



Public Interest Assessment

Application for the conditional grant of a Tavern Restricted Licence

Premises Name: Rocco Italiano.
Applicant: BHR Pty Ltd
Location: 7 & 7A Rockingham Beach Road, Rockingham WA
6168



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1 Introduction

- 1.1 BHR Pty Ltd (the Applicant) is seeking approval from the Director General of the Department of Local Government, Sport and Cultural Industries (DLGSC) for the conditional grant of a Tavern Restricted Licence for the premises known as Rocco Italiano, located at 7 & 7A Rockingham Beach Road, Rockingham WA 6168.
- 1.2 This Public Interest Assessment (PIA) submission has been prepared by Hospitality Total Services (Aus) Pty Ltd on behalf of the Applicant, and the application is in accordance with Section 41 of the Liquor Control Act 1988 [the Act], which states:

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 premises was previously conditionally granted a Tavern Restricted licence in 2022 however due to a change in ownership the interim operator did not activate the conditional grant and let the conditional grant lapse.
- 1.4 The Humzy family who are now back operating the business under a new name and recognise that in determining the public interest, the Licensing Authority must again

consider the Objects of the Act, as outlined in Section 5 and, for this application, the matters set out in Section 38(4) of the Act.

- 1.5 The Applicant has again diligently addressed the matters relating to the primary and secondary objects as outlined in Section 5 of the Act, as well as the public interest considerations under Section 38(4) in this Public Interest Assessment (PIA), in accordance with the Director's Policy on Public Interest Assessment submissions.
- 1.6 The documentation accompanying this application has been prepared and submitted to the Licensing Authority in accordance with Section 68 of the Act. It has been compiled by Hospitality Total Services (Aus) Pty Ltd on behalf of BHR Pty Ltd, the Applicant.
- 1.7 Rocco Italiano to be operated by the Humzy family will be a high-quality, patron-focused hospitality venue, designed to enhance the social and cultural vibrancy of the Rockingham foreshore precinct. Drawing on the Applicant's long-standing experience in Rockingham, the venue will provide a well-curated food and beverage offering within a safe, family-friendly and welcoming tavern environment.
- 1.8 The premises is strategically located along the Rockingham Beach waterfront, an area that continues to develop as a recreational, commercial, and residential destination. While the site holds considerable potential, it is currently underutilised. The Applicant intends to revitalise the space by establishing Rocco Italiano, a vibrant venue that will contribute positively to the amenity of the locality. The proposed premises will appeal to local residents, beachgoers, families, tourists, and visitors from the wider Perth metropolitan area, offering a versatile and inclusive hospitality experience.
- 1.9 The Applicant submits that the locality will benefit significantly from the introduction of a well-designed, contemporary hospitality venue. The premises will feature a quality fit-out and include spaces tailored to a diverse range of functions and experiences, including (but not limited to):
 - **Dining:** A curated food and beverage offering with a focus on high-quality produce sourced from Western Australia.
 - **Social and professional gatherings:** A relaxed and comfortable environment suitable for both informal catch-ups and casual business meetings.
 - **Private events:** Capacity to accommodate a variety of private events, including birthdays, community groups, and corporate engagements.
 - **Special events:** A flexible space that can host live music, themed nights, and community activations, particularly during weekends and seasonal periods.
 - **Everyday socialising:** A welcoming and well-managed venue for residents, workers, and visitors to connect with family, friends, or colleagues in a beachside setting.

- 1.10 The City of Rockingham is a strategically significant local government area within the Perth metropolitan region. Recognised in the *Strategic Community Plan 2023–2033*¹ as “a thriving and connected community that offers a modern lifestyle balanced with an abundance of environmental assets,” the City is focused on delivering sustainable growth, community wellbeing, and the development of high-quality coastal destinations.
- 1.11 The *Draft Local Planning Strategy (2023)*² further reinforces the City's intent to develop Rockingham as a contemporary and vibrant waterfront destination, with a particular emphasis on high-quality mixed-use development, walkable coastal precincts, and sustainable urban activation. Rockingham Beach Road and its foreshore environs are identified as a key activity and tourism node, representing a major opportunity for enhancing economic diversity, improving lifestyle amenity, and supporting employment growth in the locality.



Figure 1: Rockingham Foreshore³

- 1.12 The proposed premises will contribute meaningfully to these strategic objectives by offering a vibrant, well-managed tavern environment that enhances the amenity, functionality, and appeal of the Rockingham foreshore. In line with the objectives of the

¹ <https://rockingham.wa.gov.au/forms-and-publications/your-city/our-vision/strategic-community-plan-2023-2033>

² <https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/draft-local-planning-strategy-part-1>

³ <https://www.westernaustralia.com/au/attraction/rockingham-foreshore/5f8fd7d383864a8219da897a>

Town Planning Scheme No. 2⁴, the proposed premises will foster “coordinated community design” and support the activation of a pedestrian-focused, aesthetically attractive public domain.

1.13 Key advantages of the locality in which the proposed premises is situated include:

- **Proximity to Rockingham Foreshore:** A regionally significant coastal activity node, identified for its tourism potential, recreational amenity, and walkable public realm. The foreshore precinct continues to attract major investment and has been prioritised in the City’s planning framework for enhanced economic activation and social infrastructure delivery.
- **Residential and commercial growth:** The broader Rockingham locality is experiencing sustained population growth and housing intensification, particularly within the strategic infill and mixed-use zones. This provides a growing residential and visitor base to support the long-term sustainability of the proposed premises.
- **Integration with high-quality public open space and amenities:** The locality benefits from extensive coastal parks, beach access, and public domain improvements that support passive and active recreation. These features enhance the attractiveness of the locality for both residents and tourists, reinforcing the suitability of the proposed premises as a hospitality destination.
- **Accessibility and connectivity:** The locality is serviced by established public transport links and enhanced pedestrian and cycle pathways. These align with the City’s aspiration to reduce reliance on private vehicle use and promote sustainable transport modes throughout key foreshore and town centre destinations.
- **Alignment with strategic planning frameworks:** The proposed premises supports the objectives of the *City of Rockingham Town Planning Scheme No. 2*⁵ and the *Draft Local Planning Strategy*⁶, both of which aim to promote integrated, sustainable, and vibrant mixed-use precincts, particularly along the coast and within the Rockingham Strategic Metropolitan Centre.

“Strategic centres are the main regional activity centres. They are multipurpose centres that provide a diversity of uses. These centres provide the full range of economic and community services necessary for the communities in their catchments. These centres are expected to service substantial populations, providing health, community and social

⁴<https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/zoning-maps/town-planning-scheme-2-text>

⁵<https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/zoning-maps/town-planning-scheme-2-text>

⁶<https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/draft-local-planning-strategy-part-1>

services, be integrated with public transport and provide opportunities for business agglomeration. Access is a priority for these centres.”⁷

- 1.14 The primary intent of the Applicant is to establish a well-managed, safe, and welcoming licensed premises that caters to the evolving requirements of contemporary consumers. The proposed premises will be designed and operated in accordance with industry best practices, with a strong emphasis on harm minimisation, the responsible service of alcohol (RSA), and community inclusion. The venue’s operations will prioritise the health, safety, and wellbeing of patrons and the broader community, in line with the harm minimisation principles under Section 38(4)(a) of the Act.
- 1.15 Following the Director’s Policy on Public Interest Assessments, the Applicant is required to demonstrate that there is a consumer requirement for the proposed premises and that the application is in the public interest, as defined under the Act. The public interest is assessed by reference to factors such as the likelihood of harm, the locality's amenity, and the local population's requirements.
- 1.16 To satisfy these requirements, the Applicant has submitted a range of objective supporting materials, including the results of a consumer survey⁸ conducted with residents, workers, and visitors to the Rockingham foreshore. The survey results indicate strong community support for the introduction of a licensed venue of this nature, reflecting a clear need for a contemporary, family-friendly hospitality option that meets social, dining, and recreational expectations while enhancing the vibrancy and economic development of the locality.
- 1.17 The Applicant’s Directors are experienced operators in Western Australia’s hospitality industry and have completed all relevant training and hold current accreditation as required to manage licensed premises under the Act.
- 1.18 A comprehensive Harm Minimisation Plan⁹ has been developed and is submitted as part of this application. This document outlines the strategies to be implemented at the proposed premises to ensure RSA, protect patron welfare, and support community wellbeing. These strategies align fully with the Director’s Policy on *Harm minimisation plans*¹⁰ and demonstrate compliance with the obligations under Section 38(4)(a) of the Act.
- 1.19 The proposed premises will offer a high-quality food and beverage experience, catering to a broad demographic with diverse dietary preferences. The availability of substantial food offerings alongside alcohol service is a recognised harm minimisation measure and contributes to a more responsible and socially inclusive hospitality environment. This

⁷ https://www.wa.gov.au/system/files/2021-07/SPP_draft_4-2-activity-centres.PDF

⁸ Attachment 2 - Consumer Survey

⁹ Attachment 3 – Harm Minimisation Plan

¹⁰ <https://www.dlgsc.wa.gov.au/departments/publications/publication/harm-minimisation-plan>

- 1.20 As part of the application process, the Applicant will also engage in community consultation, including outreach to key stakeholders, At-Risk groups, and local community organisations. This proactive approach ensures that the proposed premises operates in a manner consistent with community values and expectations, while minimising any adverse impacts and maximising local benefits.
- 1.21 To support community safety and crime prevention, the proposed premises will feature a comprehensive CCTV surveillance system, providing coverage of all internal spaces and external entry and exit points. This measure complies with the Director's Policy on *Security licensing conditions*¹³ and forms part of the Applicant's commitment to maintaining a secure and well-regulated venue environment.
- 1.22 Additionally, the Applicant will consistently adhere to the Environmental Protection (Noise) Regulations (EPNR) to minimise unnecessary disruption to nearby residents and businesses, ensuring that the proposed premises operates responsibly within the community.

TRADING HOURS

Hours of operation will be in accordance with the provisions of Section 98 of the Liquor Control Act.

TRADING CONDITIONS

- 1 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 During the permitted trading hours specified above, the licensee is authorised to sell and supply liquor for consumption on the licensed premises.
- 3 The sale of packaged liquor for consumption off the licensed premises is prohibited.
- 4 Food must be available during trading hours until one hour before close.
- 5 The licensee shall not promote, advertise or employ incentives which encourage the excessive consumption of liquor by virtue of their 'emotive' titles such as 'laybacks', 'slammers', 'test tubes' and 'blasters'.
- 6 Drink options that contain low alcohol liquor content as well as a range of non-alcoholic drink options must be available during trading hours.
- 7 Speakers must not be set up in the outdoor areas of the premises.
- 8 Music noise must be inaudible at surrounding residential premises.
- 9 Doors and windows are to be closed after 10 p.m., apart from when people are entering or exiting the premises.
- 10 The max patron numbers are 200.

¹³ <https://www.dlgsc.wa.gov.au/department/publications/publication/security-licensing-conditions>

ENTERTAINMENT CONDITIONS

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.”¹⁴*

¹⁴[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 The Applicant

- 2.1 The Applicant company, BHR Pty Ltd, is a family-owned and operated hospitality business established by the Humzy family, comprising siblings Ben, Hisham, and Rana. BHR Pty Ltd is not part of a broader group or franchise but a standalone venture with strong local roots in the Rockingham area. The directors bring a complementary mix of culinary and front-of-house experience to the business, built on their shared passion for high-quality food, community service, and responsible hospitality
- 2.2 The key personnel of BHR Pty Ltd include Ben Humzy, a qualified chef with hands-on experience managing kitchen operations and developing premium menus; Hisham Humzy, an experienced business operator; and Rana Humzy, front-of-house manager responsible for daily customer service and operational logistics. Collectively, they have established a local reputation for personable service and community connection through their other venue, 'The Knock' on the Foreshore Boardwalk, which offers modern Australian cuisine
- 2.3 Previously, the family operated the Lavoro Italiano restaurant from the same location, where they developed a loyal customer base and a strong presence within the local community. A broad patron base, including former Premier Mark McGowan, endorsed their commitment to quality and personalised service. Rocco Italiano seeks to build upon this legacy by offering authentic Italian cuisine in a welcoming, family-oriented environment.
- 2.4 The overwhelming consumer feedback of over 1700 survey respondents over a short period of time is a testament to their quality reputation in the Rockingham locality.

