, professional operations, and responsible hospitality, Virtual Greens will promote a welcoming, safe, and well-managed environment that aligns with the expectations of the City of Cockburn, its nearby businesses, and the broader community.

10 Section 38 (4) (c) of the Act - Offence, Annoyance, Disturbance or Inconvenience

10.1 The Applicant is acutely aware of the obligations imposed under the Act to ensure that the operation of Virtual Greens does not cause undue offence, annoyance, disturbance, or inconvenience to people who reside or work in the vicinity of the premises.

10.2 Virtual Greens will implement a comprehensive Harm Minimisation Plan, developed in accordance with the Director's policies and aligned with the proposed premises' low-risk entertainment and hospitality model. The venue will not operate as a bar, pub, or night-time drinking venue, and there will be no loud music, or high-volume alcohol consumption environments.

10.3 The nature and layout of the premises, being fully enclosed, professionally operated, and located within a commercial precinct, ensure a minimal risk of external impacts. To further mitigate potential concerns, the Applicant will implement the following strategies:

- Strict Responsible Service of Alcohol (RSA) policies are enforced at all times by fully trained staff.
- No takeaway liquor will be available for sale, in line with the restricted tavern licence conditions.
- CCTV surveillance, controlled access points, and an approved manager will be present during all trading hours.
- No service of liquor to anyone in school uniform, regardless of ID, as a safeguard against secondary supply to juveniles.
- Refusal of entry and service to intoxicated persons, with protocols in place to manage such situations discreetly and safely.
- Zero tolerance for anti-social behaviour, supported by well-documented incident reporting and de-escalation procedures.
- All staff will wear uniforms and receive training not only in RSA but also in customer service, to maintain a respectful and welcoming environment.
- The venue fit-out and ambience will reflect the family-friendly, recreational positioning of the business, and not appeal to high-risk drinkers or partygoers.
- No cheap drink promotions or alcohol-focused advertising. The venue will promote responsible consumption in line with industry guidelines.
- The product range will include low- and zero-alcohol beverages, providing patrons with safe and inclusive drinking alternatives.
- Ongoing staff training and refresher courses will be conducted regularly to ensure team members remain aware of current RSA obligations and community expectations.

10.4 The proposed premises is uniquely positioned to provide a low-risk, recreation-driven licensed environment within a business precinct. The overall business model is not conducive to the type of behaviour commonly associated with liquor-related disturbance. The Applicant is confident that the combination of operational controls, responsible service, and the venue's specific character will ensure the ongoing amenity and safety of the locality is preserved.

Harm Minimisation Plan

10.5 Virtual Greens is committed to delivering a family-friendly hospitality and recreational experience, underpinned by a proactive approach to harm minimisation. The Applicant recognises its obligations under the Act and adopts a responsible and preventative stance

toward alcohol-related harm, aligning with the principles of community safety, patron wellbeing, and public interest.

10.6 The operations at Virtual Greens will reflect a low-risk liquor environment where alcohol consumption is secondary to the proposed premises' primary recreational offering, virtual golf simulators and group entertainment. Nonetheless, the Applicant understands that any liquor service carries responsibility and will enforce industry best practices in managing alcohol consumption, ensuring the venue is safe, inclusive, and compliant with relevant regulations.

