

Public Interest Assessment Submission

APPLICATION FOR TAVERN LICENCE

May 2025

FREE RUN PTY LTD

TRADING AS WISE CHILD WINE STORE



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1. BACKGROUND

The Applicant, Free Run Pty Ltd (the Applicant) is seeking a tavern licence for the abovementioned existing premises at Shop 21a 21-33 Market Street, Fremantle (the Premises) to add on to their existing trade of packaged takeaway liquor at Wise Child Wine Store (WCWS), in order to provide both on premises as well as off premises consumption of specialty boutique wines in Western Australia.

The Applicant has obtained in-principle support from City of Fremantle council, including a letter of support from the City of Fremantle Mayor Hannah Fitzhardinge and Development Approval (DA) has been granted in regard to change of use and works. The Applicant is ready to proceed with establishing WCWS Market Street Fremantle Wine Bar, if and as soon as, the tavern licence is conditionally granted. Thereafter, the Applicant is in a position to complete a prompt fit-out and will be ready to trade in their re-imagined capacity as soon as possible.

1.1 About the Applicant

WCWS is currently operating under a liquor licence as a wine store, specialising in boutique wines from small producers. These wines are often made from organically and biodynamically farmed fruit and are naturally free of additives including all yeasts as well as conventional fining and filtration techniques ensuring that they remain 'alive' much like kombucha. The majority of the wines that WCWS stock are produced from small, family-run vineyards in Australia and overseas that strive to nurture the environment and create a more sustainable agricultural future. With an extensive range of Western Australian produced wines alongside a curated international wine list, WCWS also carries a small range of craft beers, ciders and select artisanal spirits.

Since moving locations in 2022 from their original location in North Fremantle (established 2018) to their most recent and current inner Fremantle location at 21a Market St Fremantle, the inner Fremantle neighbourhood has welcomed WCWS with warmth and enthusiasm and the store has contributed to the social capital of the community through its opportunities for interaction and low-key community-focused collaborative events. WCWS, as a popular local wine store, attracts buyers local to the area, local to Perth, nationally and globally. Due to the boutique offering and delivery options provided by the store, WCWS has gained regular customers within a 25km radius of the existing store – as far north as Scarborough and as far south as Mandurah in the metropolitan area

WCWS, as pictured in Figures 1, has more than 7,000 followers on Instagram and Google reports a ranking of 4.8 out of 5 for the WCWS operation of business. The Applicant holds a strong social media presence that has exponentially aided the growth of WCWS. The Applicant's agility in managing the WCWS social media platform has turned internet followers into paying customers of lasting value.

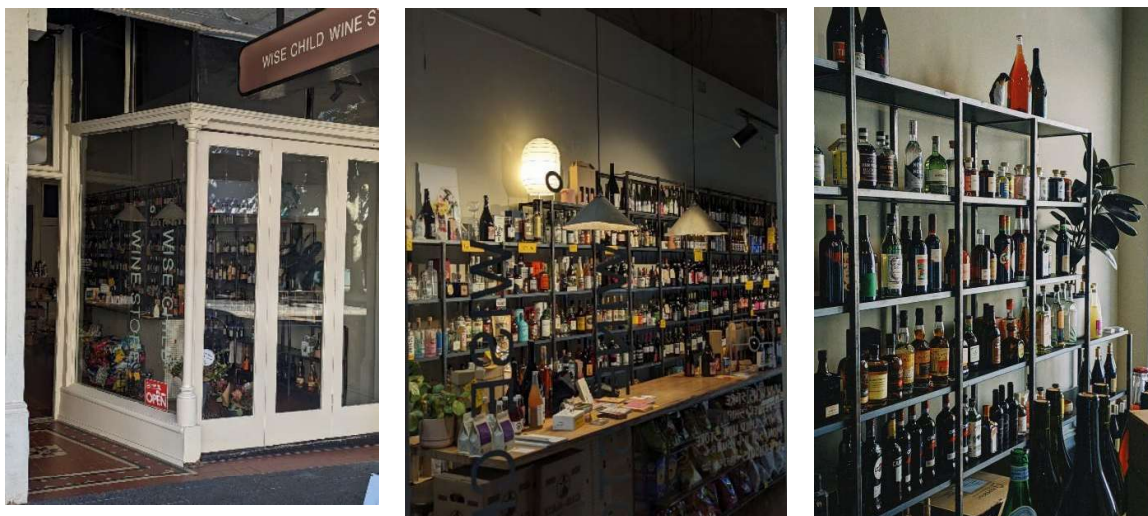


Figure 1: WCWS 21a Market St, Fremantle Store

James Whineray and Lucy Byrnes, directors of WCWS began their journey in 2018 by taking over a liquor store licence of what was then a totally different liquor outlet. The original Premises was located in North Fremantle before being moved to their current locality at 21a Market St Fremantle.

The Applicant delivers a unique approach to the sale and supply of alcohol. With a direct focus on the sustainable nature of wine production from small-scale, artisanal wineries across Australia and overseas, The wines that WCWS supplies are highly specialised products that seek to redefine the nature in which alcohol is both appreciated and consumed. By eschewing the sale of conventional wines from mass-produced, commercial wineries, WCWS instead highlights wines that adhere to ethical farming practices both in the vineyard and winery. This ethos is similarly aligned to a host of other liquor and beverages, including craft beers, ciders, low-alcohol products, sake and artisan spirits.

The Applicant is similarly invested in supplying an extensive array of boutique non-alcoholic products that encompass everything from non-alcoholic beers, sparkling wines, esoteric tea-based drinks and distilled spirits where the alcohol has been removed. A sizeable range of non-alcoholic drinks is stocked including specific alcohol alternatives, with over 40 lines currently available at WCWS. The Applicant does not serve a range of liquor commonly available at the more chain liquor stores or garden-variety bars that dominate the packaged liquor and hospitality market in the locality. The emphasis is on supplying the locality with a highly tailored, boutique environment where sustainable wines are celebrated, and commercialisation is eschewed.

As noted above, WCWS specialises in wines from small scale wine producers, that are produced using predominantly organic vineyard practices with little to no additives. This handmade style of winemaking is growing ever stronger in consumer drinking culture, and there is a mounting groundswell across the nation's fine-dining and boutique bar scene. While many independent bottle shops and local bars are turning towards wines from small-scale producers, they offer no more than a handful of products and general offerings remain hard to find within the Fremantle locality. The distinctive nature of the liquor that WCWS stocks means that the manner in which it is consumed varies greatly from its commercial counterparts. While the boutique element drives the price up, it also ensures that the customer is fully invested in the singularity of the product.

The Applicants are recognised within the community for this ethos, as is evident with letter of support provided by City of Fremantle Mayor, Hannah Fitzhardinge (**Appendix 1**). Direct quotations from the letter are provided below.

"Wise Child Wine Store is a boutique wine store situated in Market Street in the City centre of Fremantle and is a largely popular shop amongst the community known for its sustainably and locally sourced wines, beers and spirits."

"This change in licence will be beneficial from a community activation perspective and will positively contribute to Fremantle's cultural value as a destination City that encapsulates all aspects of food and entertainment."

The Applicant is committed to supporting and working with local producers, as well as offering highly professional, personalised service to discerning and diverse consumers through its offering of unique products. The Applicant considers that the proposed tavern licence has the capacity to offer a diverse range of products and make a unique contribution to the locality by enhancing the growing diversity of Fremantle and to cater to those who seek out a considered alternative to the mainstream liquor industry.

WCWS has a noticeable absence of cheap mainstream mass-produced items, that promote a poor drinking culture, such as Emu Export, VB, Carlton Draught, Jim Beam, Vodka Cruiser, UDL and Cask Wine, which are strictly not sold on premises nor would they be served at the proposed bar.

The Applicant has carefully considered the Director's Public Interest Assessment Policy in the preparation of this Public Interest Assessment submission which is submitted in support of the Application. This Public Interest Assessment submission will detail how the proposed liquor store will cater for the requirements of consumers for boutique liquor. It will also detail how the Premises will accommodate the development and diversity of the liquor and hospitality industries in the locality and meet the key objects of the Liquor Control Act 1988 (WA) (the Act).

1.2. The Proposal

WCWS has been designed as an open and inviting venue that celebrates the culture of winemaking nationally as well as internationally. The proposed change from liquor store licence to tavern licence will provide patrons with a space where they can sit down and enjoy a whole new range of wines, grape varieties and wine making techniques that would otherwise be unknown to them. The Premises intends

to be a cultural sanctuary where customers can have access to sustainable, organically produced drinking wines as well as exclusive, top-shelf products to mark a celebration. This emphasis on a new and divergent drinking culture transcends the mere sale and consumption of alcoholic beverages and is instead rooted in the time-honoured traditions of artisanal winemaking. The Premises aims to not only celebrate the history of grape growing and winemaking but also make it accessible to the wider community. The Fremantle locality places a distinct emphasis on both creating and maintaining a dynamic City Centre where arts, culture and community come together. The positioning of a boutique wine bar experience in the midst of the City Centre will seek to reinforce the objectives and visions of the Fremantle Strategic Community Plan.

Not only does WCWS draw people into the Fremantle City Centre, but also provides notable convenience for those living, working and recreating there. With the recent decentralisation of State Government offices, there has been significant growth in the number of daily workers in Fremantle. This move has enabled the opening of 23 retailers in the new FOMO development, the majority of which are food outlets. WCWS provides an opportunity for the local workforce, residents and visitors to purchase packaged liquor on their way home from Fremantle, or on their way in to enjoy one of Fremantle's new and existing BYO restaurants. The proposed tavern licence will allow for those same patrons to not only purchase packaged takeaway liquor, but to also sit down and enjoy a wine in the heart of Fremantle.

The Applicant is seeking to establish a unique service in the locality that extends far beyond a typical liquor store. The proposed bar space at the Premises will be approximately 45m² of indoor space with a small alfresco area in the council designated alfresco zone out the front – this alfresco space will be applied for as an ETP. The Premises will continue to provide consumers with a streamlined, bespoke environment, unlike mainstream liquor outlets and run-of-the-mill bars. Dimmable ambient lighting will highlight the stock on display and pinpoint the custom-built wine racks and temperature-controlled wine fridges. An extensive selection of gourmet snacks will be on offer including imported tinned fish, small-batch bar snacks and chips, jarred pickles, preserves and local small goods.

Like many of the shop fronts in the locality, the Premises' heritage listing is one to be celebrated. The Applicant employs minimal brand material and street front signage on the exterior to maintain the character of the building. The Applicant does not plaster the façade of the Premises with liquor sales and promotions, but rather enhances the historic built form and cultural development that underpins Fremantle.

The Premises is advantageously placed alongside Kakulas Grocery and more importantly the Kakulas owned Little Sister Delicatessen, Perth's premium purveyor of artisanal cheese. Boasting an extensive range of local and imported handmade cheese, house-cured charcuterie and antipasti, the strategic placement of a boutique wine store directly adjacent to a gourmet delicatessen will result in a uniquely harmonious alliance. This invaluable link between premises, will not only benefit the mutual businesses but further the vibrancy, dynamism and amenity within Fremantle. The proposed tavern licence is of unprecedented significance to both the Applicant and the Kakulas Group.

Current Trading Days	Monday to Sunday (7 days a week)
Current Trading Hours	Monday to Sunday 11am to 7pm
Proposed Bar Trading Days & Hours*	Monday – Thursday 11am to 9pm Friday – Saturday 11am to 10pm Sunday 12pm–9pm
<i>*Indicative only and subject change, within permitted trading hours and requirements for tavern use.</i>	

Figure 2: Indicative Trading Days and Operating Hours

The layout of the existing Premises with proposed change of licence can be seen in **Figure 3**, which includes cool fridges and purpose-built seating arrangements both internally and externally.