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

- 2.5 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,

- 2.6 The Applicant has successfully operated licensed premises in Western Australia and maintains a strong compliance record with liquor licensing laws. The previous venues have been operated in accordance with the legislative requirements under Section 33(6) of the Act, including conditions related to harm minimisation, responsible service, and ongoing community welfare.
- 2.7 The directors and management team of the Applicant company are experienced business operators, with decades of demonstrated experience in licensed hospitality. They have maintained a commitment to upholding the highest standards of compliance, responsible service of alcohol (RSA), and proactive engagement with community stakeholders, including local government, regulators, and law enforcement.
- 2.8 The Applicant has demonstrated creditworthiness, strong business character, and a responsible operational history, all of which support its suitability to hold a Tavern Restricted Licence in Western Australia. The company is willing to work constructively with the licensing authority, relevant agencies, and community representatives. The operation of Rocco Italiano will align with the objects of the Act, particularly by promoting responsible alcohol consumption, contributing to local amenity, and meeting the contemporary hospitality requirements of the Rockingham community.

3 Location and Locality

3.1 The Rocco Italian is situated at 7 & 7A Rockingham Beach Road, Rockingham WA 6168.

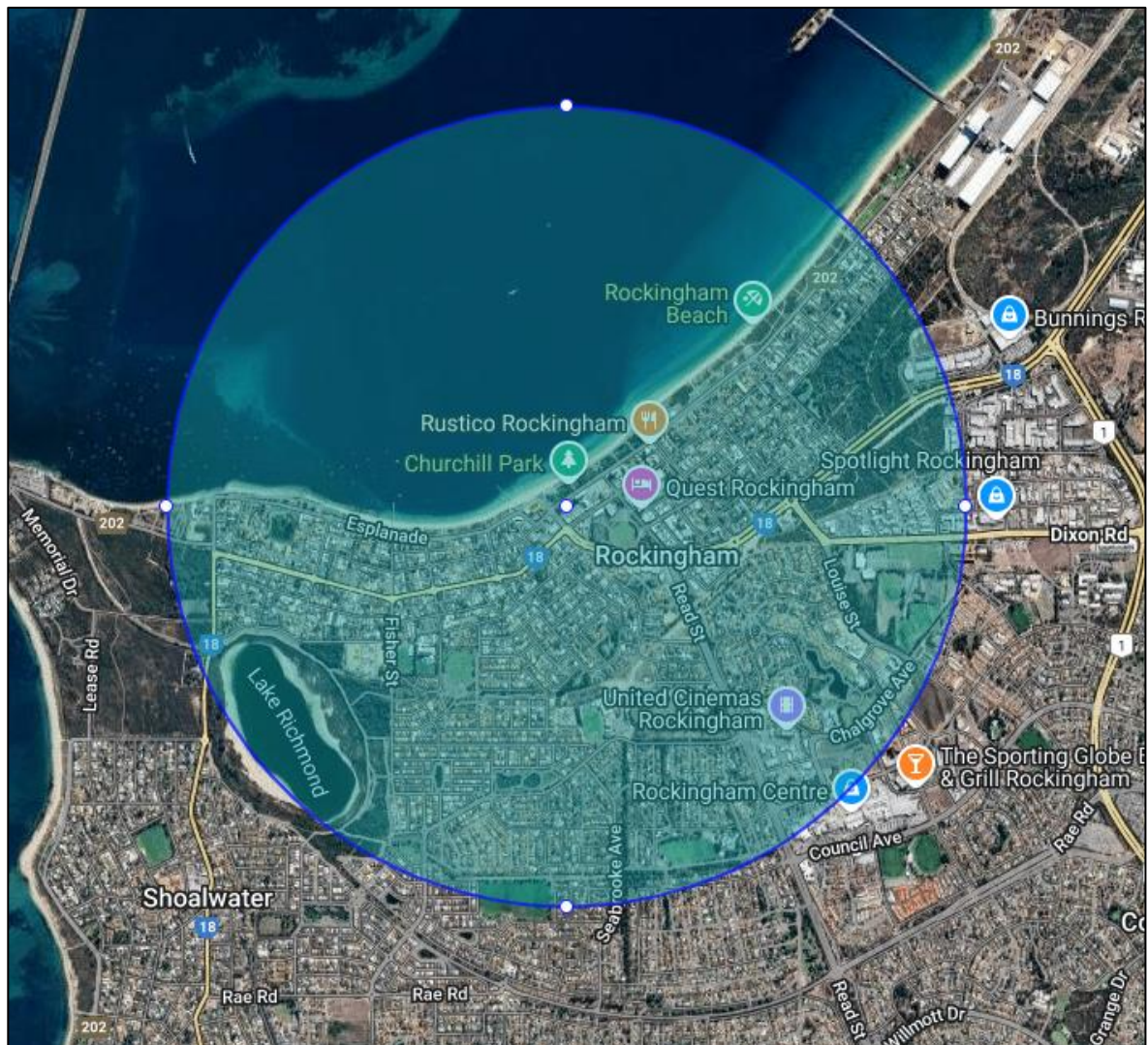


Figure 3: 3km specified locality surrounding the premises.¹⁵

3.2 The image above shows the areas 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.”

¹⁵ [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)

- 3.3 The term "amenity" refers to various aspects that contribute to the overall character of a particular location. 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."*¹⁶

- 3.4 The premises is located within the suburb of Rockingham, which forms the defined locality for the purposes of this application. This locality encompasses the Rockingham foreshore precinct, surrounding residential areas, commercial zones, and key recreational and civic amenities. Within this geographic context, the Applicant has assessed consumer requirements, potential community impacts, and alignment with the public interest as outlined in the Act and the Director's policy on Public Interest Assessments.

Demographics of the Locality

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

	LOCALITY	GREATER PERTH	WESTERN AUSTRALIA
Population	16411	2116647	2660026
Median Age	47	37	38
Median Individual Income (Weekly)	\$692.00	\$859.00	\$848.00
Median Household Income (Weekly)	\$1,147.00	\$1,865.00	\$1,815.00
Median Family Income (Weekly)	\$1,645.00	\$2,259.00	\$2,214.00
Population Under 14 years	12.06%	18.96%	19.01%
Indigenous Persons	2.02%	1.99%	3.33%
Australian Born	57.23%	59.46%	61.98%
Speak English only at Home	81.45%	73.99%	75.29%
Couple Family without Children	49.40%	37.60%	38.80%
Couple Family with Children	30.30%	45.70%	44.60%
One Parent Family	18.80%	15.10%	15.10%
Other Family	1.60%	1.60%	1.60%

- 3.6 Key Observations are:

- The older age profile and lower proportion of young children suggest that the proposed premises will serve a predominantly mature demographic, reinforcing the need for a calm, well-managed and quality hospitality venue.

¹⁶ <https://jade.io/article/766990>

- Despite having a lower median income than the Greater Perth average, the large proportion of couple families without children reflects discretionary income availability that supports regular socialising and dining out.
- The community-oriented profile, supported by a majority of residents speaking English at home, aligns with the objective of the proposed premises to operate as a social hub and meeting place for local residents and visitors.
- The low Indigenous population and stable family structure provide a context for sensitive, inclusive engagement. At the same time, the overall socio-economic stability supports the proposed premises' economic viability and low-risk operational environment.

3.7 Socio-Economic Characteristics:

- **Median Individual Income:** \$692.00 per week, below Greater Perth (\$859.00) and Western Australia (\$848.00), suggesting a modest economic profile; however, this does not preclude regular patronage, particularly among adult couples and retirees.
- **Median Household Income:** \$1,147.00 per week, also below Greater Perth (\$1,865.00), indicating a cost-conscious but stable consumer base.
- **Median Family Income:** \$1,645.00 per week, below both the Greater Perth average (\$2,259.00) and the State average (\$2,214.00), but reflective of the area's large proportion of dual-income households without dependent children.

3.8 Family Composition and Diversity:

- **Population Under 14 Years:** 12.06% of Rockingham's population is under 14, significantly lower than Greater Perth (18.96%) and WA (19.01%). This indicates reduced exposure of juveniles to licensed premises and suitability for controlled, adult-focused hospitality offerings.
- **Indigenous Population:** 2.02%, closely aligned with Greater Perth (1.99%), but below the WA average (3.33%).
- **Australian Born:** 57.23%, slightly below the WA average (61.98%), suggesting a diverse but predominantly Australian-born population.
- **Language:** 81.45% of residents speak only English at home, notably higher than Greater Perth (73.99%) and WA (75.29%), indicating substantial linguistic homogeneity and ease of communication for venue management and signage.

3.9 Family Types:

- **Couple Families Without Children:** 49.40%, significantly higher than both Greater Perth (37.60%) and WA (38.80%), reflecting a demographic that typically engages more frequently in social dining and entertainment.

- **Couple Families With Children:** 30.30%, well below the Greater Perth average (45.70%), indicating fewer families requiring dedicated child-friendly infrastructure.
- **One-parent families:** 18.80%, slightly higher than Greater Perth and WA (both 15.10%), which underscores the need for affordable and inclusive social spaces.
- **Other Families:** 1.60%, equal to metropolitan and state averages.

Population Forecasts¹⁷

- 3.10 The City of Rockingham's population and household forecasts provide critical insight into the locality's changing demographic landscape. According to the City's strategic planning instruments, the population is projected to grow steadily through 2046, driven by factors such as coastal lifestyle appeal, increased residential infill, and the ongoing development of the Rockingham Strategic Metropolitan Centre.



- 3.11 This population growth is quantitative and qualitatively transforming the composition of the local community. Notable trends include:
- A rising number of young professionals, retirees, and lifestyle-driven households seeking well-serviced coastal locations such as the Rockingham Foreshore.
 - Continued urban consolidation and density increases within the RSC and surrounding mixed-use corridors, creating a larger catchment for high-quality retail, dining, and entertainment.
 - An expanding base of affluent and socially mobile residents, with demand for modern hospitality venues aligned to their expectations for dining quality, service standards, and community amenity.

The City of Rockingham

*"As one of only 10 designated Strategic Metropolitan Centres in the Perth metropolitan region, along with Armadale, Cannington, Fremantle, Joondalup, Mandurah, Midland, Morley, Stirling and Yanchep, Rockingham needs to provide services and amenities to its diverse population, and also provide a full range of economic and community services as the capital city of the South West Metropolitan region" **City of Rockingham Economic Development Strategy 2020-2025***

- 3.12 The City of Rockingham is a key local government area within the Perth metropolitan region, characterised by a mix of established residential communities, expanding

¹⁷ <https://forecast.id.com.au/rockingham>

commercial nodes, and significant recreational and coastal amenities. The Rockingham foreshore, where the proposed premises is situated, has been the focus of strategic revitalisation initiatives, including streetscape upgrades, improved public transport connectivity, and foreshore activation, all designed to enhance the area's appeal as a vibrant coastal destination.

- 3.13 These efforts align with the City's long-term vision, as articulated in its *Strategic Community Plan 2023–2033*¹⁸, which aspires to foster a quality lifestyle and a sustainable future through inclusive urban development, economic growth, and community wellbeing.

Rockingham Foreshore Precinct

- 3.14 The premises is situated within the Rockingham Foreshore Precinct, a prominent recreation, dining, and tourism hub identified in the City of Rockingham *Local Planning Strategy*¹⁹ and *Strategic Community Plan 2023–2033*²⁰ as a key area for activation and investment, the locality is designed to integrate coastal amenity, commercial hospitality offerings, and residential uses, creating a vibrant, mixed-use environment that appeals to residents and regional visitors.
- 3.15 Planning policies guiding the Rockingham Foreshore emphasize the development of high-quality, accessible, and activated public spaces that foster community engagement and promote tourism. The licensed premises will contribute to these objectives by enhancing the precinct's hospitality offering, encouraging safe and inclusive social interaction, and supporting year-round community use through dining, entertainment, and public events.



Figure 4: Rockingham Foreshore²¹

¹⁸ <https://rockingham.wa.gov.au/forms-and-publications/your-city/our-vision/strategic-community-plan-2023-2033>

¹⁹ <https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/draft-local-planning-strategy-part-1>

²⁰ <https://rockingham.wa.gov.au/forms-and-publications/your-city/our-vision/strategic-community-plan-2023-2033>

²¹ <https://rockingham.wa.gov.au/>

- 3.16 As outlined in the City of Rockingham *Local Planning Strategy*²², the City places a strong emphasis on the development of high-amenity coastal precincts that enhance tourism, hospitality, and community activation. The premises supports this strategic direction by acting as a landmark venue within the Rockingham Foreshore, attracting both local and regional visitors and contributing to the delivery of the State Government's broader tourism objectives under the *State Planning Strategy 2050*²³.
- 3.17 Rockingham Foreshore is also recognised for its strong community identity, public gathering spaces, and multicultural profile, which support the creation of welcoming and diverse environments. The operations of the premises, which will include live acoustic entertainment, casual dining, and social functions, are designed to enhance the locality's cultural vibrancy while offering a safe and inclusive setting for social connection²⁴.
- 3.18 The City of Rockingham's Draft *Local Planning Strategy*²⁵ sets out a long-term vision to transform key precincts—including the Rockingham Foreshore—into vibrant, mixed-use nodes that support sustainable urban growth. Strategic priorities for the area include enhancing connectivity to public transport, upgrading public realm infrastructure, and fostering integrated coastal development that blends living, working, and leisure functions in a cohesive urban environment.
- 3.19 The planning framework for the Rockingham Foreshore Precinct promotes a diverse range of land uses, including residential, commercial, retail, recreational, and tourism-oriented development. The flexible zoning and structure planning approach adopted by the City is designed to encourage compatible co-location of uses, ensuring that new developments, such as the Rocco Italiano, can operate effectively within a vibrant, mixed-use environment.
- 3.20 **Residential Development:**
- The Rockingham Strategic Centre has been identified as a key site for medium-to-high-density housing growth, particularly within proximity to foreshore assets and transport services²⁶.