10.7 The Applicant's Harm Minimisation Plan will focus on the following key objectives:

- **Responsible Service of Alcohol (RSA):** All staff will be certified in RSA and regularly refreshed on their obligations to monitor, refuse service to intoxicated patrons, and ensure responsible conduct.
- **Low-risk environment:** The venue will not operate as a high-volume drinking location. Alcohol offerings will be carefully curated to complement the hospitality experience and not encourage excessive consumption.
- **No Takeaway Liquor:** In line with the Tavern Restricted Licence conditions, no packaged liquor will be available for off-site consumption, eliminating the risk of secondary supply or take-home misuse.
- **Safe Venue Design:** The venue will feature controlled access, CCTV surveillance, and clear internal supervision by trained managers and staff, all equipped to de-escalate any incidents effectively.
- **Juvenile Policy:** A no-service policy applies to anyone in a school uniform, regardless of age or ID, to prevent secondary supply and uphold social expectations.
- **Professional Staffing:** All team members will wear uniforms and undergo high-standard customer service training to create a respectful and inclusive environment for families, groups, and corporate guests.
- **Low- and Non-Alcoholic Options:** The venue will offer a range of low- and zero-alcohol beverages, ensuring inclusive choices for health-conscious patrons and designated drivers.
- **No Promotions Encouraging Excess:** Alcohol will not be sold at heavily discounted prices or promoted in a way that encourages rapid consumption. All promotions will focus on the broader hospitality experience, food, recreation, and social engagement.

10.8 The overarching goal of this Harm Minimisation Plan is to ensure that Virtual Greens contributes positively to the Bibra Lake locality without generating alcohol-related harm or ill health. The proposed premises will actively participate in community engagement and

uphold a strong working relationship with the City of Cockburn, WA Police, and local health stakeholders as required.

Controlling Intoxicated Persons

- 10.9 Virtual Greens will actively promote responsible alcohol consumption, fostering a culture of moderation and responsible behaviour among patrons. The proposed premises' primary attraction, virtual golf simulators, encourages interactive, group-based recreation rather than passive drinking, significantly minimising the likelihood of intoxication-related issues.
- 10.10 RSA-certified staff will continuously monitor patron behaviour in all licensed areas. Should a person display signs of intoxication, they will be refused service in accordance with legal obligations. Staff will be trained to respond professionally and empathetically, offering non-alcoholic alternatives such as water, soft drinks, or food to de-escalate the situation. If necessary, the patron will be asked to leave the premises safely and respectfully.
- 10.11 This commitment reflects the Applicant's understanding of their duty under the Act. It aligns with best practices to prevent alcohol-related harm, maintain order, and ensure the safety and enjoyment of all visitors.

Resolving Complaints

- 10.12 Virtual Greens is committed to maintaining a high standard of service and ensuring that patrons and community members alike feel respected and supported. The Applicant will adopt a proactive approach to complaint resolution that reflects the professionalism and integrity of the proposed premises.
- 10.13 The following procedures will be implemented:
- **On-site complaint resolution:** Patrons will be encouraged to raise concerns directly with the Approved Manager on Duty, who will be trained to resolve issues promptly, discreetly, and respectfully.
 - **Formal process:** A clearly defined complaint handling procedure will be in place to ensure all feedback is acknowledged, documented, and addressed in a timely and professional manner.
 - **Multiple feedback channels:** Patrons can provide feedback through in-person communication, digital platforms (e.g., email or website contact forms), or by submitting public review responses, with management committed to delivering prompt and constructive replies.

These mechanisms are designed to enhance guest experience while ensuring that community concerns are heard and actioned appropriately.

Incident Register and Compliance Monitoring

10.14 Virtual Greens will maintain a robust Incident Register, as required under Section 116A of the Act. This register will serve as a key compliance and operational tool to ensure the venue meets its obligations under the Act and upholds high standards of patron safety and community responsibility.

10.15 The Register will:

- Log all incidents involving intoxicated patrons, service refusals, disturbances, and any alcohol-related matters requiring staff intervention.
- Capture complaints from patrons or community stakeholders and record the outcomes of investigations and resolutions.
- Support ongoing compliance by providing documentation accessible to WA Police, the Department of Local Government, Industry Regulation and Safety (LGIRS), and other regulatory authorities when required.

Staff Induction Guidelines (RSA)

10.16 Virtual Greens Pty Ltd is committed to the principles of responsible service of alcohol and upholding the standards outlined by the Director of Liquor Licensing and the Act. All staff will be equipped with the necessary skills and knowledge to serve alcohol responsibly, identify intoxication, and respond appropriately to ensure patron safety and legal compliance.