The Applicant aims to provide customers with a choice of products that are in demand and not currently widely available at the existing liquor retailers or bars in Fremantle and surrounds. While WCWS supplies the locality with unique takeaway liquor offerings, there are only a handful of other bars and taverns that offer the same caliber of wines. The Applicant has a focus on customer service and hires staff accordingly who have a passion for the product and can offer a unique buying experience for the customers. The range of products have been specifically selected for the boutique Premises and the customers in the locality. The Applicant is constantly monitoring the changing requirements of consumers, trends in the market and new local producers.

The Applicant is seeking to surrender their liquor store licence upon the conditional grant of the tavern licence. The proposed change in licence type will not be furthering the packaged takeaway liquor conditions currently in operation, instead it will provide the Applicant with the possibility of operating in the style of small bar while contemporaneously trading under the constructs of a liquor store. The Applicant wishes to provide a service that allows patrons to enjoy the space as a small bar without relinquishing the packaged takeaway trade for which WCWS is known within the community. The small bar nature of trade is where WCWS wants to set itself apart. While it is necessary to apply for a tavern licence in order to continue its trade as a liquor store, the Applicant wishes to stress that the typified image of a tavern is far from the vision. As a tavern licence can often bring to mind images of multi-storey sports bars with adjoining TAB, beer taps and shots, WCWS will be continuing in its usual manner of trade with the option to 'dine-in'. The Applicant is amenable to any conditions that might be suggested in order to fulfill this conversion from liquor licence to tavern licence.

1.3 Manner of Trade

The current Premises is a unique and exceptional liquor store. It has a fit out more akin to a European providore and small tasting bar, rather than what is commonly found at liquor stores. WCWS provides a highly personalised style and service with an exceptional attention to detail.

Customers can enjoy a special one-stop-shopping opportunity where handmade, sustainable, small batch liquor, gourmet snacks and a collection of local and imported homewares are available to buy in one transaction. The crossover between liquor store, providore and unique gift store creates a dynamic environment that caters to a host of varied customers. This diverse manner of operation will be extended through the addition of the proposed tavern licence, whereby customers can both shop for handcrafted local wines for off-premises consumption as well as enjoying a glass of locally produced wine or craft beer onsite. With the transient nature of Fremantle's tourism industry, the possibility to uncork a bottle of Western Australian produced wine while seated alfresco style along Fremantle's most iconic street will provide tourists with a highly distinctive experience.

The physical and operational style of the proposed tavern licence will be designed to draw attention to the liquor as something that is to be appreciated, respected and savoured. The average price of liquor at WCWS is higher than most other liquor stores reflecting the premium and exclusive nature of products and the first-rate shopping experience to be provided. The cheapest single bottle of wine on the shelf is currently over \$19 and the most expensive single bottle of wine will be in excess of \$600. Similarly, WCWS manner of trade operating under a tavern licence will see the average price of a single glass of wine priced around \$15 with the average price of a bottle of wine priced at around \$80. The proposed tavern will sell wines, beers and select premium spirits however shots will not be available or other beverages intended for fast consumption.

The Applicant wishes to keep the day-to-day running of the liquor store much the same, with the addition of patrons being able to open a bottle of wine to consume on premises, in what is currently the storage space in the rear of the premises. The Applicant proposes to sell wines to drink by the bottle as well as by the glass. With maximum 50 patron capacity permitted on the premises, the proposed style of service will be choosing a bottle with corkage to enjoy, as well as carefully curated by the glass options, locally brewed beers and select fortified alcohol. Cocktails and shots will not be served.

Food will be readily available in the form of bar snacks from the cheese shop Little Sister Delicatessen next door which would be a warmly welcomed, symbiotic working relationship. The proposed tavern will have an extensive food menu with cheese platters, charcuterie and antipasto from the deli to compliment the diverse wine list. Bread will be stocked and served from the local bakery Big Loaf Bakery in O'Connor and a heavy leaning will be placed upon highlighting Western Australian produced small goods. While the proposed tavern will serve wines, beers and spirits from outside Western Australia, a strong focus will be on pouring what is homegrown.

The proposed tavern licence will greatly enhance the local amenity and atmosphere of the area by contributing to the societal, cultural and touristic values of the locality. The unique positioning of the Premises is directly adjacent to the Fremantle Train Line and Bus Terminal, allowing for easy access via public transport. WCWS is located on the famous Fremantle Cappuccino Strip where foot traffic is at its height. Directly opposite stands one of Fremantle's oldest historical churches, the Fremantle Wesley Uniting Church, which when illuminated at night is a primary tourist attraction.

The liquor at the Premises bears highly artistic labelling which further differentiates the products to those sold at mainstream liquor outlets or commercial pubs or bars. These creatively individual labels add a further dimension to the ambience and appeal of the browsing area and proposed wine list. Generally, most small batch and craft liquor products include unique and often elaborate, highly decorative, artistic and considered packaging which is, itself, a real feature of the products. The following images are just a few examples:



In total contrast is the packaging of mass-produced mainstream liquor which the Applicant does not stock, nor will be stocking at the proposed tavern, shown by the following few examples:



2. LOCATIONAL CONTEXT

2.1 Site Context and Character

The premises is located in the south metropolitan suburb of Fremantle (Walyalup), within the City of Fremantle local government area (**the City**). Located 20km south of the Perth CBD, the local government area includes approximately 34,844 residents. Due to the attraction of Fremantle's established natural amenity, historic built form, retail and recreation the area is a popular tourist location and destination for locals alike, with the population in Fremantle swelling on weekends, school holidays and days of special events.

The premises is located in the Fremantle city centre on the iconic Market Street, an extension of the well-known "cappuccino strip" South Terrace (see **Figure 4**). The location is bounded by Fremantle's historic west end and the boat harbour to the west, the Fremantle Train Station and Inner Harbour to the north and the Fremantle city centre retail, commercial and residential to the east and south.

The immediate surrounds of the premises include a range of speciality food stores – including Kakulas Sister Grocer and Little Sister Delicatessen – a clothing store, a barber shop and co-working and office space in the adjacent shop fronts (see **Figure 5**). To the north of the premises and extending further along Market Street toward Pioneer Park is a real estate agency and the old Fremantle Post Office. Opposite the premises is the Fremantle Wesley Uniting Church and the Wesley Centre.

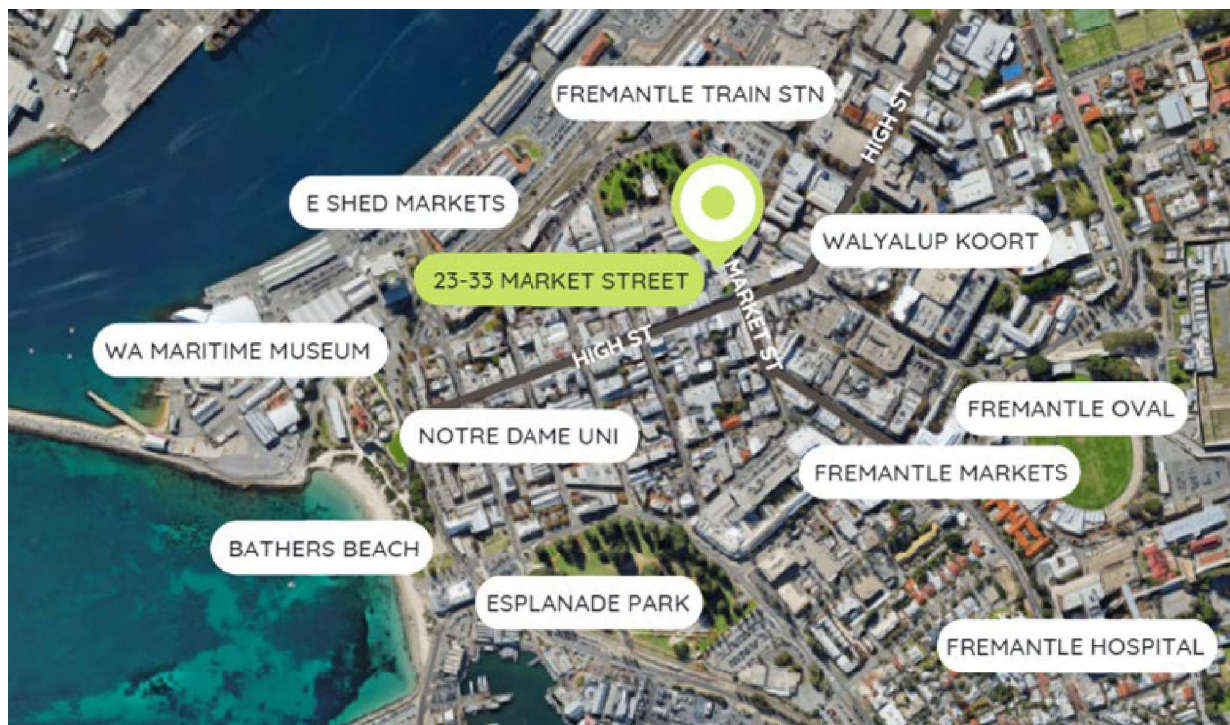


Figure 4: Local Context Map (Aerial View – adapted from Google Maps)

The premises is located in the State Heritage Listed Princess Chambers (Biddles Building) (Place No.952) at 21-27 Market Street, Fremantle. The building, built in 1899, is located in the wider West End Conservation Area, was the home of the former Princess Theatre. A record of the place extracted from the Department of Planning, Land and Heritage inHerit database is provided in **Appendix 2**. A Sketch Plan of Princess Chambers is provided in **Appendix 3**.

It is noted that this application, nor future tenancy of the premises will unduly impact the heritage value of the building in which it sits.



Figure 5: Adjoining Land Uses (Street View – adapted from Google Street View)

2.2 Transport, Parking and Accessibility

Fremantle is a location highly accessible by public transport, with both the Fremantle Train Station and Fremantle Bus Station nearby, enabling both patrons and staff options. There are over 1,000 on-street parking bays in the Fremantle City Centre, outside convenience locations such as banks, post offices and stores. This is including street-parking accessible on Market Street.

Additionally, there are five dedicated larger car parking locations within 300m of the store, with the nearest located approximately 100m from the store on Cantonment Street. Street parking is typically short term (15 mins up to 2 hours), of which there is a range of free and paid street parking in closer proximity to the premises, see **Figure 6** for referenced locations and 100m catchment.

The City provides free accessible (ACROD) parking bays around the city centre. All dedicated paid car parking locations will include a number of accessible bays. The design of the premises has considered the shopping experience for people with mobility issues, including those who use a wheelchair, including the entrance and movement around the store.