²²<https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/draft-local-planning-strategy-part-1>

²³https://www.wa.gov.au/system/files/2021-05/FUT-SPS-State_Planning_Strategy_2050.pdf

²⁴<https://rockingham.wa.gov.au/forms-and-publications/your-city/our-vision/strategic-community-plan-2023-2033>

²⁵<https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/draft-local-planning-strategy-part-1>

²⁶<https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/draft-local-planning-strategy-part-2>

- There is strong encouragement for the integration of home-based businesses and mixed-use dwellings, which contribute to activity throughout the day and support a sustainable, liveable urban centre²⁷.
- Densities are intended to align with successful urban infill precincts such as East Perth and Subiaco, with built form outcomes sensitive to both coastal character and environmental constraints²⁸.

3.21 Commercial Development:

- The foreshore is identified as a primary coastal tourism node and is central to Rockingham's identity as *"a contemporary and vibrant waterfront destination"*²⁹.
- The Rockingham Foreshore Activity Centre is planned to accommodate low- to mid-rise commercial premises, including taverns, cafés, restaurants, and tourism-based services that are appropriate to the coastal setting³⁰.
- Planning documents advocate for hospitality and community venues that create activated edges to public open spaces and support community engagement through flexible and seasonal programming³¹.

Socioeconomic Indicators³²

3.22 The Socio-Economic Indexes for Areas (SEIFA) compiled by the Australian Bureau of Statistics are used to measure relative levels of socio-economic advantage and disadvantage across geographic areas. According to the *City of Rockingham Economic Development Strategy 2020–2025*³³ Rockingham's SEIFA profile reflects diversity across suburbs, with the Rockingham Foreshore and coastal precincts demonstrating higher-than-average scores compared to more inland parts of the local government area.

3.23 Specifically, the foreshore locality, which includes the premises site, is identified in the Strategy as having a comparatively advantaged socio-economic profile. This indicates:

- Higher levels of employment and income stability

²⁷<https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/draft-local-planning-strategy-part-1>

²⁸<https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/draft-local-planning-strategy-part-2>

²⁹<https://rockingham.wa.gov.au/forms-and-publications/your-city/our-vision/strategic-community-plan-2023-2033>

³⁰<https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/draft-local-planning-strategy-part-2>

³¹<https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/draft-local-planning-strategy-part-2>

³²<https://profile.id.com.au/rockingham/seifa-disadvantage>

³³<https://rockingham.wa.gov.au/forms-and-publications/your-city/our-vision/economic-development-strategy-2020-2025>

- Greater access to amenities and public infrastructure
- Increased levels of educational attainment and home ownership
- Lower incidence of social disadvantage compared to the broader Rockingham LGA

3.24 These SEIFA characteristics support the establishment of a quality hospitality venue designed to cater to the requirements of an economically active and socially mobile community. The data suggests a local population with discretionary spending capacity, lifestyle-oriented consumption patterns, and a demand for diverse dining and social experiences.

Socioeconomic and Strategic Alignment

3.25 The premises aligns with the *City of Rockingham's Economic Development Strategy 2020–2025*³⁴, which aims to build a resilient and diverse economy by actively pursuing investment attraction, tourism development, and local business growth.

3.26 Key positive impacts supported by the City's Strategy include:

- **Tourism and Coastal Activation:** Rockingham is promoted as the premier coastal tourism destination in the Perth metropolitan region. The Strategy identifies the importance of coastal hospitality developments in reinforcing Rockingham's identity and attractiveness for visitors. The proposed premises aligns with this vision by providing a contemporary hospitality offering along the waterfront, stimulating both local and visitor engagement.
- **Employment and Economic Development:** The City recognises that population growth is outpacing local job availability, with a current Employment Self-Sufficiency (ESS) rate of only 0.57. The proposed premises will contribute to employment creation in hospitality, food services, and management, helping address these imbalances and enhancing the local economy.
- **Support for Small Business and Local Industry:** With over 97% of Rockingham's 5,600 businesses categorised as small enterprises, the Strategy calls for increased support and diversification. The proposed premises will operate in collaboration with Western Australian producers, beverage suppliers, and local contractors, actively contributing to regional economic stability.
- **Infrastructure and Place Activation:** The City's investment focus includes foreshore redevelopment and attracting iconic events and venues to revitalise Rockingham's waterfront. The premises' activation supports this goal, creating a quality dining, social, and entertainment experience that complements nearby public infrastructure.

³⁴<https://rockingham.wa.gov.au/forms-and-publications/your-city/our-vision/economic-development-strategy-2020-2025>

- 3.27 Rocco Italiano is positioned to catalyse economic diversification and urban renewal in the Rockingham locality. Its alignment with the City's key aspirations demonstrates that the application is consistent with the public interest and local government strategic priorities, reinforcing the Applicant's suitability for a Tavern Restricted Licence.

4 Venue and Operation

- 4.1 Rocco Italiano, will offer residents and visitors to the Rockingham locality a quality hospitality experience that responds to the community's evolving social and recreational expectations. It will operate as a casual, coastal-style tavern with a strong focus on food, beverage, and community engagement. It will provide a contemporary setting that supports diverse consumer requirements in a relaxed and inclusive environment.
- 4.2 Besides servicing local consumer requirements, Rocco Italiano will function as a tourism-oriented hospitality venue, contributing to the Rockingham Foreshore's role as a destination precinct. The venue will feature a contemporary Western Australian menu and a curated beverage offering, complemented by professional service and a welcoming atmosphere. The premises will reinforce the precinct's reputation as a lifestyle, leisure, and tourism hub, contributing positively to the local economy and visitor appeal.

The Premises

- 4.3 The Lounge Dining area will be the primary space for dining. The food and beverage offering will draw on contemporary Italian cuisine, emphasising fresh Western Australian produce and culinary influences that reflect the premises' coastal and community-focused character.
- 4.4 The Lounge Bar area will offer a more informal and relaxed setting, with comfortable seating options to accommodate patrons seeking a casual social and dining experience. This area will also feature low-key acoustic music or ambient entertainment, aligned with responsible venue management and patron comfort.
- 4.5 The premises will include the following key amenities:
- Commercial kitchen with capacity for full meal service,
 - Lounge Dining area for formal and group dining,
 - Lounge Bar area with casual seating and beverage service,
 - Alfresco Area, integrating with the Rockingham foreshore public realm, and
 - Accessible toilet facilities, designed in accordance with relevant health and building codes.

- 4.6 These amenities are designed to enhance consumer choice, ensure operational flexibility, and support harm minimisation through the availability of food, entertainment, and high-quality service in a well-managed licensed environment.

Manner of Trade

- 4.7 The manner of trade at Rocco Italiano will reflect a flexible and inclusive hospitality experience that supports both casual and formal patronage.
- 4.8 The menu offering at Rocco Italiano will reflect a diverse and contemporary coastal hospitality experience, emphasising fresh, locally sourced Western Australian produce. The kitchen will deliver a rotating selection of casual and refined dishes, catering to a broad range of dietary requirements and consumer preferences, including vegetarian, vegan, and gluten-free options.
- 4.9 The premises will support a wide range of patron experiences, from casual midweek dining and social meetups to private events, community and seasonal celebrations. Drawing from the operating model demonstrated at Rocco Italiano, the Applicant will promote a venue culture focused on genuine hospitality, local identity, and community participation.

Quality fit-out

- 4.10 Rocco Italiano will feature a high-quality internal and external fit-out, consistent with the expectations of modern hospitality venues located within coastal activation precincts. The interior will reflect a contemporary yet welcoming design ethos, balancing aesthetic appeal with patron comfort and operational functionality. Design elements will be inspired by the local coastal environment, incorporating natural textures, light tones, and open spatial planning that promote a relaxed and engaging atmosphere.
- 4.11 The fit-out will be executed to a professional standard, in line with the Applicant's demonstrated local experience. It will support the premises' ability to deliver a high level of hospitality, service, and patron satisfaction.

Food & Beverage

- 4.12 Rocco Italiano will deliver a high-quality, contemporary food and beverage offering, aligning with the expectations of patrons within the Rockingham foreshore precinct. The menu will emphasise Italian-inspired cuisine, showcasing fresh, locally sourced ingredients. All meals will be prepared on-site in a fully equipped commercial kitchen designed to meet relevant health and safety requirements.
- 4.13 The Applicant, BHR Pty Ltd, brings over three decades of hospitality experience to the operation of the proposed premises. Drawing on the culinary strengths demonstrated at Lavoro Italiano, the menu at Rocco Italiano will feature a diverse range of dishes, including

artisan pizzas, fresh pasta, antipasti, seasonal mains, and house-made desserts. Emphasis will be placed on flavour, authenticity, and presentation, consistent with the applicant's established reputation for quality.

- 4.14 The premises will prioritise the use of Western Australian produce wherever possible, including locally sourced meat, poultry, seafood, and fresh vegetables. This approach reflects the Applicant's commitment to supporting sustainability, regional food producers, and the "Buy West, Eat Best" initiative, while also ensuring consistency and freshness in food preparation.
- 4.15 The food menu will be designed to accommodate a range of dietary needs and preferences, with options for vegetarians, vegans, and patrons requiring gluten- or dairy-free alternatives. Staff will be trained in allergen awareness and menu knowledge, enabling them to assist patrons in making informed dining choices.
- 4.16 In alignment with the premises' family-friendly ethos, a dedicated children's menu will be available. This offering will prioritise nutritious and balanced meal options tailored to younger patrons, with healthy alternatives included to ensure variety and appeal. This supports the Applicant's commitment to offering a venue that is inclusive of families and suitable for all ages, while promoting responsible hospitality.
- 4.17 The beverage selection at Rocco Italiano will feature a comprehensive range of alcoholic and non-alcoholic offerings (subject to licence approval), including:
- A curated selection of Western Australian and Australian wines
 - Local and imported craft beers and ciders
 - A range of premium spirits, including gin, whisky, rum, and vodka
 - A rotating cocktail list, featuring both classic and house-designed options
- 4.18 Recognising current consumer trends and the increasing demand for low- and no-alcohol alternatives, the premises will also offer:
- Alcohol-free cocktails (mocktails)
 - Non-alcoholic beer and wine options
 - A range of premium soft drinks, infused waters, and house-made soda blends
- 4.19 All food and beverage staff will undergo training in menu knowledge and pairing recommendations, enabling them to assist patrons with food and drink selections. Staff will be equipped with tasting notes and product information, which will enhance the overall hospitality experience and service standard offered at the proposed premises. This initiative reflects the Applicant's continued focus on staff professionalism, customer satisfaction, and quality hospitality delivery.

5 Legislative Framework – Liquor Control Act 1988

5.1 This application is for the grant of a Tavern Restricted Licence for Rocco Italiano, submitted in accordance with Section 41 of the Liquor Control Act 1988.

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:

Rocco Italiano will be managed strictly with the regulatory framework and licensing conditions prescribed under the Act. A comprehensive Harm Minimisation Plan has been developed in support of this application and includes the following key strategies:

- A selection of low and mid-strength alcohol options to promote responsible drinking.
- The inclusion of zero-alcohol wine, beer, and spirits, catering to consumers seeking non-alcoholic alternatives.
- A policy prohibiting the service of alcohol to any person in school uniform, regardless of age or ability to provide legal identification.
- All alcoholic beverages will be served in open containers, in accordance with the requirements of the Act.

In addition, the following operational controls will apply:

- A comprehensive CCTV system will be installed, providing surveillance of entry and exit points, the internal bar and service areas, and the delivery zones. The system will operate during all trading hours and recordings will be made available to WA Police or any authorised officers, in compliance with the Director's Policy on *Security licensing conditions*³⁵.
- The premises will offer versatile and inclusive seating arrangements, supporting comfort, group bookings, and special functions. Seating may be reconfigured to suit event needs, consistent with a community-oriented service model.
- All Duty Managers will hold the Manage Licensed Premises (MLP1) qualification and will be responsible for compliance with all operational, RSA, and licensing conditions on a daily basis.
- All staff involved in the sale, supply, or service of liquor at Rocco Italiano will be required to complete Responsible Service of Alcohol (RSA) training in accordance with Sections 33 and 103A of the Act.