10.17 **Training:**

- Approved Managers will be required to complete the Management of Licensed Premises (MLP1) course prior to assuming duties at the premises.
- All staff must hold a valid RSA Certificate prior to commencing employment and will undergo comprehensive in-house induction training focusing on venue-specific policies and responsible service protocols.
- Staff will be trained in:
 - Handling difficult or intoxicated patrons in a professional and safe manner.
 - Recognising early signs of intoxication and implementing service refusal techniques.
 - Reporting incidents or concerns promptly to the Approved Manager.
- A Training Register will be maintained on site to document all RSA, MLP1, and refresher certifications, in line with the Director's Policy on Mandatory Training.

10.18 Responsible Service of Alcohol:

- Liquor will only be served in accordance with the Tavern Restricted Licence conditions (noting that takeaway sales are prohibited).
- Promotions, advertising, or pricing strategies that encourage excessive or binge drinking will not be permitted.
- A range of low-alcohol and non-alcoholic options, including water, will be readily available at all times.
- Staff will be trained to actively discourage rapid or excessive alcohol consumption, particularly in group settings and during events.

10.19 ID Checking Strategies:

- Virtual Greens will operate under a strict “No ID, No Service” policy.
- All patrons appearing under the age of 25 will be required to produce an approved form of identification before being served alcohol.
- Staff will be trained in accurate ID verification techniques and empowered to consult with management in cases of uncertainty.
- Special care will be taken to ensure minors are not permitted in bar service areas and that unaccompanied juveniles are not admitted under any circumstances.



Checking Identification Procedure – 1. Australian Drivers License

The following points are important when checking an ID for validity.

1. Always ask for the licence to be taken out of the wallet or purse.
2. Tilt the licence to see the reflection from the holographic picture in the background.
 - a. **If there is no reflection then it is a fake licence**
3. Check the date – You need to ensure their 18th birthday has been before the current date exactly. So please check the day, month and year. Teenagers will try and come in earlier before their actual birthday as they often have friends of age.
4. If you are unsure about the picture on the licence, you must do all of the following:
 - a. Request to see another form of ID (ie; bank card or credit card) and ensure that the names match exactly.
 - b. Quiz the patron on their address, what star sign they are, middle name (they may make a mistake on giving you the correct answer)
5. If you come across a fake ID you **MUST CONFISCATE THE ID IMMEDIATELY** and lodge with management.

Please note that if you do not follow the correct ID checking procedures and we allow juveniles into the premise, you can be fined \$1000 minimum from the Liquor Licensing Department under the Liquor Control Act.



2. A proof of age card

- The proof of age card is a personal identity card which is available to anyone 18 years or over.
- The card shows only those details considered necessary for identification including:
 - a. Name, Date of Birth, Signature and Photograph
 - b. For Security reasons, your card does not show your address.
 - c. The same ID checking procedure applies to Proof of age card.

3. A Passport with Photo

- Current valid passport (not expired)
- Must have a Photo
- Can be International in nature (From another country)
- Note that you need to be careful looking at a passport picture as passport can be valid for 10 years so the picture of the person can be quite different to what they look like.
- Please follow the same ID checking procedures with the Drivers licence and request to see another form of ID with the patron's name.

This induction framework reflects the Applicant’s commitment to maintaining a safe and compliant venue while ensuring that patrons enjoy a quality and responsible hospitality experience.

11 Section 38(4)(ca) – Tourism, Cultural and Community Matters



Figure 11: Bibra Lake Reserve⁵²

- 11.1 The Bibra Lake locality is part of an evolving mixed-use corridor within the City of Cockburn, where commercial, community, and recreational uses are increasingly encouraged to co-exist and enhance local amenity. The area is strategically identified for increased recreational diversity, particularly through the provision of contemporary entertainment venues that respond to growing demand from residents, workers, and visitors.⁵³
- 11.2 The proposed Virtual Greens in Bibra Lake directly supports this strategic direction by introducing a modern, interactive entertainment facility that is unlike traditional licensed venues in the area. Key entertainment features of the venue include:
- Six state-of-the-art virtual golf simulators, providing interactive group-based recreation for individuals of all skill levels.
 - A bookable, flexible space for corporate events, social functions, and recreational gatherings.
 - Customer design and operation, offering safe, supervised entertainment not reliant on alcohol consumption.
 - Programming potential for golf lessons, clinics, and community-led competitions that foster healthy, social recreation.