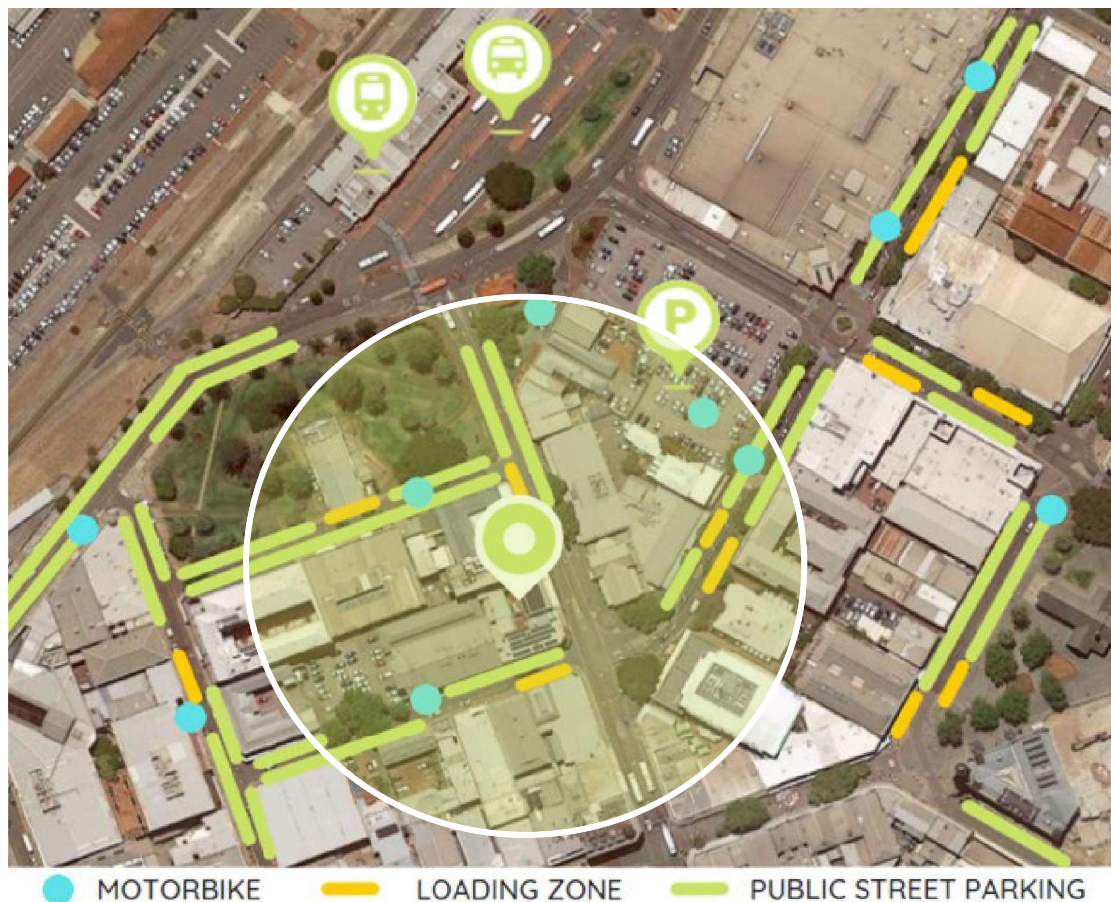


Figure 6: Transport and Parking Opportunity Map (adapted from Google Maps)

Fremantle Train Station, taxi rank and Bus Port provide direct walking access to Fishing Boat Harbour, museums and galleries, the shopping district, cinemas, the Cappuccino strip (where WCWS is located) and restaurants. Trains to and from Perth operate from the Fremantle Train Station by Transperth, with buses connecting to meet with trains. There are bus stops in and around the city making it easy to get around on foot.

As of October 2024, the City officers identified key areas where new bike racks have been installed within the city centre, as well as encouraging more cycling in Fremantle by increasing safe areas to park bicycles in order to improve footfall and movement within the centre of Fremantle and encourage cycling use, support inner-city businesses, and facilitate community bonding. One such bike rack is stationed directly out the front of the Premises.

2.3 Local Statutory Context

The Premises is within the 'Central City' zone under the Metropolitan Region Scheme and 'City Centre' zone under the City of Fremantle's Local Planning Scheme No.4.

MRS Zoning	Central City
LPS Zoning	City Centre
Local Planning Policies	Relevant local planning policies impacting the use of the store, exclusive of the Liquor Licence, will be complied with by the tenant.
Design Guidelines	The Premises is subject to compliance with D.G.F14 'West End Conservation Area Policy'

Figure 7: Relevant Planning Context

2.4 Impact on Amenity

The Applicant strongly believes that addition of small boutique tavern will have a positive impact on the local amenity, economy, and community vibrancy and will contribute meaningfully to the fabric of the area and enhance its appeal as a place to live, work, and socialise.

Community Engagement

A well-managed tavern offers a safe and welcoming space for social interaction, which is essential for building community cohesion and reducing isolation.

- It will serve as a community meeting point for local stakeholders, workers in the locality and neighbours.
- Hospitality venues contribute to the night-time economy while also offering safe, moderated environments for socialising.
- Venues that support live music and/or cultural events such as 'meet the winemaker' as WCWS currently does, foster local talent and community pride.

Supporting Local Economy and Employment

If granted, the tavern licence will generate direct and indirect economic benefits, including:

- Local employment opportunities, particularly for young people and hospitality workers. Currently WCWS employs one full time staff and one casual, the transition to tavern licence will see another x1 full time position and x2 casual positions open up.
- Increased foot traffic benefiting nearby businesses, such as cafes, shops, and transport services. The Applicant is positioned on the main street of Fremantle, in close vicinity to the train station and on a direct bus route.
- The potential to attract visitors to the area, helping to revitalise underused or quiet commercial zones. Fremantle is suffering with increasing vacancies and a slowing retail environment, the addition of a new meeting place that extends beyond the 9-5pm trade into the early evening will aid in bringing new patrons to the area.

Activation of Underutilised Space

The proposed tavern is redeveloping an underutilised locale of Fremantle, while the western end of Market St is busy by day, there is little in the way of evening venues, dramatically reducing the vibrancy of the area after sunset. The presence of the proposed tavern will help to contribute to:

- Urban renewal and place activation. The addition of a late night venue will create a sense of vibrancy and activation in the evening hours, giving Market St some much needed hustle and bustle.
- Greater street-level surveillance through increased pedestrian presence. Bringing more foot traffic to the area will enhance the safety and amenity of Market St. With the addition of alfresco seating for the proposed tavern, there will be greater patronage on the footpaths adding to

increased feelings of communal comfort and well-being in the locality. Currently, the lack of patronage in the western end of Market St after hours adds to feelings of neglect and disuse.

- Improved safety perceptions in the area. With increased lighting and passive surveillance in the locality, the proposed tavern licence has the power to protect the amenity, quiet and good order of the locality and discourage anti-social behaviours such as crime and vandalism.

Responsible Management Conditions

WCWS has demonstrated a willingness to comply with shorter trading hours in order to enhance the amenity of the neighbourhood and lessen the possibility of disturbance or annoyance to neighbouring residents and stakeholders.

- Comply with responsible service of alcohol (RSA) standards. The Applicant will ensure all staff hold necessary RSA certificates and will always have a manager on duty during operational hours.
- Limit trading hours in line with local expectations. Trading hours will go no later than 9pm Sunday–Thursday and no later than 10pm Friday–Saturday. The earlier conclusion to trading hours is in order to preserve the amenity of the locality, thereby preventing undue noise to neighbouring residents and promoting a sense of community inclusion. Work collaboratively with the community and council on issues if they arise.

Alignment with Local Land Uses

The proposed tavern supports the area's strategic goals by:

- Encouraging diversity of land use. City of Fremantle Council has shown significant willingness to see the Applicant's change of use to a tavern licence, as demonstrated by the mayoral submission from Hannah Fitzhardinge in Appendix 1.
- Promoting a mixed-use environment. With economic pressures and the rise in cost of living expenditures, Fremantle is bearing witness to a sluggish retail sector with decreased sales and lack of patronage. Introducing venues that go from day to night trade will aid in fostering a greater sense of communal involvement.
- Enhancing the public realm through activation and investment. The proposed change to tavern licence will help Fremantle meet policy objectives for lively, inclusive and economically sustainable communities.

The Applicant believes that the proposed tavern at 21a Market St represents a thoughtful and welcome addition to the Fremantle locality. Its presence will:

- Enhance the local amenity through activation and community engagement.
- Support small business and local jobs.
- Create a safe, well-managed space for social and cultural connection and bring long-term benefit to the community.

2.5 Impact on Neighbourhood

The proposed tavern is expected to bring a range of benefits to neighbouring residents and the local community. Far from being a disruption, it can enhance the quality of life for nearby people in the following ways:

A Localised Gathering Space

The tavern will provide a welcoming, inclusive environment where neighbours can connect, socialise, and unwind. This helps foster a sense of belonging and social cohesion, especially important in a time where many people may feel isolated.

- A place for locals to meet without needing to travel far. As WCWS already has a loyal local following, with many patrons living in the neighbouring locality, the addition of small bar experience will give patrons a point of convergence and community.

- Encourages intergenerational social interaction. The current boutique nature of WCWS results in a broad spectrum of ages and demographics in terms of patronage. By adding a sit-down nature to the packaged takeaway liquor, the Applicant will be providing a bespoke bar experience that is intergenerationally confluent.

Improved Local Safety and Activation

By activating the area during evenings and weekends, the proposed tavern will increase passive surveillance and reduce the likelihood of crime or anti-social behaviour often associated with poorly lit or unused areas.

- More “eyes on the street” improves local safety perceptions. With increased passive surveillance and activity on the street front through the proposed ETP alfresco area, antisocial behaviours, crime and vandalism will be greatly discouraged.
- Patrons and staff create regular foot traffic, deterring loitering or vandalism. This increase in foot traffic will see the western end of Market St lose its sense of neglect and gain more patronage thus instilling a greater sense of safety, especially in the later hours.
- WCWS is a reputable venue that is well lit and fit out with 24-hour operational CCTV, including trained staff to help manage behaviour responsibly.

Ample Parking and Public Transportation Options:

WCWS is positioned under 200 metres from the Fremantle Train Station and Bus Depot allowing patrons easy access to public transport. As Market St is one of Fremantle’s major arteries, buses run every 5 minutes and the closest bus stop from the Depot is a mere 50 metres away. There is ample street parking directly out the front of WCWS including three 15 minute bays as well 2 hour bays that line the closest intersecting streets (Leake St and Short St). With such abundant parking and public transportation options, the Applicant is assured that neighbouring stakeholders and residents will not be unduly disturbed by the traffic associated to the proposed tavern licence.

Commitment to Responsible Management:

The Applicant is committed to being a good neighbour both in the current iteration as a bottleshop as well as in future iterations such as the proposed tavern. Management intends to:

- Maintain clean surroundings and manage waste responsibly. WCWS maintains a clean and well organised boutique bottle shop with thoughtful, streamlined design aspects and minimal floorstacks, clutter or detritus around the shop floor. This attention to detail will be carried forward and maintained if operating under a tavern licence.
- Operate within agreed trading hours to avoid late-night disruption. As previously stated, WCWS will not operate past 9pm Sun–Thurs and 10pm Fri–Sat, thereby ensuring that potential noise or disturbance will be kept to an absolute minimum.
- Engage directly with nearby residents to resolve concerns quickly. As the Applicant has been operating at 21a Market St since 2022, good relations with neighbouring stakeholders and residents have already been established and will continue to be maintained moving forward.

A Stronger Community Identity

Taverns often become cherished local landmarks that contribute to the cultural and social identity of a neighbourhood. Whether it's a casual dinner, a live music event, or a family gathering, having a local venue brings people together and adds character to the area. Fremantle prides itself on nurturing this symbiotic relationship between culture and community. A tavern is not just a business, it's a space that brings value to the lives of people living nearby. With responsible operation and a community-first approach, it will strengthen social ties, improve safety, and contribute positively to the everyday experience of neighbouring residents.

2.6 Licensed Premises

Within 2km of the Premises, which includes the suburbs of Fremantle, East Fremantle, Beaconsfield and South Fremantle there are a total of 113 licenced venues.

Fremantle is the largest strategic metropolitan activity centre outside of the Perth CBD and inner-city suburbs of Northbridge, East Perth and West Perth. This reflects the high number of licences issued for restaurants, small bars, taverns and special facility purpose – including many uses associated with waterside locations or actual on water uses such as charters. Of the aforementioned licences only the tavern licences are relevant to that provided by the proposed.