³⁵<https://www.dlgsc.wa.gov.au/departments/publications/publication/security-licensing-conditions>

- A Training Register will be maintained onsite, documenting each staff member's RSA certification. This record will be available for inspection by authorised persons and will support ongoing staff training in accordance with the Director's Policy on *Mandatory training for licensees, approved managers and employees*³⁶.

b) to minimise the harm or ill-health caused to people, or any group of people, due to the use of liquor:

The premises will be operated in accordance with Section 5(1)(b) of the Act, with harm minimisation forming a central pillar of its management framework. A proactive and preventative approach will be taken to ensure that the sale, supply, and consumption of liquor occurs within a safe, well-managed, and socially responsible environment. Specific measures include:

- The layout of the premises will be guided by principles of *Safer Places by Design*³⁷, ensuring clear sightlines, passive surveillance, and appropriate delineation of dining, drinking, and circulation areas. A CCTV system will provide comprehensive coverage of internal and external areas, in full compliance with the Director's Policy on *Security licensing conditions*³⁸.
- A detailed and practical Harm Minimisation Plan will be implemented and adhered to at all times, outlining procedures for RSA, intoxication management, and conflict de-escalation.
- Unaccompanied juveniles will not be permitted on the premises under any circumstances, and all policies relating to minors will strictly follow the Director's Policy on Juveniles at Licensed Premises
- Staff will undergo comprehensive in-house training focusing on customer service, product knowledge, and harm minimisation, including strategies for preventing undue intoxication and managing anti-social behaviour.

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 operation of the premises under a Tavern Restricted Licence will contribute meaningfully to the development of the hospitality, liquor, and tourism sectors in Western Australia, in accordance with Section 5(1)(c) of the Act. The premises will be operated with a focus on local engagement, product quality, and consumer responsiveness. Key elements include:

³⁶ <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/mandatory-training>

³⁷ <https://www.wa.gov.au/system/files/2023-07/safer-places-by-design-cpted-guidelines.pdf>

³⁸ <https://www.dlgsc.wa.gov.au/departments/publications/publication/security-licensing-conditions>

- The Applicant is committed to supporting the growth of Western Australia's liquor and hospitality industries by actively promoting local craft beer, cider, boutique wines, and regional agricultural produce. Where possible, the food and beverage offering will showcase WA-sourced ingredients and brands, strengthening local supply chains and highlighting regional identity.
- As an independently owned and operated venue, the premises will have the operational flexibility to tailor its offerings to suit the preferences of the local community, as well as seasonal availability and emerging dining trends.
- Subject to approval, the establishment of the premises will support the local economy by employing hospitality workers, engaging WA-based suppliers and trades, and contributing to the activation of the Rockingham foreshore as a tourism and dining precinct.
- The premises will enhance the social and recreational amenities of the locality, offering a high-quality hospitality experience that appeals to both residents and visitors and reinforcing Rockingham's standing as a vibrant coastal destination.

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 premises will be designed and operated in a way that facilitates a wide variety of social, recreational, and entertainment uses, supporting both daily hospitality trade and community-based events. Key elements include:

- The premises will showcase a diverse range of music and entertainment, including curated playlists and acoustic-style live performances. Events may feature local musicians, DJs, or community-based entertainers, aligning with the object to support live original music within licensed premises.
- The Applicant has secured an 'Agreement to Lease' the premises, evidencing its long-term operational commitment and investment in the success and proper development of the venue at the Rockingham foreshore.
- The premises will function as a community-focused hospitality venue, catering to the social, recreational, and leisure needs of Rockingham residents and visitors, in alignment with the locality's strategic tourism and coastal activation objectives.
- To support inclusivity and accessibility, the food and beverage offering will include a broad selection of dietary-specific and alcohol-free options, such as gluten-free, vegetarian, vegan, and dairy-free dishes, alongside non-alcoholic beer, wine, and spirits.

- The design and layout of the premises have been developed to appeal to a broad cross-section of the community, operating across various times of day and days of the week. This ensures that the premises remains relevant, inclusive, and accessible to different patron demographics, including families, professionals, tourists, and local groups.

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

The premises will operate under a robust compliance framework that ensures all individuals involved in the sale, supply, or service of liquor are properly trained, monitored, and accountable, in accordance with Section 5(1)(d) of the Act. The Applicant is committed to implementing appropriate controls and management practices, including:

- All employees engaged in the sale or supply of liquor will complete Responsible Service of Alcohol (RSA) training through a Nationally Accredited Training Provider, as required by the Director's Policy on *Mandatory training for licensees, approved managers and employees*³⁹. A Training Register will be maintained on-site and available for inspection, containing copies of all relevant staff certifications.
- An Approved Manager will be present at all times during trading hours, responsible for overseeing the day-to-day operation of the premises, ensuring compliance with licensing conditions, and upholding service standards in accordance with the Act
- The Approved Manager will be readily available to engage with patrons, nearby residents, WA Police, and authorised officers, reflecting the Applicant's commitment to open communication and responsible venue management.
- A comprehensive Harm Minimisation Plan will be implemented and applied across all areas of venue operation. This Plan will be communicated to all staff and incorporated into daily operational practices, in accordance with the Director's Policy on *Harm Minimisation*⁴⁰.
- A CCTV surveillance system will be installed, providing continuous monitoring of all entry and exit points, delivery zones, bar and service areas, and other high-traffic spaces within the premises. Footage will be securely stored and made available to authorised authorities as required by the Director's Policy on *Security licensing conditions*⁴¹.
- The Applicant is committed to collaborating with key stakeholders, including the Department of Local Government, Sport and Cultural Industries, WA Police, WA

³⁹ <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/mandatory-training>

⁴⁰ <https://www.dlgsc.wa.gov.au/departments/publications/publication/harm-minimisation-plan>

⁴¹ <https://www.dlgsc.wa.gov.au/departments/publications/publication/security-licensing-conditions>

Department of Health, the City of Rockingham, and other relevant authorities, ensuring that the venue is operated in compliance with all regulatory requirements and best practices.

- The Applicant will ensure that all liquor licence conditions (subject to approval) are strictly adhered to. Staff will be informed that compliance with licence conditions is a mandatory aspect of their employment.
- During the advertising period, a Notice of Application will be distributed to key stakeholders within the locality, including 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, and the local police station. These stakeholders will have the opportunity to provide feedback or raise any concerns regarding the application.

e) To provide a flexible system, with as little formality or technicality as may be practicable for the administration of this Act:

The Applicant acknowledges that the Liquor Control Act 1988 provides for a flexible and practicable system of administration, particularly in relation to the assessment of licence applications and the determination of public interest.

- This Public Interest Assessment (PIA) has been carefully prepared to address the primary and secondary objects of the Act, as set out in Section 5, and to respond comprehensively to the considerations under Section 38(2) and (4), including harm minimisation, consumer requirements, and the proper development of the hospitality and tourism industries.
- All documentation required to satisfy Section 68 of the Act has been submitted in support of this application, including evidence of the applicant's suitability, a Harm Minimisation Plan, locality analysis, and consumer feedback.
- In the event that any minor or technical deficiency is identified in this submission, the Applicant respectfully requests that the Director exercises administrative discretion as permitted under the Act, and considers the application on its overall merit and alignment with the public interest, rather than on procedural formality.

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 ensuring that the promotion, sale, and service of liquor at the premises occurs in a manner that is socially responsible, consistent with the interests of the community, and aligned with the Director's policy framework.

- The Applicant will strictly comply with the Director's Policy on the *Responsible promotion and advertising of alcohol*⁴², ensuring that all advertising and marketing, whether conducted on-site, online, or through third-party platforms, adheres to responsible messaging standards.
- Promotional activities conducted within the premises will be designed and managed to avoid any encouragement of rapid or excessive consumption. There will be no irresponsible drink promotions, and all in-house offers will reflect the Applicant's commitment to moderation and community values.
- All promotional efforts will be aligned with harm minimisation principles, community expectations, and RSA standards. Staff will be trained to recognise and mitigate risk behaviours, and service will be carefully managed to ensure the safe and responsible consumption of liquor at all times.
- The Applicant will also engage with patrons, staff, and community stakeholders to ensure that the premises fosters a culture of safety, inclusion, and respectful social interaction, supporting the overall intent of Section 5(2)(f) of the Act.

5.4 In accordance with Section 16 of the Act, the licensing authority shall act according to equity, good conscience, and the substantial merits of the case, without undue formality and without being bound by the rules of evidence. This provision ensures that applications are assessed fairly and reasonably, with appropriate consideration given to the impact of the proposal on the local community and its alignment with the primary and secondary 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 has prepared this application to meet the public interest criteria by submitting a comprehensive Public Interest Assessment, supported by evidence of consumer demand, community benefit, and responsible service practices.

5.6 The Applicant is committed to ongoing collaboration with local government and relevant authorities to ensure that alcohol-related harm is minimised within the locality. This commitment will be upheld through:

- Implementation of the venue's Harm Minimisation Plan
- Staff adherence to Responsible Service of Alcohol (RSA) protocols
- The use of proactive venue management strategies, including staff training, incident reporting, and stakeholder communication

⁴²<https://www.dlgsc.wa.gov.au/departments/publications/publication/responsible-promotion-and-advertising-of-alcohol>

- 5.7 The Applicant remains dedicated to maintaining active communication with the Department of Local Government, Sport and Cultural Industries (DLGSC), the Liquor Enforcement Unit (LEU), the Chief Health Officer's (CHO) office, and local WA Police as needed. The Applicant will take into account any pertinent conditions that the licensing authority might impose in the public interest, ensuring adherence to all legislation and policy requirements for the responsible management of a licensed venue.

6 Public Interest

- 6.1 In determining each application, the licensing authority must take into account several essential public interest factors according to Section 38(4) of the Act.

(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 the premises is in the public interest pursuant to Section 38(4) of the Act, and aligns with the primary objects outlined in Section 5. The premises has been designed and proposed in a manner that contributes positively to the local community and supports the safe and responsible sale, supply and consumption of liquor.

- 6.3 The following reasons are provided in support of this application:

- The premises will provide a safe, family-friendly and inclusive food and beverage venue for Rockingham residents and visitors, consistent with the City of Rockingham's planning framework and foreshore activation strategy.
- It will offer a diverse hospitality amenity, including formal and casual dining, a function space, and relaxed entertainment options, contributing to the locality's recreational and social infrastructure.
- The menu will include dietary-sensitive food options (e.g., gluten-free, vegan, vegetarian, and dairy-free), along with a broad selection of low- and no-alcohol beverages, meeting modern consumer expectations and supporting harm minimisation principles.

- The premises will prioritise Western Australian and Australian liquor producers, highlighting local craft beers, boutique wines, and spirits, and contributing to the development of the local hospitality and tourism sectors.
 - A comprehensive Harm Minimisation Plan will be implemented and strictly enforced, ensuring the premises operates in accordance with best practice service standards and aligns with the public interest objectives of the Act.
- 6.4 As a locally-owned and operated business, the Humzy family have a vested interest in building on their success of serving the Rockingham community. Their existing relationships with local suppliers, customers, and community stakeholders will underpin the long-term viability and social contribution of Rocco Italiano.
- 6.5 The Applicant will implement a series of strict measures to deter crime, intoxication, and anti-social behaviour, including a venue-specific security management plan, high-definition CCTV coverage, RSA-certified staff, and trained duty managers on-site during all trading hours. These systems will ensure that the premises supports the safety and well-being of patrons and the local community, while reinforcing its role as a community-oriented and responsible licensed premises.
- 6.6 The establishment of the premises will improve the convenience, hospitality choice, and amenity available to local residents and visitors to the Rockingham foreshore. It will introduce a quality, professionally managed venue in a growing coastal precinct, responding to a demonstrated need for contemporary hospitality services, and contributing to the social and economic vibrancy of the locality.
- 6.7 Rockingham is a maturing coastal lifestyle and tourism destination, supported by strategic investment and urban development initiatives led by the City of Rockingham and Western Australian tourism and planning bodies. The foreshore precinct is designated as a Strategic Metropolitan Centre, with an emphasis on activating mixed-use areas that integrate hospitality, recreation, and transport linkages.
- 6.8 As highlighted in the Draft Local Planning Strategy (2023):
- “Rockingham leverages off its unique coastal atmosphere to establish a green and walkable centre that offers a diversity of uses and building types, celebrates local culture, and promotes a relaxed lifestyle. It is a regional employment destination that connects its distinct activity hubs via high-frequency public transport”⁴³*

⁴³<https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/draft-local-planning-strategy-part-2>

Urban Amenity

- 6.9 The establishment of the premises supports the City of Rockingham's strategic planning objectives by enhancing the foreshore precinct as a vibrant, community-focused and visitor-friendly destination. The premises will deliver a high-quality hospitality offering that activates public space, supports economic development, and contributes to the area's social and cultural vibrancy.⁴⁴
- 6.10 This initiative is consistent with the City's commitment to developing connected, mixed-use urban environments that serve both residents and tourists. The Rockingham Strategic Centre (RSC) is envisioned as a lively urban village, and the premises aligns with this vision by enhancing retail and hospitality diversity, increasing amenity, and encouraging activation throughout the day and into the evening.
- 6.11 The premises will provide a high-quality hospitality and social venue that enhances the amenity of the Rockingham Foreshore precinct:⁴⁵
- It will serve as a social meeting place that is attractive, inclusive, and accessible to a broad demographic, from local families to tourists.
 - The premises will support the commercial sustainability of nearby businesses and contribute to a more cohesive and active local community fabric.
 - Incorporating attractive and safe alfresco dining areas, which foster a lively and engaging streetscape, increasing the vibrancy and visibility of the precinct.
 - Contributing to a walkable, activated environment that promotes pedestrian activity, consistent with the design principles underpinning the City's activity centre planning.
 - evolving network of coastal attractions, reinforcing the foreshore as a key social and tourism focal point.
- 6.12 The premises will also support the City's goals for economic development and tourism enhancement, helping to attract and retain visitors through the provision of locally relevant hospitality services.⁴⁶
- Activity centres, such as the RSC and Rockingham Foreshore, are key drivers of community identity and local economic growth. Providing responsive, quality goods and services is essential to sustaining these centres and meeting consumer expectations.