⁵²<https://www.cockburn.wa.gov.au/About-Cockburn/Facilities-and-Venues-for-Hire/Bibra-Lake-Reserve>

⁵³https://www.cockburn.wa.gov.au/getattachment/1e640f47-9dde-4cfb-8888-e7aa0a007b6e/ECM_11741725_v2_Innovate-Reconciliation-Action-Plan-2023-2025-PDF-pdf.aspx



Figure 12: GTR - Virtual Golf

- 11.3 The venue’s contribution to the entertainment landscape of Bibra Lake aligns with broader regional planning goals, including those outlined in the *City of Cockburn’s Community Infrastructure Plan 2024–2041*⁵⁴, which supports the development of socially inclusive, multipurpose community spaces that promote active living, intergenerational interaction, and innovative leisure offerings.
- 11.4 The proposed Virtual Greens venue supports the *City of Cockburn Local Planning Strategy (2024)*⁵⁵ objectives by:
- Diversifying entertainment and recreation options in the Bibra Lake commercial precinct.
 - Providing a low-impact, family-oriented social venue that complements nearby community infrastructure.

⁵⁴ https://www.cockburn.wa.gov.au/getattachment/c1700032-0668-4c3f-9452-75e5c43f8f82/ECM_11924697_v3_Community-Infrastructure-Plan-2024-2041-Final-docx.aspx

⁵⁵ https://www.wa.gov.au/system/files/2024-10/city-of-cockburn-strategy_0.pdf

- Enhancing evening and weekend activity in an area otherwise characterised by daytime-only commercial use.
 - Supporting employment generation and economic activity in a strategic metropolitan centre.
- 11.5 Virtual Greens will contribute to the evening and weekend activation of the Bibra Lake commercial precinct, aligning with contemporary trends in hospitality and entertainment. The State of the Industry report highlights a growing demand across Australia for venues that prioritise inclusive, non-gaming entertainment, health-conscious recreation, and community connection.⁵⁶
- 11.6 In particular, the report identifies an increasing appetite for licensed venues that:
- Offer low and no-alcohol options to support a culture of moderation,
 - Encourage social engagement through shared, experience-based activities,
 - Provide safe and welcoming environments that appeal to a wide demographic.⁵⁷
- 11.7 Virtual Greens is uniquely positioned to meet these emerging preferences by offering a non-gaming, VR golf-based entertainment experience in a licensed hospitality setting. The proposed premises' approach reflects key national and state-level strategies to support economic recovery and community wellbeing through the expansion of socially inclusive, experience-driven hospitality venues.⁵⁸
- 11.8 The proposed venue also supports the objectives of the *Western Australia Visitor Economy Strategy 2033 (WAVES 2033)*⁵⁹, which identifies the need for:
- Interactive, experience-led tourism and entertainment venues as part of a broader effort to increase WA's tourism appeal.
 - Creating "vibrant precincts" that support both locals and tourists through curated dining, leisure, and social experiences.
 - Encouraging operators to deliver multi-functional hospitality concepts that extend beyond food and beverage alone.
- 11.9 Virtual Greens has strong potential to attract recreational visitors from surrounding suburbs (e.g., Spearwood, Jandakot, Success, and South Lake), particularly due to its unique entertainment model. In doing so, it contributes to:
- The economic development of the Cockburn local government area is achieved through local spending and employment.