Of all licences within the 2km boundary, only 16 are tavern licences.

Of the 16 tavern licences, only one (Heroes & Comrades Urban Winery) is slightly comparable to the proposed offerings at WCWS. While the Urban Winery provides a bar service and take-away wine options, the restaurant refers to itself as a 'wine pub' and is housed within a 1,000sqm warehouse conversion – very different from the 90sqm floor space that makes up WCWS.

No other premises is considered comparative in its offering to that provided by the proposed.

The Applicant is benefitted by established relationships with local and international distributors to provide an offering to the Fremantle area that is unmatched by any restaurant, pub, tavern or current supplier in the area.

As required by the PIA policy the Applicant has identified every existing licensed premises located within the 2km locality.

The currently operating premises with tavern licences located within a 2km radius of the Premises are Palace Arcade (approx 150m), Tolley's Lane (approx 210m), Flight Club (approx 220m), Republic of Fremantle (approx 230m), Heroes & Comrades Urban Winery (approx 260m), Benny's Bar & Café (approx 260), Bar Orient (approx 300m), Sailing for Oranges (approx 400m), Sail and Anchor (approx 400m), Clancy's Fish Pub (approx 500m), Australia Hotel (approx 600m), Freo Social (approx 650m), Gage Roads Brewing (approx 800m), Harbourside Freo (approx 850m), Union Brewery & Distillery (approx 950m), The Wray Hotel (approx 1.5km) and the Local Hotel (approx 1.7km).

The remaining premises within a 2km radius are made up of 41 restaurant licences, 21 small bar licences, 17 special facility licences, 12 tavern restricted licences, 6 hotel licences, 1 hotel restricted licence, 8 club licences, 4 club restricted licences and 3 liquor store licences, one of which is not yet trading.

There are no other premises holding tavern licences within 2km of the Applicant's proposed Premises.

Palace Arcade (150m)

Licence type: LIQ-Tavern

96 High Street FREMANTLE WA 6160

Wed-Thurs 40m-12am, Fri-Sat 12pm-1am

- The Palace Arcade operates as a large size restaurant and bar with onsite gaming entertainment across an indoor/outdoor space. It is a large outlet estimated to be approximately 800sqm inc bar and restaurant.
- The premises is primarily used for patrons who access the onsite computer and arcade games rather than a 'sit-down' pub.
- The Palace Arcade has a selection of mainstream WA wines from a range of local and international wineries. The premises offers mainstream beers alongside a small selection of craft beers and spirits.
- The focus of the manner of trade was observed to be a high-turnover venue where video games, pizza and commercial beers and wines come together in a loud, bright and visually stimulating space.
- The venue is not designed to cater for gentle conversation amid dim lighting and ambient music but is instead a highly commercial offering that caters to a highly niche subculture.

Tolley's Lane (210m)

Licence type: LIQ-Tavern

1 Pakenham Street FREMANTLE WA 6160

Wed-Sat 7am-12am, Sun 7am-10pm

- Tolley's Lane operates as a medium size restaurant and bar with a focus on breakfast and brunch fare, craft beers and cocktails. It is a medium sized venue is nestled in Fremantle's West End, is estimated to be approximately 400sqm inc bar and restaurant and has a distinct emphasis on vintage and old-world Fremantle charm.

- The premises is known for their breakfast offerings paired alongside a host of craft beers both local and national.
- With over 32 beer taps of craft beer and 30 cocktails on the list, Tolley's Lane marries coffee culture with bar culture.
- Tolley's Lane has a selection of mainstream WA wines from a range of local and international wineries. The premises offers a small selection of mainstream beers alongside a vast array of craft options and boutique cocktails and spirits.
- The focus of the manner of trade was observed to be a vintage inspired breakfast and lunch spot that caters to craft beer lovers and tourists to the locality.

Flight Club (220m)

Licence type: LIQ-Tavern

2 South Terrace FREMANTLE WA 6160

Wed-Sun 11am-1am, Mon-Tues 4pm-12am

- Flight Club is a chain operation (with venues located in Perth City, Sydney and Melbourne) that operates as a large sized, multi levelled restaurant and bar with a focus on social darts.
- It is a large sized venue that is located on Fremantle's iconic Cappuccino Strip estimated to be approximately 700sqm over multiple storeys, inc bar and restaurant, with the primary emphasis being on fast, multi-player games of darts.
- This highly specific offering is the primary draw card for patrons to Flight Lounge, with most patrons frequenting the venue to take part in the multi-player games of social darts.
- The premises has a range of craft and commercial beers, mainstream wines and an extensive cocktail menu.
- The focus of the manner of trade was observed to be a fast-paced, games focused venue with highly commercial drink options and pub food.

Republic of Fremantle (230m)

Licence type: LIQ-Tavern

3 Pakenham Street FREMANTLE WA 6160

Mon-Tue Closed, Wed 4pm-12am, Thurs 4-10pm, Fri-Sun 12pm-12am

- The Republic of Fremantle operates as a large size restaurant, bar and most importantly, a distillery.
- The main focus of the venue is its operation as one of Fremantle's boutique distilleries, and secondly as a restaurant/bar.
- The Republic of Fremantle wholesales its spirits to bars, restaurants and boutique liquor stores across both Australia and overseas, including WCWS.
- It is a large sized venue that is nestled in Fremantle's West End, it is estimated to be approximately 1,500sqm inc bar, restaurant, alfresco and distilling space.
- The premises is known for their offering of house distilled spirits such as gin and vodka and the subsequent cocktails that they make using these spirits.
- The venue offers tours, gin 'experiences' and private functions vs an intimate sit down bar.
- The Republic of Fremantle has a limited selection of mainstream and small producer WA wines. The premises offers a small selection of mainstream beers and craft beers alongside an extensive list of boutique cocktails and spirits.
- The focus of the manner of trade was observed to be a highly specialised distillery that offers its own products to patrons who seek out boutique spirits and touristic offerings.

Heroes & Comrades Urban Winery (260m)

Licence type: LIQ-Tavern

181 High Street FREMANTLE WA 6160

Opening Hours: 12pm-12am

- Heroes & Comrades Urban Winery operates as a large size restaurant, bar and barrel hall with available wine sales and take-away options.
- The main focus of the venue is its operation as one of Fremantle's boutique distilleries, and secondly as a restaurant/bar.
- The Republic of Fremantle wholesales its spirits to bars, restaurants and boutique liquor stores across both Australia and overseas, including WCWS.
- It is a large sized venue that is nestled in Fremantle's West End, it is estimated to be approximately 1,500sqm inc bar, restaurant, alfresco and distilling space.
- The premises is known for their offering of house distilled spirits such as gin and vodka and the subsequent cocktails that they make using these spirits.
- The venue offers tours, gin 'experiences' and private functions vs an intimate sit down bar.
- The Republic of Fremantle has a limited selection of mainstream and small producer WA wines. The

premises offers a small selection of mainstream beers and craft beers alongside an extensive list of boutique cocktails and spirits.

- The focus of the manner of trade was observed to be a highly specialised distillery that offers its own products to patrons who seek out boutique spirits and touristic offerings.

Benny's Bar & Café (260m)

Licence type: LIQ-Tavern

10-12 South Terrace FREMANTLE WA 6160

Mon-Thurs 8:30am – 12am, Fri-Sun 830am-1am

- Benny's Bar & Café operates as a medium size restaurant, bar and café that function as a day-into-night venue.
- Serving coffee, breakfast, lunch and dinner, Benny's is a Fremantle staple moves into late night lounge and bar venue.
- It is a medium sized venue that is estimated to be approximately 550sqm inc bar, restaurant and alfresco area.
- The premises is famous for their cheap Italian inspired food menu and pizza oven.
- Benny's has a selection of highly cheap and mainstream Australian and international wines and beers. Spirits and cocktails are available and are similarly restricted to cheap and highly commercial offerings.
- The premises has a strong reputation as a family friendly restaurant that services patrons seeking an affordable dine-in experience.
- The focus of the manner of trade was observed to be dining, predominantly brunch and dinner with a secondary focus on a late-night bar trade.

Bar Orient (300m)

Licence type: LIQ-Tavern

39 High St, Fremantle WA 6160

Sun-Thurs 11am – 12am, Fri-Sat 11am-1am.

- Bar Orient operates as a dine-in drinking tavern across a multi-level space. It is a large outlet estimated to be approximately 300sqm.
- The premises does not operate a retail space where packaged liquor can be purchased.
- The tavern specialises in cheap wines from commercial wineries, highly mainstream beers by bottle and on tap and spirits.
- 99% of the product range is major brands produced and owned by major liquor conglomerates.
- The focus of the manner of trade was observed to be a classic 'dine-in' pub offering mainstream beers, commercial wines and spirits alongside cheap food.
- WCWS Market Street will not carry any of the liquor lines found at Bar Orient.

Sailing for Oranges (400m)

Licence type: LIQ-Tavern

33 South Terrace FREMANTLE WA 6160

Sun-Thurs 11:30am-10pm

- Sailing for Oranges operates as a small-medium size restaurant and bar with a primary focus on breakfast and brunch fare.
- SFO is a family centred dining experience that places a strong emphasis on brunch coupled with live music.
- Approximately 400sqm inc bar and restaurant, the venue has predominantly alfresco seating arrangement that is largely patroned by families and tourists visiting the locality.
- The premises is known for their breakfast offerings paired alongside a host of craft beers both local and national, a moderate wine list and cocktails with a leaning to breakfast drinks like orange juice and sparkling, palomas and sangria.
- The focus of the manner of trade was observed to be a heavily touristic breakfast and lunch venue that caters to families visiting Fremantle.

Sail & Anchor Tavern (400m)

Licence type: LIQ-Tavern

64 South Terrace FREMANTLE WA 6160

Mon-Thurs 11am-10pm, Fri 11am-12am, Sat 10am-12am, Sun 10am-10pm

- The Sail & Anchor operates as both a dine-in drinking tavern as well as a hole-in-the-wall style bottle shop.
- It is a large outlet estimated to be approximately 650sqm.
- The bottle shop component sells bulk wines from commercial wineries including clean skins and goon boxes.

- The beers and spirits on offer are cheap commercial beers at cost effective prices.
- 95% of the product range is major brands produced and owned by major liquor conglomerates with a very small emphasis placed on WA craft beers and spirits.
- The focus of the manner of trade was observed to be a classic 'dine-in' pub offering mainstream beers, commercial wines and spirits alongside family friendly food.

Clancy's Fish Pub (500m)

Licence type: LIQ-Tavern

51 Cantonment St, Fremantle WA 6160

Mon-Thurs 12pm – 11pm, Fri-Sat 12pm-12am, Sun 12pm-10pm

- Clancy's Fish Pub operates as a sit-down restaurant offering alfresco dining options from lunch to dinner with a focus on live music and entertainment. It is a large outlet estimated to be approximately 350sqm..
- The tavern specialises in cheap wines from commercial wineries, highly mainstream beers by bottle and on tap, a rotating selection of craft beers from WA breweries and spirits. A strong emphasis is placed on the local seafood offering and the dine-in experience.
- The premises has a strong reputation as a family friendly pub that services patrons seeking an affordable dine-in experience, quality seafood and live music and entertainment.
- The focus of the manner of trade was observed to be a specialised pub offering mainstream beers, a good selection of WA craft beers, commercial wines and spirits with the focus being on food.