⁴⁴ Attachment 4 - Local Commercial and Activity Centres Strategy

⁴⁵ <https://rockingham.wa.gov.au/forms-and-publications/your-city/our-vision/strategic-community-plan-2023-2033>

⁴⁶ Attachment 5 - Development Policy Plan City Centre Sector

- The coastline remains a defining asset for the City of Rockingham—drawing visitors, supporting local businesses, and increasing investment appeal. The premises will support this tourism economy by contributing to the year-round activation of the foreshore precinct.
 - With Rockingham’s growing population and projected housing density increases in and around activity centres, venues like the premises are critical to providing accessible, high-quality recreational and lifestyle amenities for both existing and future residents.
- 6.13 The premises is well-situated within a precinct that benefits from a planned fixed-route transit corridor linking Rockingham Beach, the City Centre, and the Rockingham Train Station. This corridor is envisioned as the backbone of high-intensity, mixed-use development, with a focus on accessibility, sustainability, and economic diversity.
- 6.14 Key strategic planning principles that the premises supports include but are not limited to:⁴⁷
- Promoting integrated pedestrian access and encouraging foot traffic within a safe, well-connected foreshore environment.
 - Enhancing the permeability of the urban fabric, with linkages between laneways, arcades, public parks, and the beachfront.
 - Supporting the development of walkable, diverse, and amenity-rich urban villages along the transit corridor.
- 6.15 The premises will contribute to the City’s vision of creating “*Places for People*”—active, safe, and inclusive community hubs that enhance quality of life and offer meaningful opportunities for interaction, recreation, and cultural engagement. In doing so, the premises directly supports the economic and social aspirations outlined in the City of Rockingham’s *Strategic Community Plan 2023–2033*⁴⁸ by:
- Encouraging day-to-evening activation of the foreshore precinct.
 - Promoting local employment and investment in the hospitality sector.
 - Contributing to the urban character and identity of Rockingham as a premier coastal destination.

⁴⁷ Attachment 6 - Development Policy Plan

⁴⁸ <https://rockingham.wa.gov.au/forms-and-publications/your-city/our-vision/strategic-community-plan-2023-2033>

Positive Impacts

- 6.16 The establishment of the premises will introduce a diverse and high-quality hospitality venue to the Rockingham Foreshore precinct. This will provide local residents, visitors, and the broader community with access to a modern, inclusive dining and social destination. The premises is designed to complement the character of the locality by offering a contemporary and community-oriented coastal experience.
- 6.17 The Applicant respectfully submits that the premises (subject to approval) will enhance Rockingham's profile as a lifestyle, recreation, and tourism destination. The premises will contribute to the ongoing vibrancy and activation of the foreshore, aligning with strategic goals outlined in the City of Rockingham's *Local Planning Strategy* and *Strategic Community Plan 2023–2033*, which seek to position the locality as a dynamic, walkable, and attractive coastal centre.
- 6.18 As an independently owned and operated hospitality venue, the Applicant has the flexibility to adapt its product and service offerings to suit local needs, respond to seasonal demand, and reflect emerging consumer trends. This approach ensures the premises will remain relevant, dynamic, and responsive to the preferences of the Rockingham community and the growing number of regional and interstate visitors.
- 6.19 To ensure that premises operations are delivered in line with best practice harm minimisation and responsible service of alcohol standards, the Applicant has engaged the services of Hospitality Total Services (Aus) Pty Ltd. A comprehensive suite of operational, compliance, and harm minimisation procedures has been developed for the premises. These strategies are designed to promote:
- Responsible alcohol consumption
 - Patron safety and staff accountability
 - Streamlined and compliant venue management
 - A safe, inclusive, and welcoming environment for all patrons

Potential Negative Impacts

- 6.20 The Applicant acknowledges that alcohol misuse may contribute to social harm if not responsibly managed. As such, the operation of the premises will be grounded in a firm commitment to harm minimisation, public safety, and responsible service of alcohol, in full compliance with the Director's policy framework and the Objects of the Act.
- 6.21 The Applicant recognises that reducing alcohol-related harm requires collaborative engagement between licensed venues and community stakeholders. To support this objective, the Applicant will proactively engage with WA Police, the Liquor Enforcement

Unit (LEU), the Chief Health Officer (CHO), and relevant local authorities to ensure that the premises implements effective risk mitigation strategies and operates as a safe and responsible licensed environment.

- 6.22 The Applicant intends to join and actively participate in the local Liquor Accord, contributing to broader industry-led initiatives that address alcohol-related harm and improve community safety outcomes.
- 6.23 Participation in a Liquor Accord directly supports the Applicant's commitment to industry best practices. The Accord model provides a forum for coordinated action between licensees, police, regulators, and the local community. Its objectives include:
- Fostering a responsible drinking culture
 - Promoting public safety and community wellbeing
 - Supporting effective communication and early intervention
 - Reducing anti-social behaviour in and around licensed premises
 - Reinforcing awareness and enforcement of Responsible Service of Alcohol (RSA) practices
 - Encouraging cooperation between law enforcement, government agencies, and licensees
- 6.24 The premises will be operated in a manner that encourages proactive engagement with local law enforcement, community groups, and hospitality stakeholders, ensuring alignment with Liquor Accord resolutions and regional safety initiatives. This collaborative approach reflects the Applicant's broader commitment to contributing positively to the Rockingham community.
- 6.25 All harm minimisation procedures will be supported by the Harm Minimisation Plan, which will be embedded in the premises' induction and ongoing staff training. This ensures that all staff members understand their legal and ethical obligations in managing the service and supply of alcohol, and are equipped to respond effectively to incidents of intoxication or anti-social behaviour.
- 6.26 The Applicant as a responsible and experienced local operator, acknowledges the potential for alcohol to cause harm if misused and remains committed to ensuring that the premises supports a safe, community-oriented environment through diligent venue management, staff training, and stakeholder cooperation.

- 6.27 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
- Strict juvenile management and procedural policies and unaccompanied juveniles will not be permitted on the licensed premises
- 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

- 6.28 By adopting a comprehensive harm minimisation approach, maintaining strong working relationships with key stakeholders, and actively participating in community safety and Liquor Accord initiatives, the premises will operate as a responsible and community-conscious licensed premises. These measures will ensure the premises makes a positive contribution to the Rockingham locality, while proactively mitigating any potential negative impacts associated with the sale and supply of liquor.

Consumer Survey

- 6.29 To ensure the premises aligns with the interests of the local community, a consumer survey was conducted in support of the application for a Tavern Restricted Licence at Rocco Italiano. A total of 1,710 responses were received, representing a significant sample size reflective of the significant interest and support of the Rockingham community.

- 6.30 Of the respondents:

- 84.71% identified as residents of Rockingham or surrounding suburbs.
- 93.8% highlighted the availability of quality food and beverage options as a key factor in selecting a licensed venue.
- 80.35% valued a safe and well-managed licensed venue, reinforcing the importance of responsible operations.
- 99.47% expressed support for Rocco Italiano to operate under a Tavern Restricted Licence.

- 92.66% agreed that such a licence would not cause undue harm or ill-health in the locality.
- 93.50% believed it would not result in offence, disturbance, or inconvenience.
- 99.35% stated it was in the public interest for Rocco Italiano to be granted a Tavern Restricted Licence.
- Over 42% of supporters indicated they would likely visit monthly, with nearly 20% intending to visit weekly.

6.31 The demographic breakdown shows strong support from adults across all age groups, particularly within the 35–64 age range, which aligns with the target market for Rocco Italiano’s premium, family-friendly hospitality offering.

6.32 This Consumer Survey data clearly demonstrates that the local community perceives a need for a well-managed, high-quality Italian dining venue reflecting a consumer requirement for a safe, inclusive, and culturally engaging premises that contributes positively to the local economy, tourism, and amenity. These survey results form a substantial basis for the assertion that the application is in the public interest, in accordance with Section 38(4) of the Act, and support the primary and secondary objects of the Act.

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 Saggars.
- 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.

7.3 It would appear, following a comprehensive review of the reports available on the websites as noted above, that violence can be attributed to many factors. Of particular note is the excerpt (see below) from "Preventing Violence: The State Community Violence Prevention Strategy 2005, A Green Paper Policy Framework for Development", a collaborative publication with input from the following reference sources:

- Department of Justice,
- Department of Health,
- Department for Community Development,
- Department of Education and Training,
- Office of Road Safety,
- The Mental Health Commission,
- Department of Sport and Recreation,
- The WA Local Government Association, and

- WA Police.

A complex interaction of individual, community, and environmental factors influences crime and violence. While some theories attribute violence to inherent human tendencies, biological predispositions, or learned behaviours, others emphasise the impact of poverty, economic conditions, cultural norms, and political environments. Research highlights that:

- Crime outcomes are shaped by a combination of personal, social, and situational factors.
- Social and cultural norms influence how communities perceive and respond to crime.
- Low socio-economic status and social exclusion are linked to higher crime rates.
- Early intervention that addresses both risk and protective factors can positively influence behavioural, social, and health outcomes.

The evidence suggests that no single cause or solution exists; however, a multifaceted approach to prevention—focusing on community engagement, social development, and targeted interventions—can effectively reduce crime and its associated harms. Regardless of the underlying causes, violence is unacceptable and preventable with the right strategies in place.⁴⁹

7.4 In addition to the above, the Western Australian Planning Commission's *Safer Places by Design (2023)*⁵⁰ were also considered in this submission. The Applicant considers the guidelines to be an effective instrument for minimising and mitigating criminality that may result in harm or ill-health to the locality, especially when combined with a robust harm minimisation plan and a commitment to operating safe and well-managed licensed premises.

7.5 The Applicant recognises the importance of incorporating crime prevention strategies into the design and operation of licensed premises. The fundamental headings for *Crime Prevention through Environmental Design Planning Guidelines*⁵¹ as adopted by environmental design practitioners and public safety authorities across Australia, include five key concepts that can be effectively implemented at a local venue level.

7.7 **Surveillance:**

- The premises will be monitored by a comprehensive CCTV surveillance system, with coverage of all entry, exit, bar service, and delivery points, in full compliance with the Director of Liquor Licensing's Policy on *Security licensing conditions*⁵².

⁴⁹ Attachment 9 - Preventing Violence WA

⁵⁰ <https://www.wa.gov.au/system/files/2023-07/safer-places-by-design-cpted-guidelines.pdf>

⁵¹ <https://www.wa.gov.au/system/files/2023-07/safer-places-by-design-cpted-guidelines.pdf>

⁵² <https://www.dlgsc.wa.gov.au/departments/publications/publication/security-licensing-conditions>

- An appropriate number of RSA-qualified staff and managers will always be present to supervise the premises and ensure responsible service of alcohol.

7.8 **Access Control:**

- The Applicant will implement physical and procedural access controls, including security locks and after-hours protocols, to prevent unauthorised access and ensure patron safety.
- All alcohol will be stored behind the bar and accessed only by RSA-trained staff, ensuring compliance with responsible service regulations.

7.9 **Territorial Reinforcement:**

- The licensed area boundaries will be clearly demarcated with visible signage, and delivery zones will be designated to ensure clarity and support a secure operating environment.
- These features help reinforce ownership and signal clear operational boundaries to staff, patrons, and the public.

7.10 **Target Hardening (Security Measures):**

- High-quality locking mechanisms will secure entry and exit points, keeping the premises safe from unauthorised access.