⁵⁶ Attachment 8 - State of the Industry

⁵⁷ Attachment 8 - State of the Industry

⁵⁸ Attachment 8 - State of the Industry

⁵⁹ <https://assets-us-01.kc-usercontent.com/53c284ed-8b6d-0077-d7d1-762b0c10baee/623b8ad2-8157-4bfe-97bc-c1a379ae0f0b/FINAL%20WAVES%20STRATEGY%202024.pdf>

- The social and cultural fabric of the locality offers a space that promotes inclusive, recreational participation for youth, families, and adults alike.

11.10 As the City of Cockburn continues to pursue its vision of building vibrant, connected, and liveable neighbourhoods, the introduction of Virtual Greens represents a timely and well-aligned investment into community-oriented entertainment infrastructure that is safe, inclusive, and beneficial to both residents and the local economy.

12 Summary

12.1 Hospitality Total Services (Aus) Pty Ltd, on behalf of the Applicant, hereby submits this Public Interest Assessment (PIA) in support of the application for a Tavern Restricted Licence for the proposed Virtual Greens to be located at Shop 10 / 40 Port Pirie Street, Bibra Lake, WA 6163, within the City of Cockburn.

12.2 A Tavern Restricted Licence, in accordance with Section 41 of the Act, permits the sale and supply of liquor for on-premises consumption only. No packaged liquor is proposed. The Applicant has complied with all relevant legislative requirements and has submitted the necessary documentation in accordance with Section 68 of the Act.

12.3 Subject to the grant of the application, the Applicant will operate in full compliance with the conditions imposed by the Director of Liquor Licensing and all relevant Director's Policies, including those relating to harm minimisation, juvenile protection, and trading hours.

12.4 The Directors of the Applicant company have carefully addressed the key considerations under Section 38(4) of the Act, specifically:

- (a) the minimisation of alcohol-related harm or ill health,
- (b) the impact on the amenity of the surrounding area,
- (c) the potential for offence, annoyance or disturbance to the community, and
- (ca) the positive contribution to tourism, community and cultural development, particularly through entertainment and recreational innovation.

12.5 The Applicant has considered the LGIRS Industry Guideline on the *Responsible promotion and advertising of alcohol* and confirms its unwavering commitment to aligning with best practice in this area. No irresponsible promotions or inducements will be used to encourage consumption.

12.6 The Applicant also respectfully draws attention to the relevant provisions of the Liquor Control Act 1988 (WA), which mandate that the licensing authority:

- (a) *is to provide a flexible system, with as little formality or technicality as may be practicable, for the administration of this Act: s.5(2)(e),*
- (b) *shall act without undue formality in any proceedings under this Act: s.16 (1),*

(c) *is to act according to equity, good conscience and the substantial merits of the case without regard to technicalities and legal forms: s.16(7)(b), and*

(d) *is to act with as little formality and technicality as is practicable: s.16(7)(c).*

12.6 In considering the comprehensive harm minimisation framework, the positive economic and community contributions, and the unique entertainment hospitality offering, the Applicant respectfully submits that it is in the public interest that the Director of Liquor Licensing conditionally approve this application for a Tavern Restricted Licence.

13 Advertising

13.1 Advertising will be completed when the Department of Local Government, Industry Regulation and Safety (LGIRS) determines dates for the specified period.

13.2 A Notice of Application will be distributed to residents and businesses within a 200m radius.

13.3 A Notice of the Application will be mailed to any local Aboriginal community and the regional office of the Department of Indigenous Affairs.

13.4 The Public Interest Assessment Submission will be available for public inspection.

13.5 A Notice of Application will be mailed to schools, hospitals, hospices, aged care facilities, drug and alcohol treatment centres, short-term accommodation or refuges for young people, childcare centres, churches, local government authorities, the local police station, which may be situated in the specified locality of the proposed premises.

14 Attachments

- 1 Proposed Floor Plan
- 2 Consumer Surveys
- 3 Harm Minimisation Plan
- 4 Sample Menu
- 5 Preventing Violence WA
- 6 Community Consult
- 7 At Risk Groups
- 8 State of the Industry