Australia Hotel Fremantle (600m)

Licence type: LIQ-Tavern

1 Beach St, Fremantle WA 6160

Opening hours not stated

- The Australia Hotel Fremantle operates as a dine-in drinking tavern across a multi-level space. It is a large outlet estimated to be approximately 400sqm.
- The premises does not operate a retail space where packaged liquor can be purchased.
- The hotel specialises in cheap wines from commercial wineries, highly mainstream beers by bottle and on tap and spirits.
- 95% of the product range is major brands produced and owned by major liquor conglomerates with emphasis placed on a reasonable selection of WA craft beers.
- The focus of the manner of trade was observed to be a classic 'dine-in' pub offering mainstream beers, commercial wines and spirits alongside cheap food.
- WCWS Market Street will not carry any of the liquor lines found at the Australia Hotel.

Freo Social (650m)

Licence type: LIQ-Tavern

1 Parry St, Fremantle WA 6160

Mon/Tue/wed Closed, Thurs 5pm-12am, Fri 4pm-12am, Sat 12pm-1am, Sun 12pm-12am

- Freo Social operates predominantly as a live music and entertainment venue. There is also an adjacent restaurant that offers alfresco dining. It is a large venue estimated to be approximately 1,200sqm, Freo Social is one of the largest licensed venues in Fremantle.
- The tavern predominantly offers mainstream wines from commercial wineries, beers are brewed by local brewery Otherside brewing, a rotating selection of guest craft beers from WA breweries and spirits. A strong emphasis is placed on the Otherside Brewing offering as they are part owners of Freo Social. The food offering is a mid-cost seafood menu with pub and bistro food.
- The premises has a strong reputation as Fremantle's biggest and best live music venue that services patrons seeking nightlife and entertainment.
- The focus of the manner of trade was observed to be a live music venue with a pub offering Local beers, a good selection of rotating craft beers, commercial wines and spirits.

Gage Roads (800m)

Licence type: LIQ-Tavern

Peter Hughes Dr, Fremantle WA 6160

11am – 1130pm 7 days

- Gage Roads operates as a local dine-in pub with an attached small-scale brewery. It is a large outlet estimated to be approximately 1,200sqm.
- The premises operates as both pub and retail space where packaged liquor can be purchased.
- The premises specialises in a mix of cheap wines from commercial wineries alongside their own brand Gage Roads beers and select spirits.
- The main emphasis is placed on showcasing the Gage Roads beers in a family friendly setting.
- The focus of the manner of trade was observed to be a boutique brewery with knowledgeable staff.

Gourmet bistro food is on offer from their well-respected kitchen that services the local demographic as well as the growing tourist trade.

Harbourside Freo (850m)

Licence type: LIQ-Tavern

42 Mews Rd, Fremantle WA 6160

Mon-Thurs close, Fri-Sun 110am-10pm

- The Harbourside Freo operates as a boutique, waterfront bar within Fremantle's Fishing Boat Harbour district. It is a medium sized outlet estimated to be approximately 150sqm.
- The bar specialises in a curated selection of WA wines from commercial wineries with a very small offering of boutique, handmade wines from small-scale producers. The premises offers mainstream beers alongside a rotating selection of craft beers and boutique spirits.
- The focus of the manner of trade was observed to be a highly specialised boutique bar with professional staff and a curated selection of mainstream beers, commercial wines and limited boutique wines and spirits alongside a gourmet food offering.
- The premises places a strong emphasis on special events and functions.

Union Brewery & Distillery Fremantle (950m)

Licence type: LIQ-Tavern

1 James St, Fremantle WA 6160

Mon-Tue Closed, Wed-Thurs 5-10pm, Fri-Sat 5-10:30pm, Sun 5-8pm

- Union Brewery & Distillery operates as a microbrewery with dine in options. It is a small outlet estimated to be approximately 150sqm. It is situated in the Mantle venue which hosts multiple small operators.
- The Brewery offers predominantly their own beers with a small selection of rotating guest craft beers and an even smaller offering of mainstream wines from commercial wineries.
- The focus of the manner of trade was observed to be microbrewery with a commercial and industrial feeling. The food is basic and to complement the brewery.

The Wray Hotel (1.5km)

Licence type: LIQ-Tavern

73 Wray Ave, Fremantle WA 6160

9am - 10pm 7 days

- The Wray Hotel (formerly The Beaconsfield Tavern) operates as a dine-in drinking tavern above a drive-through Bottle-O (previously referenced as the Bottle-O Wray Avenue) that primarily services the neighbourhoods of Fremantle, South Fremantle and White Gum Valley. It is a large outlet estimated to be approximately 350sqm.
- The tavern specialises in cheap wines from commercial wineries, highly mainstream beers by bottle and on tap, a very limited run of craft beers and spirits.
- 95% of the product range is major brands produced and owned by major liquor conglomerates with emphasis placed on a reasonable selection of WA craft beers.
- The focus of the manner of trade was observed to be a classic 'dine-in' pub offering mainstream beers, commercial wines and spirits alongside cheap bistro food.

The Local Hotel (1.7km)

Licence type: LIQ-Tavern

282 South Tce, South Fremantle WA 6162

Opening hours not stated

Mon-Thurs 11am-late, Fri 11am-12am, Sat 9am-12am, Sun 9am-late

- The Local Hotel operates as a local dine-in pub with accommodation across a multi-level space. It is a large outlet estimated to be approximately 400sqm.
- The hotel specialises in a mix of cheap wines from commercial wineries alongside a small offering of artisanal wines from local WA producers, highly mainstream beers by bottle and on tap, an extensive selection of craft beers by bottle and on tap and boutique spirits.
- There is a strong emphasis placed on showcasing small-scale WA wineries, craft breweries and boutique spirits.
- The focus of the manner of trade was observed to be an upmarket 'dine-in' pub offering a curated selection of small-scale WA wineries, craft beers and boutique spirits alongside mainstream beers, commercial wines and spirits. Gourmet bistro food is on offer from their well-respected kitchen.

The information and submissions contained in the preceding sub-paragraphs highlights the significant differences between the proposal for WCWS and existing premises. No meaningful comparisons can be made between the proposed Premises and existing premises. The stock ranges will be almost entirely different including the manner of trade and ancillary services. When inspecting existing premises, the

Applicant company directors did not observe any special or notable promotion of handmade wines, premium wines, artisanal wines, or small-scale WA producers or venues that accommodate a small wine bar offering while simultaneously providing take-away options.

The remaining licenced premises can be referenced in **Appendix 4**.

3. DEMOGRAPHICS AND STATISTICS

3.1 Community Profile

The below data is based on 2021 Australian Bureau of Statistics (ABS) Census data for the Fremantle (South Metropolitan) State electoral division, unless otherwise specified, as the best statistical representation of target clientele for the proposed location. Whilst the proposed clientele would extend beyond the borders of this statistical area, the proximity of these suburbs to the Fremantle city centre is relevant. This area includes the suburbs of Fremantle, South Fremantle, Beaconsfield, White Gum Valley, Hilton, North Coogee and portions of East Fremantle, Spearwood, Hamilton Hill and Coogee. Additional clientele would be expected from additional nearby suburbs and beyond based on the unique offering of the store and based on evidence associated with the existing store in North Fremantle.

	Fremantle		Greater Perth	
Median Age	41		37	
Predominant Age Group	25-34 years		34-39 years	
Median Weekly Household Income	\$1,697		\$1,643	
Median Weekly Personal Income	\$895		\$728	
Median Monthly Mortgage Repayment	\$2,000		\$1,907	
Median Weekly Rent	\$350		\$350	
Predominant Occupations (top 3)	Professionals Managers Technician and Trades		Professionals Technician and Trades Clerical and Admin	
Predominant Family Composition	Couples w/o kids	43.8%	Couples w/o kids	37.6%
	Couples w/ kids	36.6%	Couples w/ kids	45.7%
	Single parent	17.9%	Single parent	15.1%
	Other	1.6%	Other	1.6%
Household Composition	Family	61.6%	Family	71.5%
	Lone Person	32.9%	Lone Person	24.9%
	Group	5.4%	Group	3.5%
Dwelling Typology	House	63.9%	House	77.8%
	Semi-detached	21.2%	Semi-detached	14.2%
	Apartment	13.8%	Apartment	7.6%
	Other	0.6%	Other	0.3%
Number of Bedrooms	1	8.9%	1	3.8%
	2	24.4%	2	12.6%
	3	43.6%	3	36.7%
	4+	21.7%	4+	45.7%

Tenure	Fully Owned	30.5%	Fully Owned	28.5%
	Mortgage	33.4%	Mortgage	41.9%
	Rented	33.1%	Rented	26.6%
	Other	1.4%	Other	1.7%
Median House Price (REIWA Mar 25)*	\$1,300,000		\$760,000	
Median Unit Price (REIWA Mar 25)*	\$680,000		\$510,000	

Key Highlights

The Fremantle population is diverse and represents a vast intersection of society, bringing together a range of people of varying backgrounds that is key to its vibrant community.

In comparison to Greater Perth statistics:

- Fremantle presents similar data regarding incomes and cost of housing – with Fremantle marginally lower in income and marginally higher in the cost of housing.
- The median age of residents is 4 years older in Fremantle.
- Fremantle has a marginally higher (0.1%) proportion of people identifying as Aboriginal and/or Torres Strait Islander.
- Employment statistics present similar rates of full-time, part-time and unemployed workers and likewise with the number of hours worked weekly.
- Fremantle has a higher proportion of 'white collar' workers in comparison to Greater Perth.
- Fremantle has both a greater proportion of residents completing the highest level of educational attainment (Bachelor Degree or above) and the lowest (Year 9 or below).
- Fremantle presents a significantly higher proportion of couples without children, as referred to as 'Double Income No Kids' and this number has increased since 2016 data.
- Household composition presents a notable difference with fewer family households and higher numbers of both lone persons and group households. Again, this trend has increased since 2016 data.
- Fremantle presents a higher housing density scenario with a higher presence of apartments and higher proportion of small housing stock (1-2 beds). The influence of medium density infill development is evident in Fremantle, due to the proximity to established amenity and transport infrastructure supporting this.
- Fremantle has a greater proportion of residents owning their home without a mortgage, as well as the number of renters. Home ownership overall has increased since 2016, somewhat influenced by COVID-19.
- The price of homes sold within Fremantle (*suburb) are significantly higher than the Perth Metropolitan median, and too for unit sale prices.

Figure 8: Key Demographic Summary

3.2 Population Forecasts

The population in the suburb of Fremantle is set to increase by 47.3% to 2036, seeing an influx of over 5,100 new residents and having a significantly higher growth than other surrounding suburbs¹.

Age distribution forecasts indicate the highest growth is in children under 10 years old and adults aged 24 to 39 years (see **Figure 9**).² The age brackets of adults showing the biggest increase is aligns to current clientele at the North Fremantle location and a significant proportion of the target clientele for the proposed location and those attracted to the Fremantle lifestyle.