7.11 **Management and Maintenance:**

- The premises will always be well-kept and maintained to provide patrons a safe and welcoming atmosphere.
- Staff will receive training to identify and report any security concerns, such as graffiti, broken locks, or damage, ensuring prompt action is taken to maintain the premises' security and integrity.

7.12 The Applicant has actively considered several supplementary *Safer Places by Design*⁵³ principles in the premises layout and operations plan, including

7.13 Additional crime reduction measures that the Applicant has considered during the design process include (but are not limited to):

- **Lighting** – The premises and surrounding footpaths will be well-lit, deterring anti-social behaviour and supporting patron safety.
- **Landscaping** – Minimal landscaping or obstructions will be present, preserving clear sightlines and passive surveillance throughout the premises' perimeter.

⁵³ <https://www.wa.gov.au/system/files/2023-07/safer-places-by-design-cpted-guidelines.pdf>

- **General appearance** – The premises will feature a high-quality fit-out and present a clean, modern frontage, reducing the likelihood of loitering or disorderly conduct.
- **Entrapment places** – No recessed areas or narrow passageways will be included in the premises design, ensuring open and visible sightlines at all times.
- **Activity generators** – The premises’ varied use throughout different times of the day, including casual dining, events, and family-friendly offerings, will ensure regular activity and natural passive surveillance, which is proven to reduce crime risk.

7.14 The CCTV system and lighting plan will be installed and maintained in accordance with the Director’s Policy, ensuring consistent monitoring and contributing to the premises’ overall safety infrastructure.

7.15 The Applicant is committed to joining and actively participating in the local Liquor Accord. As a member, the premises will support all Accord resolutions and work collaboratively with other licensees, law enforcement, and government agencies to implement agreed strategies that address community safety and harm minimisation.

Social Health Indicators “At Risk” Groups

7.16 In preparing this submission, the Applicant has given due regard to groups identified as being most “at risk” of alcohol-related harm, as outlined in the *Western Australian Alcohol and Drug Interagency Strategy 2018-2022*⁵⁴ and referenced in the Director’s Policy on Public Interest Assessments. These considerations form an integral part of the premises’ approach to harm minimisation, social responsibility, and community engagement.

	LOCALITY	GREATER PERTH	WESTERN AUSTRALIA
Population	16411	2116647	2660026
Median Age	47	37	38
Population Under 14 years	12.06%	18.96%	19.01%
Indigenous Persons	2.02%	1.99%	3.33%
Couple Family with Children	30.30%	45.70%	44.60%

7.17 The strategy identifies several key at-risk groups, and the Applicant has taken the following considerations into account:

- **Aboriginal People and Communities:** While the Indigenous population in the locality is relatively low (2.02%), the Applicant remains committed to maintaining a culturally

⁵⁴<https://www.mhc.wa.gov.au/media/2831/western-australian-alcohol-and-drug-interagency-strategy-2018-2022.pdf>

safe and respectful environment and will ensure culturally appropriate staff training and service delivery.

- **Children and Young People:** The premises will enforce strict age verification procedures. Service will be refused to anyone in school uniform, regardless of age or the presence of valid identification, and unaccompanied juveniles will not be permitted.
- **People from Regional, Rural, and Remote Communities:** Rockingham is not classified as a regional, rural, or remote area.
- **Families:** The Applicant acknowledges the link between alcohol misuse and domestic or family issues. The premises will be managed with a family-friendly, inclusive ethos, supporting safe social interaction and education-based harm minimisation.
- **Justice and Corrections System:** While not directly adjacent to correctional institutions, the Applicant remains open to engagement with local justice and support services, where appropriate.
- **Other Target Groups:** The premises will be welcoming and inclusive of older adults, CALD communities, LGBTQI+ individuals, and people at risk of social isolation or homelessness, ensuring that all patrons are treated with respect and provided a safe, supportive environment.

7.18 The Applicant recognises the importance of addressing drug and alcohol-related issues within the locality and aligns with the strategy's key areas for action:

- **Prevention:** Promoting responsible drinking through staff training and public messaging
- **Early Intervention:** Training staff to identify and respond to signs of intoxication and problematic behaviour
- **Law Enforcement:** Strict adherence to all licensing conditions and cooperation with WA Police
- **Treatment and Support:** Supporting community organisations and campaigns that raise awareness and offer assistance
- **Coordination and Capacity Building:** Collaborating with local stakeholders and monitoring best practice harm minimisation models

7.19 The Applicant also supports public education efforts such as the DrinkWise© campaign, which focuses on moderation and responsible drinking among young adults. The campaign's effectiveness is evidenced by:

- *40% of the target audience reported drinking less after seeing the campaign*
- *44% said the campaign encouraged discussion among peers about alcohol*

- 76% indicated the campaign helped them consider the benefits of moderation
- 91% reported having actively tried to moderate their consumption

Crime Statistics for the Locality

7.20 The following data has been obtained from the WA Police Crime Statistics portal, representing publicly available information for the Rockingham locality. This data includes incidents of reported criminal offences across several categories, including crimes against the person, property offences, and public order incidents.

7.21 The data obtained from the WA Police website provides a quantitative measure of criminal offences but lacks qualitative depth in key areas, which are crucial for a holistic understanding of the relationship between alcohol consumption and crime.

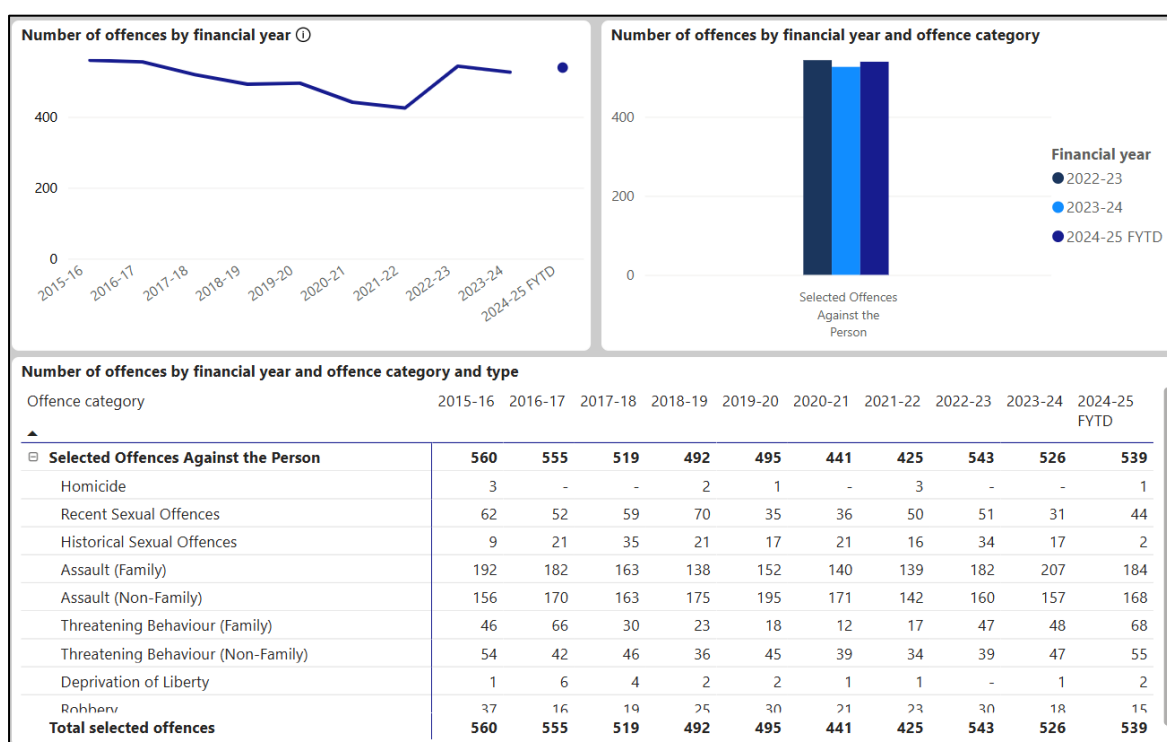


Figure 5: Crimes Against Persons⁵⁵

7.22 While this dataset provides a useful quantitative measure of criminal activity, it is important to acknowledge its limitations, particularly in the context of assessing the potential relationship between licensed premises and alcohol-related harm, as outlined under the Act.

7.23 The following limitations are relevant when interpreting crime data in relation to alcohol service and public interest considerations:

⁵⁵ <https://www.wa.gov.au/organisation/western-australia-police-force/crime-statistics>

- **Lack of Alcohol Attribution:** The statistics do not identify whether alcohol was a contributing factor in the commission of specific offences. This is a critical omission, as the Act requires licensees and authorities to address the harm or ill-health caused by liquor consumption, and policy decisions must be informed by relevant, context-specific data.
- **Uncertainty Regarding Source of Alcohol:** The data does not indicate where any alcohol involved in an incident was obtained (e.g., licensed premises, private home, bottle shop). As a result, it is not possible to draw reliable conclusions about the role or responsibility of specific venues in contributing to community harm.
- **Repeat and Aggregated Offenders:** The system does not distinguish between individuals and incidents, meaning that a single repeat offender could be responsible for multiple offences. This limits the ability to assess the breadth of offender behaviour across the population and its relevance to venue-based harm prevention.
- **Family and Domestic Violence Cases:** In the category of family-related assaults, the data does not differentiate between first-time and repeat incidents, nor does it explore contextual drivers such as mental health, substance use, or socio-economic factors. This inhibits targeted intervention and weakens the relationship between offence data and venue-based policy controls.

7.24 While these limitations restrict the use of WA Police statistics as a direct measure of alcohol-related harm caused by licensed premises, they do highlight the need for ongoing risk mitigation and harm minimisation efforts. The Applicant acknowledges these complexities and has taken a proactive, evidence-based approach to the responsible operation of the premises.

Alcohol-related Hospitalisations

7.25 The Applicant has reviewed relevant public health data in the context of this application, including the *City of Rockingham Alcohol Profile 2018*⁵⁶ published by the Department of Health. The data provides insight into alcohol-related hospitalisations within the local government area. Rockingham's hospitalisation rate was generally lower than both the WA metropolitan and state averages, indicating a comparatively stable health profile within the locality.

7.26 The Applicant acknowledges this context and remains committed to the operation of a premises that minimises undue harm or ill-health, as required under Section 38(4)(a) of the Act. This includes but is not limited to:

⁵⁶https://smhs.health.wa.gov.au/~media/HSPs/SMHS/Corporate/Files/Hlth-prom/Rockingham-alcohol-profile.pdf?utm_source=chatgpt.com

- Maintaining a strong focus on harm minimisation strategies, with a robust policy in place that governs the responsible service and promotion of alcohol.
- Ensuring all front-of-house staff are RSA-certified and trained to identify and respond to early signs of intoxication or at-risk behaviour.
- Providing low- and no-alcohol options for patrons as part of a broad and inclusive beverage offering.
- Offering food service at all times, which is a recognised harm reduction measure supported by WA Health and the Department of Racing, Gaming and Liquor.
- Operating under a comprehensive Harm Minimisation Plan, developed in consultation with Hospitality Total Services (Aus) Pty Ltd, aligned with the Director's policies.

7.27 While alcohol-related health statistics provide valuable context for understanding community needs, they must be interpreted within a framework that recognises the role of well-managed licensed premises in contributing to safe, controlled social settings. The Applicant firmly believes that the availability of alcohol in an environment with clear standards, professional staff, and proactive management is an effective method of supporting the objects of the Act and promoting public safety.

7.28 According to *WA State Priorities Alcohol and Other Drug Services Plan 2015-2025*⁵⁷ research, alcohol consumption habits are evolving, with a growing focus on moderation and responsible drinking:

- Per capita alcohol consumption is at a 50-year low, with a shift towards low-alcohol and non-alcoholic options.
- Fewer Australians drink daily, declining rates from 8.5% in 2001 to 5.4% in 2019.
- Younger Australians are delaying alcohol consumption, with 72.5% of 14–17-year-olds abstaining in 2019, up from 39% in 2007.
- Beer consumption has dropped significantly, while wine and premium spirit consumption has increased, reflecting changes in consumer preferences.

Strategies to minimise harm or ill health

7.29 The premises will operate as a responsible, community-focused premises by aligning its operations with best-practice harm minimisation strategies, as prescribed by the Act and the Director's policies. The Applicant's experience in managing licensed premises ensures that the operation of Rocco Italiano will contribute positively to the Rockingham locality without contributing to undue harm or ill health.

⁵⁷ <https://www.mhc.wa.gov.au/media/3516/plan-update-2018-corrections-29-july-2020.pdf>

7.30 A comprehensive Harm Minimisation Plan has been developed and is incorporated into this submission. The Plan includes premises design, operational policies, staff training, and promotional controls, all of which reflect the Applicant's dedication to responsible business conduct and alignment with both local and state alcohol-related harm reduction goals.

7.31 The Applicant also acknowledges the community safety role of programs such as Crime Stoppers WA, which since its inception in 1995 has been a reliable link between local residents and law enforcement. The ethos of Crime Stoppers aligns closely with the Applicant's commitment to:

- Social wellbeing
- Inclusivity and safety
- Forward-thinking strategies
- Ethical service standards, and
- Mutual respect and responsible patron conduct



Promotion and Advertising of Alcohol:

7.32 The Applicant is committed to strict adherence to the Department of Racing, Gaming and Liquor's Industry Guideline on the *Responsible promotion and advertising of alcohol*⁵⁸. All promotional activity undertaken at the premises will be designed to:

- Discourage rapid or excessive consumption.
- Prevent incentives for intoxication or anti-social behaviour.
- Reinforce responsible messaging in a way that is aligned with the public interest.

7.33 The Applicant fully understands and accepts that the Act prohibits gimmick promotions or excessive discounting that could contribute to irresponsible drinking. As such:

- All alcohol promotions will focus on enhancing the social and dining experience.
- The premises will not engage in advertising that targets vulnerable or underage persons.
- Value-for-money offers may be provided, but the premises will not be positioned as a destination for cheap drinks.

7.34 Rocco Italiano will focus on providing high-quality hospitality that caters to local consumer requirements. The premises will offer a curated selection of food and beverages appealing

⁵⁸<https://www.dlgsc.wa.gov.au/departments/publications/publication/responsible-promotion-and-advertising-of-alcohol>

to families, professionals, and visitors seeking a quality dining experience. It will create a welcoming environment emphasising exceptional service, responsible beverage practices, and social engagement. Operations will reflect the Rockingham locality's socio-economic profile and lifestyles, ensuring sustainability and alignment with community values.

Responsible Service of Alcohol (RSA):

- 7.35 The Applicant is committed to ensuring that the responsible service and promotion of alcohol is upheld at all times in accordance with the Act and the Director's Policy on *Mandatory training for licensees, approved managers and employees*⁵⁹. The premises will implement strict RSA protocols to prevent the service of liquor to intoxicated persons and to uphold the integrity of a safe, well-managed premises.
- 7.36 Any patron who appears to be intoxicated will be refused service and required to leave the premises in a respectful and managed manner. This practice forms a critical component of the premises' Harm Minimisation Plan. It supports the primary object of the Act, being to regulate the sale, supply, and consumption of liquor in a manner consistent with public interest and community safety.
- 7.37 All staff involved in the service of alcohol will be required to complete the Responsible Service of Alcohol training through a nationally accredited provider. A copy of each RSA certificate will be maintained in an on-site training register, readily available for inspection by authorised officers. Additionally, all managerial staff will be required to obtain the higher-level MLP1 qualification (Manage Licensed Premises) to ensure oversight and operational compliance with licensing obligations.
- 7.38 The premises will have an Approved Manager physically present and available during trading. During peak periods, such as weekends, public holidays, and event nights, up to two Approved Managers may be rostered on-site to ensure sufficient supervision and support across operational areas.
- 7.39 The Applicant will also implement a proactive policy prohibiting the sale or service of liquor to any person wearing a school uniform, regardless of their age or ability to provide valid identification. This measure recognises the potential for 18-year-old high school students to legally purchase liquor and aims to reduce the risk of secondary supply to juveniles. It also reinforces the premises' commitment to aligning its service practices with the expectations of the community and the Director's policy on *Juveniles on licensed premises*⁶⁰.

⁵⁹ <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/mandatory-training>

⁶⁰ <https://www.dlgsc.wa.gov.au/departments/publications/publication/juveniles-on-licensed-premises>

8 Community Consultation

- 8.1 As part of the Community Consultation, the key organisations were contacted to discuss the Tavern Restricted Licence application and asked to comment and provide feedback with concerns (if any) about it.

WA Police Liquor Enforcement Unit (LEU)

- 8.2 An email outlining the details of the application was sent to the LEU and stated that the Applicant would appreciate any feedback the LEU could provide. The Applicant respects that the LEU will consider the application in its entirety when advertised and intervene if required. The Applicant notes that any communication they have with the LEU does not constitute support for this application.

Chief Health Officer (CHO)

- 8.3 The Applicant's representative also sent an email brief outlining the details of the application to the Chief Health Officer at the WA Health Department. The Applicant respects that the CHO will consider the application in its entirety when advertised and intervene if required. They also confirm that any correspondence with the CHO does not in any way constitute an endorsement of this application.
- 8.4 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 authority, local police station, situated within the specified locality of the proposed premises⁶¹.

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

- 9.1 The premises located within the vibrant and scenic Rockingham Foreshore precinct, is well positioned to complement the area's natural coastal setting and lifestyle appeal. The design, layout, and day-to-day operation of Rocco Italiano have been thoughtfully curated to reflect and enhance the foreshore's amenity, offering a relaxed and inviting environment that integrates seamlessly with the broader community vision for the precinct.
- 9.2 The Applicant has adopted a design and operational framework that ensures any potential impact on local amenity—such as noise, traffic, or congregation—is effectively mitigated through responsible planning. Measures include:

⁶¹ Attachment 8 - Notice of Application

- The strategic placement of dining and social areas within the premises to direct activity away from sensitive interfaces such as nearby residences, public open space, and high-traffic pedestrian zones;
- Implementation of traffic and parking management strategies, including alignment with existing public transport access and foreshore precinct parking controls, to reduce congestion and ensure flow during peak periods;
- A service model that prioritises responsible alcohol consumption as part of a broader premium food and hospitality experience, rather than encouraging excessive or high-risk drinking behaviours.

- 9.3 As part of its operational commitments, the Applicant will ensure full compliance with the Environmental Protection (Noise) Regulations 1997 (WA). This includes managing music and patron noise levels in accordance with acceptable standards and adopting noise attenuation measures if required. These strategies support the preservation of the tranquil, coastal character that defines the Rockingham Foreshore and reflects the premises' commitment to harmonious integration with the local community.
- 9.4 Furthermore, the open layout and spacious design of the Rockingham Foreshore precinct provide a natural buffer from potential disruptions. The open-air promenade landscaped public realm, and separation between commercial tenancies and residential zones create an environment where hospitality venues like Rocco Italiano can operate responsibly without diminishing the quiet enjoyment or amenity of the locality.
- 9.5 In this context, the proposed operations are expected to enhance the social and tourism value of the precinct, while maintaining the quiet, order, and amenity standards that residents and visitors expect. The Applicant is committed to ongoing engagement with local stakeholders and regulators to ensure that the premises remains a positive and respectful contributor to the local environment.

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

- 10.1 The Applicant has developed a comprehensive Harm Minimisation Plan to ensure that Rocco Italiano operates safely, responsibly, and in accordance with the local community's expectations. This plan incorporates a suite of proven strategies designed to minimise risks associated with alcohol consumption, with a clear focus on community safety, public interest, and the preservation of local amenities.
- 10.2 As outlined throughout this submission, the Applicant is highly experienced in the responsible operation of licensed premises in Western Australia and is fully committed to complying with the Director's policies on Public Interest Assessments, including Section

38(4)(c) of the Act, which requires consideration of the potential for the premises to cause offence, annoyance, disturbance or inconvenience to people residing or working in the vicinity.

10.3 The Applicant acknowledges that, as with any liquor licence, certain risks may be present. However, the following strategies will be implemented to proactively mitigate the risk of undue offence, disturbance or inconvenience:

- The premises will be supervised at all times by an appropriate number of RSA-trained staff and Approved Managers, ensuring active monitoring of patron behaviour and immediate intervention if required.
- A set of operational policies and procedures, refined through the Applicant's extensive experience, will be applied to uphold high service standards and safety protocols.
- Unaccompanied juveniles will be strictly prohibited from entering the premises at all times, in accordance with the Director's Policy on Juveniles on licensed premises.
- The sale of packaged liquor for takeaway will not be permitted, reinforcing the premises' focus on on-premises consumption in a controlled environment.
- No liquor will be sold to individuals wearing a school uniform, regardless of age or identification status, to prevent secondary supply and ensure responsible service to young adults.
- Intoxicated persons will be refused entry and service, with staff and management strictly enforcing RSA protocols.
- The premises will be fitted out with high-quality furnishings and amenities, reflecting the premises' aim to attract a mature, lifestyle-oriented demographic.
- The business will be operated by skilled and professionally presented staff, with a strong focus on product knowledge, customer engagement, and responsible service.
- Low- and no-alcohol options will be readily available to support moderation and inclusivity.
- Alcohol will not be sold or promoted at discounted rates that may encourage rapid or excessive consumption or attract individuals with alcohol dependency.
- No advertising or promotional material will be used that could be construed as targeting minors or vulnerable population
- All staff will receive comprehensive RSA training, with refresher sessions delivered regularly to ensure ongoing awareness of legal obligations and service standards.

10.4 These measures, combined with the Applicant's commitment to professionalism and harm minimisation, will ensure that Rocco Italiano does not cause undue offence, annoyance, or

inconvenience to those living or working in the vicinity, and will instead contribute positively to the amenity and vibrancy of the Rockingham Foreshore.

Harm Minimisation Plan

- 10.5 Rocco Italiano is dedicated to delivering a high-quality hospitality experience while ensuring that all aspects of the premises' operation are conducted in accordance with the principles of responsible alcohol service and harm minimisation, as set out under the Act and the associated policies of the Director of Liquor Licensing. The Applicant is fully committed to promoting the safety, well-being, and enjoyment of patrons and the broader community, ensuring that the premises operates as a responsible, compliant, and community-conscious business.
- 10.6 The management and staff of Rocco Italiano will maintain a venue culture that promotes responsible drinking, respectful patron interaction, and a high standard of customer service. Patrons will be treated with professionalism, courtesy, and care, creating a safe and welcoming environment at all times. All staff involved in the sale, supply, and service of liquor will undergo comprehensive Responsible Service of Alcohol (RSA) training, with refresher training conducted regularly to ensure continued adherence to best practices and regulatory obligations.
- 10.7 The primary objective of the Harm Minimisation Plan is to protect the health, safety, and welfare of patrons, minimise the risk of alcohol-related harm or ill-health, and ensure that premises operations align with both community expectations and the public interest. The Applicant's approach is guided by a commitment to:
- Proactive risk management, including early intervention in relation to intoxication or anti-social behaviour;
 - Inclusive and balanced beverage options, including low- and no-alcohol products;
 - Active supervision and support from qualified, experienced, and professional staff;
 - Compliance with all applicable liquor licensing legislation, training requirements, and Director's policies.

Controlling Intoxicated Persons

- 10.8 At Rocco Italiano, patrons will be encouraged to consume alcohol responsibly and in moderation, in keeping with the premises' emphasis on premium hospitality and public safety. RSA-trained staff will actively monitor patron behaviour across all licensed areas to ensure that alcohol is served in accordance with responsible service protocols and that the premises maintains a safe, inclusive, and enjoyable atmosphere for all guests.

- 10.9 Any individual who exhibits signs of intoxication will be refused further service in accordance with Section 115 of the Act. In such cases, patrons will be offered non-alcoholic alternatives, such as water or a meal, and provided appropriate care. If the individual is unwilling to comply with the directions of staff, they will be politely and respectfully asked to leave the premises.
- 10.10 This procedure is reflective of the Applicant's commitment to harm minimisation, responsible alcohol service, and the overall well-being of patrons, staff, and the surrounding community. These practices will be consistently implemented by all trained staff and supported through ongoing supervision by Approved Managers.

Monitoring Accompanied and Unaccompanied Juveniles

- 10.11 Rocco Italiano will strictly enforce all legal requirements regarding the presence of juveniles on licensed premises, with particular focus on the prevention of underage drinking and secondary supply. In accordance with the Act and the premises' Harm Minimisation Plan, the following measures will be implemented as part of day-to-day operations:
- Alcohol will not be served to juveniles under any circumstances. Any patron who appears to be under the age of 18 will be required to present valid, government-issued identification before being served.
 - Unaccompanied juveniles will not be permitted in any licensed areas of the premises.
 - In the event that a juvenile is found consuming alcohol on the premises, the matter will be addressed immediately. The juvenile will be removed from the premises, and their parent or guardian will be notified, where applicable.
 - Staff will undergo regular training to ensure they are proficient in checking identification, identifying minors, managing entry controls, and confidently addressing any attempts to purchase or consume alcohol by juveniles.
- 10.12 These policies are specifically designed to minimise undue harm or ill health related to alcohol consumption among young people, while reinforcing the Applicant's commitment to operating a safe, inclusive, and family-appropriate hospitality venue. The monitoring and management of juveniles on the premises will be consistent with the Director's Policy on *Juveniles on licensed premises*, and will form part of ongoing RSA and compliance training for all front-of-house staff and management personnel.