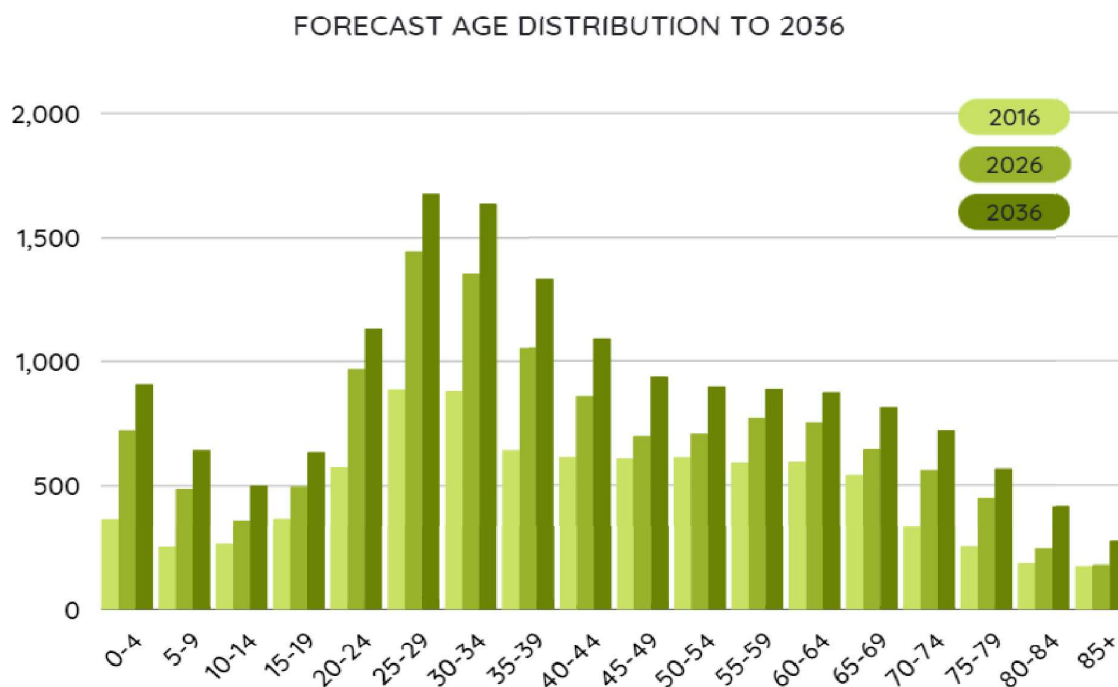


Figure 9: Forecast Age Distribution 2016 to 2036 for Fremantle (suburb)

3.3 Economic Profile

The City of Fremantle's Gross Regional Product (GRP) is estimated at \$4.2 billion and represents 1.42% of the State's Gross State Product, whilst contributing to 2.2% of the State's employment.³ A snapshot of the City's economic profile is shown in **Figure 10**. Note the latest available data has been referenced.

GRP	Population	Local Jobs
\$4.20 billion	31,517	29,537
Largest Industry by Employment	Local Businesses	Employed Residents
Health Care and Social Assistance	4,902	16,318

Figure 10: Economic Profile Snapshot – City of Fremantle

The proposed change in operation of the Premises to tavern licence is estimated to contribute 8-10 local jobs, in addition to the flow on effects on jobs through the operation of the store including production and distribution. Local employment will be a focus to reduce travel times and transport costs for employees and to further contribute to the local economy.

A breakdown of the City's residents household expenditure for the 2019/20 financial year is provided

1 iD Forecast, 2021. <https://forecast.id.com.au/fremantle>

2 iD Forecast, 2021. <https://forecast.id.com.au/fremantle/population-age-structure>

3 iD Profile, 2021. <https://economy.id.com.au/fremantle>

below in **Figure 11**. Almost a quarter of household income is attributed to the cost of housing, with miscellaneous goods and services, transport and food other high expenditure categories. Residents are spending more disposable income on alcoholic beverages and tobacco, than on other material items such as clothing and footwear. From 2014/15 to the 2019/20 financial year, expenditure across all categories had decreased, with the exception of housing costs.⁴

Household expenditure (totals)	\$ per household	% of expenditure
Food	\$10,280	10.1%
Alcoholic Beverages & Tobacco	\$3,418	3.4%
Clothing & Footwear	\$2,888	2.8%
Furnishings & equipment	\$4,261	4.2%
Health	\$7,026	6.9%
Transport	\$10,278	10.1%
Communications	\$1,983	2.0%
Recreation & Culture	\$8,381	8.3%
Education	\$4,204	4.1%
Hotels, Cafes & Restaurants	\$6,982	6.9%
Miscellaneous Goods & Services	\$14,372	14.2%
Housing	\$24,526	24.2%
Utilities	\$2,953	2.9%
Total Expenditure	\$101,550	100.0%

Figure 11: Household Expenditure for the 2019/20 FY of City of Fremantle Residents

3.4 Crime Statistics

The data shown in **Figure 12** has been collated using WA Police WA Suburb Crime Statistics Reporting and ABS 2021 population data to present a clearer picture of crime rate. The two reporting years have been selected based on the latest Census data (2021), alignment with the previous PIA reporting WCWS undertook for their liquor licence (2021) and latest reporting year available (2024).

Offence Category	2021	2024	Trend
Homicide	0	1	Increase
Sexual Offences (non-historical)	58	53	Decrease
Assault	511	477	Decrease
Threatening Behaviour	82	132	Increase
Deprivation of Liberty	1	2	Increase
Robbery	18	19	Increase
Total Offences	3,478	4,014	Increase
Offences per Person	2.65	2.35	Decrease

Figure 12: Criminal Offences in Fremantle Suburb 2021 and 2024

⁴ ID Profile., 2021. <https://economy.id.com.au/fremantle/household-expenditure>

The total criminal offences against persons has increased slightly since the reporting years, with an increase across most categories, some marginal. There has been a notable reduction however in the number of assault offences, as well as fewer sexual offences. Overall, when considering population growth in the Fremantle suburb, the number of offences per person has reduced.

Whilst it is evident from the above table (and acknowledged by the Applicant) that crime is occurring in the locality, it is important to consider the following:

- the figures provided do not indicate the number of alcohol related offences;
- the figures do not indicate whether the offence was caused by alcohol;
- the figures do not indicate if any offences relate to conduct at licensed premises or off licensed premises; and
- the figures do not indicate in what part of the locality the offences occurred.

It is important to highlight that Fremantle is a central hub for work and entertainment and will naturally have a large volume of activity. As a result, transgressions will be inevitable. In considering the Application, the Applicant has carefully considered the existing levels of harm and ill-health occurring in the locality. The Applicant does not consider that the locality experiences levels of harm and ill-health that are any worse than similar areas in the Perth metropolitan region.

The Applicant's proposed trading hours are Monday to Sunday 10.00am to 7.00pm. The proposed trading hours trade off the collaboration with existing businesses and seek to enhance and diversify the local amenity by promoting a safe and dynamic atmosphere.

Furthermore, construction is underway on the \$100 million Fremantle District Police Complex, which is assumed to improve the prevalence of crime and response times within Fremantle and surrounding suburbs.

3.5 Harm and Ill Health

The Applicant acknowledges the potential harm or ill health that can be caused through the supply and consumption of alcohol. It is also recognised that certain sectors of the community are more at-risk, as identified in the review of the Drug and Alcohol Interagency Framework for Western Australia 2011-2015. These groups include the following:

- (a) children and young people;
- (b) Aboriginal people and communities;
- (c) people from regional, rural and remote communities;
- (d) families;
- (e) migrant groups from non-English speaking countries;
- (f) people in low socio-economic areas;
- (g) mining communities or communities with a high number of itinerant workers; and/or
- (h) communities that experience high tourist numbers.

The Applicant has considered the statistics in relation to Fremantle, North Fremantle (NF), East Fremantle (EF) and South Fremantle (SF), to gauge the presence of at-risk groups in the suburb and locality (referring to suburbs of Fremantle, NF, EF, SF), using both data captured in **Figure 8** and additional ABS Census demographic data for the locality.⁵

In considering these at-risk groups, the Applicant notes the following in regard to the locality:

- Fremantle suburb is home to substantially less children under the age of 19 years (14.6%) than the State average (25.3%) and all surrounding suburbs of NF (16.4%), EF (24.2%) and SF (16.5%);
- there is a lower presence of Aboriginal and Torres Strait Islander people living in the locality (1.5%) than the State average (3.1%) and marginally higher than surroundings suburbs;
- the Applicant is aware of only one Aboriginal community engagement group operating near the proposed Premises (Walyalup Aboriginal Cultural Centre);
- Fremantle is considered an inner-city suburb area, it is not regional, rural or remote;

⁵ ABS, 2022. https://quickstats.censusdata.abs.gov.au/census_services/getproduct/census/2016/quickstat/

- Fremantle has a greater presence of adult couples, than couples with children without children (50.8%) compared to the State average (38.5%). Surrounding suburbs of NF (53.4%), EF (38.5%) and SF (49.0%) also exhibit equal or greater presence of couples without children;
- a significant number of residents in the locality were born in English speaking countries, with the top results for places of birth for migrants being – England, Ireland, New Zealand and Italy;
- Fremantle sits above average on the social-economic index levels. It can be classified as significantly advantaged, with the average family income over \$2,252 per week. All suburbs within the locality are considered to be areas of significant advantage;
- there are no mines nearby or communities with a high number of itinerant workers;
- Fremantle experiences a high number of visitors to the area with the locality being classified as one of the most visited destinations in Western Australia outside of Perth CBD, however the Applicant suggests that a boutique wine store could be in the tourism sectors' interest in promoting a safe and considered approach to the sale and consumption of liquor.

In terms of socio-economic factors and implications, the Applicant has considered the socio-economic status of the locality. The Index of Relative Socio-Economic Disadvantage, compiled by the ABS with reference to income, education, employment status and occupation, provides the best indication of economic advantage or disadvantage. The local government area of Fremantle scored **1,031** on the SEIFA Index of Disadvantage which is higher than the State average of 1,015.

A higher score on the index (above 1,000) means a lower level of disadvantage. A lower score on the index (less than 1,000) means a higher level of disadvantage. For context, the lowest score in the Perth-Peel area is Mandurah (959), while the highest is Peppermint Grove (1,111). The lowest score, representing the highest level of disadvantage in the State is attributed to the remote local government area of Ngaanyatjaraku (509).

The Applicant acknowledges that at-risk groups live in and visit the locality, which can contribute towards an increase in the experience of alcohol related harm and ill-health. However, the Applicant submits that the locality has a lower than average number of at-risk groups present. The Applicant recognises that these at-risk groups are susceptible to being adversely affected by liquor and the operation of a packaged liquor licensed premises. In acknowledging this, the Applicant appreciates its obligation to ensure that appropriate harm minimisation strategies are adopted and effectively implemented. This will minimise any harm that might occur as a result of the operation of the Premises.

4 PUBLIC INTEREST ASSESSMENT

This Public Interest Assessment⁶ has been prepared pursuant to section 38 of the Act in support of the Application. The purpose of the public interest test is based on the principle that all licensed premises should operate within the interests of the affected individual community.

The Butterworth's Australian Legal Dictionary defines the term "public interest" as:

"an interest in common to the public at large or a significant portion of the public and which may, or may not, involve the personal or proprietary rights of individual people. The public interest provisions enable the licensing authority to consider a broad range of issues specific to each licence or permit application, and flexibility exists to assess each individual application on its merits."

The public interest is also to be consistent with the primary and secondary objects of the Act.

The primary objects of the Act (section 5(1)) are:

- a) to regulate the sale, supply and consumption of liquor; and
- b) to minimise harm or ill-health caused to people, or any group of people, due to the use of liquor; and
- c) to cater for the requirements of consumers for liquor and related services, with regard to the proper development of the liquor industry, the tourism industry and other hospitality industries in the State.

The secondary objects of the Act are:

⁶ Director's Policy, Public Interest Assessment pursuant to section 38 of the Liquor Control Act 1988 (as amended)

- d) to facilitate the use and development of licensed facilities including their use and development for the performance of live original music, reflecting the diversity of the requirements of consumers in the State; and
- e) to provide adequate controls over, and over the persons directly or indirectly involved in the sale, disposal and consumption of liquor;
- f) to provide a flexible system, with as little formality or technicality as may be practicable, for the administration of the Act; and
- g) 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.