Resolving Complaints

- 10.13 Rocco Italiano is committed to maintaining a high standard of customer service and public accountability by proactively addressing and resolving complaints in a timely, respectful, and effective manner. The Applicant recognises that clear and accessible complaint

management procedures are essential to ensuring that the premises remains welcoming, safe, and responsive to the needs of patrons and the broader community.

10.14 To this end, the following measures will be implemented:

- Patrons will be encouraged to raise any concerns or service-related issues directly with the Approved Manager on Duty, who will be authorised and trained to resolve complaints promptly and professionally.
- A formal complaint resolution process will be established, whereby all concerns will be recorded, assessed, and resolved in accordance with internal procedures, ensuring transparency and consistency in service recovery.
- Patrons will have access to multiple feedback channels, including in-person discussion with venue management, written feedback forms available on-site, and monitored online review platforms. These channels will allow for the expression of concerns and ensure that appropriate, timely responses are provided.

Respect for Neighbours and the Local Community

10.15 The Applicant is committed to maintaining strong, positive relationships with the local community and ensuring that the operation of Rocco Italiano contributes positively to the amenity and atmosphere of the Rockingham Foreshore. The premises will implement measures to ensure that patrons behave responsibly and respectfully, particularly during late-night hours, so as not to cause disturbance or inconvenience to nearby residents or businesses.

10.16 The following strategies will be implemented to reinforce this commitment:

- Patrons will be reminded upon departure to exit the premises quietly and respectfully, especially during evening and late-night periods, in order to minimise noise in surrounding public areas.
- Clear signage will be placed at all exits advising patrons to avoid loud conversations, keep noise to a minimum, and refrain from disruptive behaviours such as revving engines, honking horns, or loitering.
- Trained staff, including front-of-house and food and beverage personnel, will be actively involved in monitoring patron departures, ensuring orderly exit from the premises and providing reminders where necessary.
- Any patron who causes a disturbance or fails to respect the rights of others will be formally cautioned, and repeat offenders may be refused future service or entry as part of the premises' behavioural policy.

Incident Register and Compliance Monitoring

- 10.17 In accordance with Section 116a of the Act, Rocco Italiano will maintain an incident register per its commitment to responsible venue management and statutory compliance. This register will serve as a critical tool for monitoring, managing, and mitigating operational risks while also demonstrating accountability and transparency in the premises' ongoing adherence to its licensing obligations.
- 10.18 The Incident Register will support the premises' compliance framework by:
- Recording all relevant incidents, including refusals of service due to intoxication, disturbances involving patrons, RSA interventions, and any occurrences requiring security involvement.
 - Documenting complaints or concerns raised by guests or members of the community, ensuring that they are reviewed, addressed, and resolved in a timely and professional manner.
 - Providing a formal record available to authorised officers, including WA Police, the Liquor Enforcement Unit (LEU), and inspectors from the Department of Local Government, Sport and Cultural Industries, to support audits and demonstrate ongoing operational compliance.

Staff Induction Guidelines (RSA)

- 10.19 Rocco Italiano is committed to upholding the Responsible Service of Alcohol (RSA) standards as set out by the Director of Liquor Licensing and enforced under the Act. All staff will be trained to ensure that alcohol is served safely, legally, and responsibly, with particular focus on monitoring patron behaviour, identifying signs of intoxication, and applying harm minimisation strategies consistently throughout the premises.
- 10.20 **Training and Induction Procedures:**

To support these standards, the following staff induction and training protocols will be implemented:

- Approved Managers will complete the Management of Licensed Premises (MLP1) training course prior to assuming any managerial duties on-site.
- All front-of-house staff will be required to obtain their RSA certification from an accredited training provider prior to commencing employment.
- Staff will receive in-house training in the responsible service of liquor, tailored to the premises' policies and aligned with the Director's policy on RSA and harm minimisation.

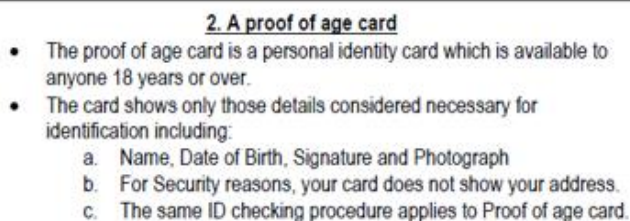
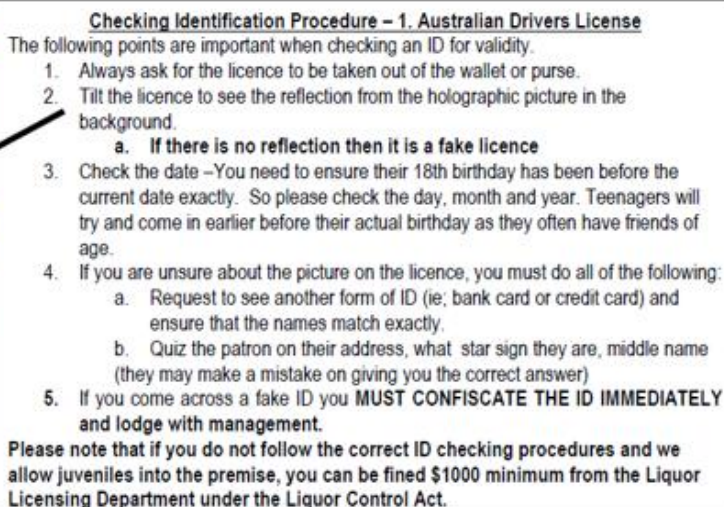
- Staff will be trained to identify and appropriately manage situations involving intoxicated, disruptive, or disorderly patrons, ensuring safety and legal compliance.
- Where necessary, staff will be instructed to seek guidance from the Duty or Approved Manager before engaging with potentially volatile situations.
- Refresher training will occur at regular intervals, and all initial training will be completed within the first four weeks of employment.
- A Training Register will be maintained on-site, containing up-to-date RSA and MLP1 qualifications, in compliance with the Director's Policy on Mandatory training for licensees, approved managers, and employees.

10.21 Responsible Service of Alcohol:

- Only RSA-trained staff will be permitted to sell, serve, or supply liquor on the premises.
- All liquor sales will occur in accordance with the conditions of the Tavern Restricted Licence (subject to approval).
- No promotional activities or incentives that encourage rapid or excessive alcohol consumption will be conducted.
- Non-alcoholic beverages, including water, will be available to patrons at all times, with a focus on inclusivity and moderation.

10.22 ID Checking Strategies:

- Staff are to be trained in proper ID verification techniques.
- Multiple forms of ID may be required for verification.



- 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

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

“Tourism, supported by strong investment in, and development of, Western Australia’s cultural features and activities, helps to build the State’s identity and to generate a sense of place. Western Australia has a unique range of experiences to offer that includes the celebration of Aboriginal culture, iconic landscapes and biodiversity and major festival events. The infrastructure that supports these activities is an important contributor to the State’s economy”⁶²



Figure 6: Rockingham Foreshore⁶³

Discover Rockingham...

With 37km of spectacular coastline, Rockingham is a popular holiday destination 45 minutes south of Perth boasting a wide range of immersive experiences and exciting activities.

Whether it be a visit to one of the many neighbouring islands, enjoying the vast stretches of white sandy beaches, sailing a yacht within the protected bays, recreational boat and

⁶² https://www.wa.gov.au/system/files/2021-05/FUT-SPS-State_Planning_Strategy_2050.pdf

⁶³ <https://www.penguinislandvisitorcentre.com.au/rockingham-beach>

*jetty fishing or swimming amongst playful wild dolphins – Rockingham promises a memorable and unique experience for every visitor.*⁶⁴

- 11.1 The Rockingham Foreshore is a strategically significant tourism and cultural precinct within the City of Rockingham, offering an appealing blend of natural beauty, heritage character, marine attractions, and vibrant public spaces. The precinct features restaurants, coastal promenades, sheltered beaches, public artworks, and cultural sites, all attracting residents and visitors from across the Perth metropolitan area and beyond.
- 11.2 Introducing Rocco Italiano to this precinct will support and strengthen Rockingham's identity as a coastal tourism destination. The premises will provide a high-quality, independently operated hospitality premises offering premium food and beverage experiences, cultural inclusivity, and a welcoming environment for locals and tourists. It will enhance the precinct's vibrancy, complement existing infrastructure, and provide additional social amenity aligned with the area's tourism appeal.
- 11.3 This application supports the objectives of the *Western Australia Visitor Economy Strategy 2033 (WAVES 2033)*⁶⁵, which aims to grow the State's visitor economy from \$14 billion in 2022 to \$25 billion by 2033. Rocco Italiano directly contributes to the strategy's goals by supporting:
- Vibrant, socially engaging destinations that attract repeat visitation
 - The integration of high-quality dining with local cultural and recreational assets
 - Year-round visitation through consistent trade, extended hours, and weather-resilient indoor and outdoor service areas
 - Employment creation and economic diversification within Rockingham's tourism and hospitality sectors
- 11.4 WAVES 2033 also recognises the importance of infrastructure and venue development in activating tourism precincts and enhancing visitor experience. Rocco Italiano aligns with this by introducing:
- A culturally inclusive, family-friendly premises suitable for both casual and formal dining
 - A strong emphasis on Western Australian produce and wine, highlighting local identity and supporting regional supply chains
 - A premises that encourages social connection, cultural expression, and responsible alcohol service, in harmony with community values

⁶⁴ <https://visitrockingham.com.au/>

⁶⁵ <https://assets-us-01.kc-usercontent.com/53c284ed-8b6d-0077-d7d1-762b0c10baee/623b8ad2-8157-4bfe-97bc-c1a379ae0f0b/FINAL%20WAVES%20STRATEGY%202024.pdf>

- 11.5 The City of Rockingham's *Economic Development Strategy 2020–2025* and *Strategic Community Plan 2023–2033* both prioritise the development of tourism infrastructure and experiences to increase visitation and support local employment. The operation of Rocco Italiano reinforces these aims by:
- Supporting the growth of Rockingham's visitor economy
 - Stimulating local employment and small business engagement
 - Creating a destination premises that complements Rockingham's recreational and environmental assets
- 11.6 In accordance with Section 38(4)(ca) of the Act, the Applicant submits that the operation of Rocco Italiano will make a positive contribution to tourism, culture, and the local community. The premises will help deliver the State's tourism strategy, foster community engagement, and enhance the hospitality landscape of the Rockingham Foreshore in a manner that is sustainable, inclusive, and clearly in the public interest.

12 Summary

- 12.1 Hospitality Total Services (Aus) Pty Ltd, on behalf of the Applicant, BHR Pty Ltd, respectfully submits this Public Interest Assessment (PIA) in support of the application for a Tavern Restricted Licence for Rocco Italiano, located within the Rockingham Foreshore precinct, in the City of Rockingham, Western Australia.
- 12.2 A Tavern Restricted Licence, as defined under Section 41 of the Act, permits the sale and supply of liquor for consumption on the licensed premises only. The Applicant has complied with all requirements associated with the application, and the necessary documentation has been submitted in accordance with Section 68 of the Act.
- 12.3 Subject to the grant of the licence, the Applicant will adhere to all Director's Policies and relevant compliance measures outlined in this submission. The premises' daily operations will be conducted in a manner that is responsible, community-conscious, and compliant with all regulatory requirements under the Act.
- 12.4 The Applicant has fully considered the provisions of Section 38(4)(a), (b), (c), and (ca) of the Act. These include the potential for harm or ill-health, impact on local amenity, and the risk of offence, annoyance, disturbance, or inconvenience to the community, as well as the positive contribution of the premises to tourism, cultural development, and the local economy. Each of these elements has been addressed within this PIA, supported by evidence and policy alignment.
- 12.5 The Applicant acknowledges the requirements of the Industry Guideline on the *Responsible promotion and advertising of alcohol*, issued by the Department of Local Government,

Sport and Cultural Industries (DLGSC), and confirms its commitment to full and ongoing compliance with this policy.

12.5 The responsible Applicant has also considered the DLGSC Industry Guideline on the and is committed to adhering to the DLGSC policy at all times.

12.6 The experienced Applicant also notes that the Act relevantly provides 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).

12.7 Accordingly, the Applicant respectfully requests that the Director of Liquor Licensing consider granting the Tavern Restricted Licence for Rocco Italiano, as the application is demonstrably in the public interest, and aligns with the objects and intent of the Act.

13 Advertising

13.1 Advertising will be completed when the Department of Local Government, Sport and Cultural Industries 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 Plans
- 2 Consumer Surveys
- 3 Harm Minimisation Plan
- 4 Local Commercial and Activity Centres Strategy

- 5 Development Policy Plan City Centre Sector
- 6 Development Policy Plan
- 7 Community Consult
- 8 Notice of Application