In accordance with section 38 of the Act, the licensing authority is required to assess whether the granting of an application is in the public interest.

Per the requirement for all applications for a liquor licence, the Applicant must satisfy the public interest test to ensure that they are granted on the basis that they are in the best interests of the public and are consistent with the Act.

To satisfy the public interest test, the licensing authority may take into account the following:

- The harm or ill-health that might be caused to people, or any group of people, due to the use of liquor.
- 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.
- 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.
- Any effect the granting of the application might have in relation to tourism, or community or cultural matters.
- Any other matter stipulated in the Liquor Control Regulations 1988.

The Applicant acknowledges differing levels of relevance amongst the aforementioned factors, depending on the location of where the licensed premises will operate and to the type of licensed venue that the application relates.

4.1 Local Government Consultation

In February 2025, the Applicant met with City of Fremantle planning representatives at the Premises to discuss the proposal and process required to obtain approvals. The City's representatives expressed in principle support for the proposal, with the tavern licence being an approved use for the Premises once change of use is granted. The City's enthusiasm is to see the Fremantle city centre become a dynamic cultural precinct that supports the local economic and social development. As of April 2025 the Development Application has been approved by council and the Applicant is ready to commence works in order to accommodate new toilets and bar/service area.

4.2 Local Business Consultation

The Applicant has approached locally owned businesses in Fremantle to gain support for the proposal, with support gathered from businesses and retailers, as identified in **Figure 13** below.

As seen in **Figure 13** and **14**, the support from proximal local businesses is significant. This demonstrates advocacy and industry support for the proposal not only within the Fremantle area, but within the immediate locality it is proposed, by business owners who operate both day and night. The local business support demonstrates a strong belief that the proposed Premises will generate social and economic benefits for the community. A series of direct quotations from letters of support have been provided below, with full signed letters provided in **Appendix 5**.

"I am a regular visitor to the current store and would welcome the addition of a wine bar, where wines can be enjoyed in store. I have often been impressed by the community feel and interest they bring to a liquor store. The stock is thoughtful and local and they provide an opportunity for unique producers to sell their wares - not only in alcohol but also foods and crafts." – Jen Lowe, Director, Ohlo Studio

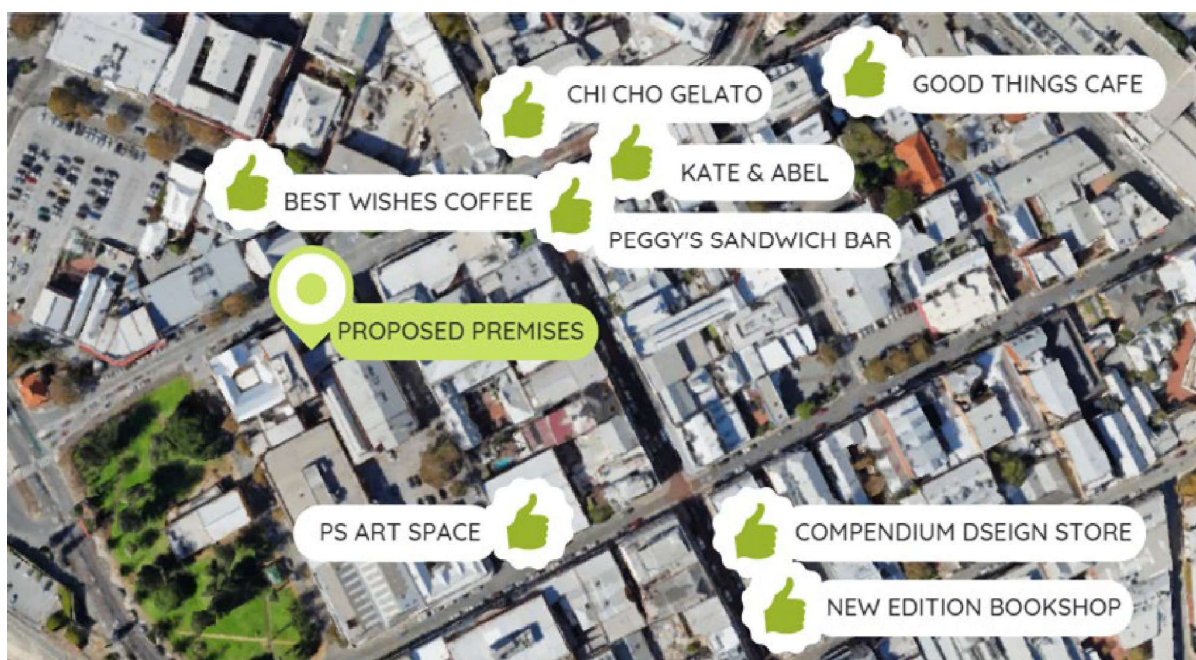


Figure 13: Supportive Local Businesses (within 250m of Premises)

"As a Fremantle business owner - and central city resident - I fully endorse Wise Child Wine Store's proposition to add their tavern licence, which will assist in providing central Fremantle with a boutique and quality outlet that will enhance and complement the current inner city retail offering, which will in turn generate economic development via the patronage of residents, visitors and local business." – Kate Hulett, Owner, Kate & Abel

"At the Fremantle Biennale we have witnessed firsthand the benefits and impact of the community-oriented business model manifested by Wise Child Wine Store and we strongly support this new Fremantle initiative centred around inclusive, ethical and forward looking principles for the greater benefit of our diverse community." – Tom Müller, Artistic Director and CEO, Fremantle Biennale

#	Local Business Name	Business Type	Operation (Day/Night)
1	Kate & Abel	Retail	Day
2	Chi Cho Gelato	Food Outlet	Day/Night
3	Ohlo Studio	Design Studio	Day
4	Peggy's Sandwich Bar	Food Outlet	Day
5	Best Wishes	Café	Day
6	Good Things	Café	Day
7	PS Art Space	CoWorking / Art Studio / Event Space	Day/Night
8	Fremantle Biennale	Arts Administration	Day
9	Naval Store	Co-Working / Art Studio / Event Space	Day/Night
10	New Edition	Retail	Day/Night
11	Assembly Yard	Event Space	Day/Night
12	Stackwood	Food / Retail / Art Studio / Event Space	Day/Night

Figure 14: Local Business Providing Letters of Support

5. HARM MINIMISATION STRATEGIES

The Applicant understands and acknowledges its obligations and responsibilities as licensee to minimise the potential harmful effects from the supply of liquor. The Applicant will implement a number of stringent protocols to minimise the potential for harm and ill-health as a result of operating the Premises.

5.1 Surveillance and Police Presence

The Premises currently has an alarm system and CCTV installed to ensure that both actual and perceived safety measures are implemented to keep the shop, the streetscape and the wider community safe. The Applicant ensures that a robust security surveillance system, including an alarm system, will be in 24-hour operation inside the premises as well as on the exterior. With over 6 years in operation as a liquor retailer, WCWS has extensive experience in maintaining a safe and supportive environment. Extensive situational lighting will ensure that both the interior and exterior of the Premises is well illuminated both day and night to aid the 24-hour surveillance system.

The Premises is located approximately 150m from Fremantle Police Station, located 88 High Street. The locality has a high level of Police surveillance, with a visual presence of police officers on the streets, which is likely to reduce the incident of crime and antisocial behaviour.

It is also anticipated response times from on-duty police officers will be notably quick due should there be any requirement to address incidents at or near to the premises. Police officers in the Fremantle City Centre utilised both vehicles and bicycles to enable more direct access to pedestrian malls and through the area.

Additionally, as previously mentioned construction is underway on the \$100 million Fremantle District Police Complex on South Terrace in Fremantle. This will significantly increase the number of employed police operating in the area.

Furthermore, the City employs the services of the Community Safety Officers who are responsible for enforcing local laws in relation to ranger related duties as well as providing mediation roles to assist the Police, business community, locals and visitors to Fremantle. Community Safety Officers conduct security patrols of the CBD and surrounding suburbs using bicycles and vehicles and are on duty from 7am to 9pm, seven days a week, with security patrols extended to 2am from Wednesday to Saturday within the City's main streets.

5.2 Management Plan

The Applicant has implemented various policies in relation to the operation of the Premises, including a stringent Store Management Plan. The Management Plan clearly sets out the Applicant's policies and procedures for a variety of harm minimisation initiatives that have been implemented, including:

- a) refusal of service;
- b) juveniles;
- c) creating a safe environment; and
- d) education and training of staff.

The policies and procedures will be strictly enforced to ensure that no liquor is sold or supplied to minors, or anyone who is or may be affected by alcohol. Further, the Applicant will display signage around the Premises in regards to the requirement for identification and sale of liquor to persons 18+. The Applicant will implement a policy that requires persons who look younger than 25 years of age to produce valid identification on demand, otherwise service will be refused.

The Applicant is aware of its obligations and responsibilities as licensee to minimise the potential harmful effects from the supply of liquor. The Applicant will implement a number of strategies to minimise the potential for harm and ill-health as a result of operating the Premises. The Applicant has considered the potential impact that the Application might have on the locality and the at-risk groups, if granted. Applicant has identified the following risk factors that will assist in reducing harm should the Application be granted:

- the clientele of the Premises will be conscientious and professional patrons;
- the nature, operation and style of the Premises, including the products on offer;

- the size of the Premises ensures that the area can be well monitored and supervised;
- the various practices, policies and procedures that will be implemented;
- the active role that the directors of the Applicant will have in the business;
- the pricing and unique nature of liquor that will deter excess consumption and attract considered patrons;
- the immediate surrounds of the Premises, including limited advertising and promotional material on the façade of the Premises;
- the highly select range of bespoke stock, including limited and strictly artisanal high strength alcohol (spirits), no cheap cask wines, no clean skins, no high-strength commercial pre-mixers such as Bundaberg, Jack Daniels, and various Vodka Cruisers;
- the voluntary trading conditions that the Applicant will have imposed on the licence; and
- the Applicant's extensive 24-hour surveillance and alarm system that will include CCTV footage of the Premises both internally and externally.

Additionally, where possible the design of the tavern licence area will be informed by the for Designing Out Crime guidelines⁷.

5.3 Experience in Operation of Liquor Store

The Applicant began operating Wise Child Wine Store in North Fremantle in 2018. The Applicant has substantial experienced in liquor industry and the sale of packaged liquor and trading in compliance with the Liquor Control Act 1988.

During the four years of operation at the preexisting North Fremantle location, there were no incidents of crime, no community opposition or complaints made against the shop or the Applicant. Over the last two years at the current Market St location the Applicant has experienced no incidents of crime, no community opposition or complaints made against the shop or the Applicant.

This experience will assist in ensuring that the Premises operates under the highest standards and adopts stringent harm minimisation policies. The directors' combined experience in the industry will ensure that the appropriate implementation and protocols are in place to minimise disturbance and harm as a result of the operation of the Premises.

5.4 Staff Qualification and Training

All staff will have the knowledge, experience, skills and industry relationships required to provide a quality service to customers attending the Premises. Given the boutique size of the proposed Premises, it is anticipated that all staff will hold the qualification of 'Management of Licensed Premises' (MLP1). This will ensure that they are fully aware of not only their own obligations, but also those of the licensee.

Additionally, staff employed at the proposed tavern licence will undergo appropriate recruitment to ensure they possess the relevant experience, skills and passion to provide the expected customer experience. The Applicant will ensure that all employees have appropriate experience and training to ensure that customers are treated in a responsible and professional manner. The Applicant will conduct regular training sessions for all staff to ensure that the high standards are maintained, and to ensure that the harm minimisation strategies are at the forefront. the Applicant will ensure that all staff complete Responsible Service of Alcohol (RSA) training, and that appropriate signage is in place advising customers of their responsibilities.

5.5 Trading Conditions

The Applicant has considered the conditions imposed on other tavern licenses in Fremantle and in Western Australia. The Applicant is agreeable to the following conditions being imposed on the licence for the Premises, should the Application be granted:

- (a) The licensee is to have and maintain a CCTV system (as is currently installed) in accordance with the policies of the Director of Liquor Licensing;
- (b) The Premises is to have the suitable planning and health certifications;

⁷ Department of Planning, Lands and Heritage, 2020. https://www.dplh.wa.gov.au/getmedia/87627346-3ade-4e6a-99f0-31365a215f3c/GD_designing_out_crime

- (c) The Premises must have sufficient toilets, sound proofing, and control of the outside areas;
- (d) The premises must be designed to not inconvenience the community;

The Applicant considers that the imposition of the above conditions confirms its commitment to operating a safe tavern, which seeks to adopt the most efficient harm minimisation strategies.

5.6 Offence, Annoyance, Disturbance or Inconvenience

It is submitted that there is not expected to be any significant offence, annoyance, disturbance or inconvenience caused to people who reside or work in the locality, if the Application were granted. The Premises is a boutique sized liquor outlet that will be well managed and complement the current amenity available around the Fremantle City Centre.

6. STRATEGIC ALIGNMENT

The City of Fremantle's Strategic Community Plan 2015-2025 (SCP) states –

*"A key council focus over the last few years has been to sustainably revitalise the city centre. With levels of development and investment not seen since the America's Cup, Fremantle is on the cusp of a major period of revitalisation that will reinforce its position as a place of great significance to Western Australia. As the most visited destination in Western Australia outside of Perth CBD, and the host of WA's busiest port, Fremantle is well placed to thrive and grow as the Western Australian economy continues to diversify."*⁸

The general objectives of the SCP are to create a city that:

- (a) is clever and creative, inspiring and inclusive.
- (b) welcomes and celebrates all people and cultures.
- (c) that encourages innovation, prosperity and achievement.
- (d) cares for the wellbeing of our people and the environment we share.
- (e) that thrives on diversity and dares to be different.

With a major focus of the City's SCP resting on community development, the City embarked on an extensive community visioning initiative aimed at getting to the core of community visions and values for Fremantle. One of the primary concerns held among Fremantle stakeholders and members of the community was the ongoing support of independent small business and the creative sector.

The general objectives of the Fremantle Community Visioning Themes:

- (a) People: A welcoming place for all
- (b) Plan: A liveable city that serves its residents needs and values heritage
- (c) Prosper: A diverse and unique local economy and a recognised centre of excellence
- (d) Green: A city that values its environment
- (e) Create: A dynamic innovative city with a strong knowledge economy and arts sector
- (f) Decide: A collaborative and connected community with a shared vision and good governance

The Applicant notes that the Premises will generate many positive benefits to the locality, including employment, tourism and a greater connectedness within the wider community. The Applicant anticipates that the Premises will operate harmoniously with the amenity of the locality. Further, given the trading hours proposed (closing at 10:00pm), the Applicant does not expect this to cause any offence, annoyance or disturbance to local residents or businesses. Further, unruly, disorderly and unsocial behaviour will not be tolerated at the Premises, and staff will refuse entry or ask such patrons to leave the venue if the behaviour standards fall short of the expected benchmark.

In addition to the above, the grant of the tavern licence will also assist with the creation of three full-time jobs and over six casual positions within Fremantle.

6.1 Tourism in Western Australia

With Western Australian tourism figures at a staggering low after the effects of COVID-19 and the number of international and interstate visitors currently sitting significantly below pre-pandemic levels,

⁸ City of Fremantle, 2015. <https://www.fremantle.wa.gov.au/sites/default/files/Strategic%20Community%20Plan%20-%20August%202019.pdf>

local businesses are expected to have to wait a further two years for a full recovery. The extent of this decline in visitors to Perth is shown in **Figures 15** and **16** below with result of the Tourism Research Australia National and International Visitor Survey.⁹

Despite government aid, in the form of stimulus packages, financial support and funding initiatives, many independent, family-owned businesses have been forced to shut their doors.

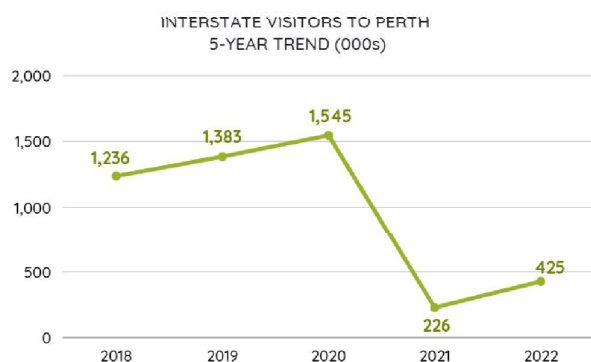


Figure 15: Interstate Visitors to Perth 2018 to 2022

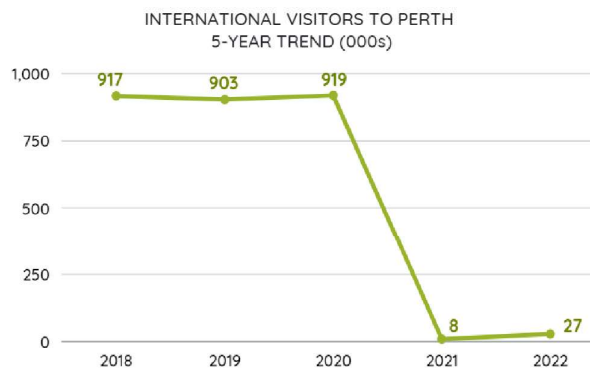


Figure 16: International Visitors to Perth 2018 to 2022

The full effect of the recent pandemic on the livelihoods of local businesses is all too evident in the Fremantle CBD where many empty shopfronts line the streets. With almost 700 days of pandemic closure affecting local businesses and cultural activities in the locality, the port city has undergone an extensive renewal project that seeks to drive international and domestic tourism back to its former level. The launch of the recent City of Fremantle marketing campaign is centred on showcasing the unique cultural and retail landscape of Fremantle amid the growing diversity of its visitors and residents.

After being named one of the World's 50 top travel destinations by Time Magazine¹⁰ and described as a great place to "eat, drink and be Aussie", the port city is on the brink of experiencing a significant turnaround in tourism levels.¹¹

The addition of a locally-owned boutique tavern, that is advantageously situated on the direct route to the Fremantle Train Station, has the capacity to offer a diverse selection of handmade Australian wines to locals and tourists alike. The Applicant believes that the attraction of an independent liquor outlet that supplies unique, sustainable wines from small-scale wineries across Australia holds significant potential in connecting micro-producers with international tourist markets.

7. CONCLUSION

It is submitted that approval of the Application will have minimal, if any, negative impact on the locality. Instead, the grant of the Application will be an added benefit to the Fremantle locality, providing a unique and highly specialised offering for patrons to enjoy a small bar experience while continuing to trade in packaged takeaway liquor. The Premises intends and is committed to the safe operation of a boutique liquor store with tavern operations, offering packaged liquor products with approachable, knowledgeable and professional service.

In determining the view of the local community on the Application, there is notable local business support for the proposed use at the proposed Premises, who do not view the proposal as detrimental to their business or the Fremantle community. These businesses have expressed their support for WCWS, as a welcome addition which will offer mutually beneficial outcomes and support social and economic development within the Fremantle CBD.

⁹ Tourism WA, 2022. <https://www.tourism.wa.gov.au/Markets-and-research/Latest-tourism-statistics/Pages/Visitor-statistics.aspx#/>

¹⁰ Time Magazine, 2022. Fremantle, Australia: World's Greatest Places 2022 | TIME

¹¹ City of Fremantle, 2022. <https://www.fremantle.wa.gov.au/news-and-media/interstate-and-international-visitors-returning-freo>

The Applicant submits that the Premises will promote the objects of the Act by accommodating the diversity of consumer demand and by promoting responsible service of alcohol. Given the proposed mode of operation of the Premises by the Applicant, coupled with the Applicant's extensive harm minimisation strategies and experience in the industry, there is minimal risk of harm, ill-health and anti-social behaviour occurring at the Premises.

The Applicant considers that the proposed tavern licence has the capacity to offer a diverse range of products and make a unique contribution to the locality by enhancing the growing diversity of Fremantle and to cater to those who seek out a considered alternative to the mainstream liquor industry.

APPENDIX 1 – City of Fremantle Mayor Letter of Support



James and Lucy Whineray
Wise Child Wine Store
21a Market Street
Fremantle WA 6160

21 May 2025

To whom it may concern,

I am writing in my capacity as Mayor of Fremantle to support Wise Child Wine Store's application for a tavern licence.

Wise Child Wine Store is a boutique wine store situated in Market Street in the City centre of Fremantle and is a largely popular shop amongst the community known for its sustainably and locally sourced wines, beers and spirits.

Fremantle is well known for its support of alfresco dining and encouraging establishments to provide a space for locals and tourists to sit down, enjoy a beverage and enjoy the vibrancy of the people and atmosphere. This proposed application which advocates for a small wine bar layout will provide the Fremantle neighbourhood with a highly unique, local drinking experience compared to existing pubs, restaurants and bars in Fremantle, and will activate Market Street to become a more vibrant side of town after sunset.

This change in licence will be beneficial from a community activation perspective and will positively contribute to Fremantle's cultural value as a destination City that encapsulates all aspects of food and entertainment.

Kind regards

A handwritten signature in black ink, appearing to read 'Hannah Fitzhardinge'.

Mayor Hannah Fitzhardinge

City of Fremantle

APPENDIX 2 – Heritage Database Place Record

Princess Chambers

AUTHOR Heritage Council

PLACE NUMBER 00952

LOCATION

21-27 Market St Fremantle

LOCATION DETAILS

Associated with 953 - PRINCESS THEATRE (FMR)

OTHER NAME(S)

Biddles Building

LOCAL GOVERNMENT

Fremantle

REGION

Metropolitan

CONSTRUCTION DATE

Constructed from 1899

DEMOLITION YEAR

N/A

Statutory Heritage Listings

TYPE	STATUS	DATE	DOCUMENTS
Heritage List	YES	08 Mar 2007	

Heritage Council Decisions and Deliberations

TYPE	STATUS	DATE	DOCUMENTS
(no listings)			

Other Heritage Listings and Surveys

TYPE	STATUS	DATE	GRADING/MANAGEMENT CATEGORY
Register of the National Estate	Permanent	21 Mar 1978	
Classified by the National Trust	Classified	28 Oct 1974	
Municipal Inventory	Adopted	18 Sep 2000	Level 1B

Parent Place or Precinct

00840 West End Conservation Area - Fremantle

Associations

NAME	TYPE	YEAR FROM	YEAR TO
Edwin Summerhayes	Architect	-	-

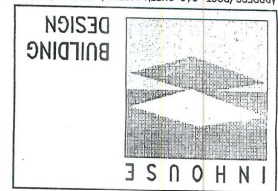
Creation Date 30 May 1989

Last Update 31 Dec 2016 **Publish place record online (inHerit):** Approved

Disclaimer

This information is provided voluntarily as a public service. The information provided is made available in good faith and is derived from sources believed to be reliable and accurate. However, the information is provided solely on the basis that readers will be responsible for making their own assessment of the matters discussed herein and are advised to verify all relevant representations, statements and information.

APPENDIX 3 – Sketch Plan



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PROJECT: AS CONSTRUCTED

ADDRESS: ---

DESIGNED: P.B.

DRAWN: M.S.

SCALE: 1:100

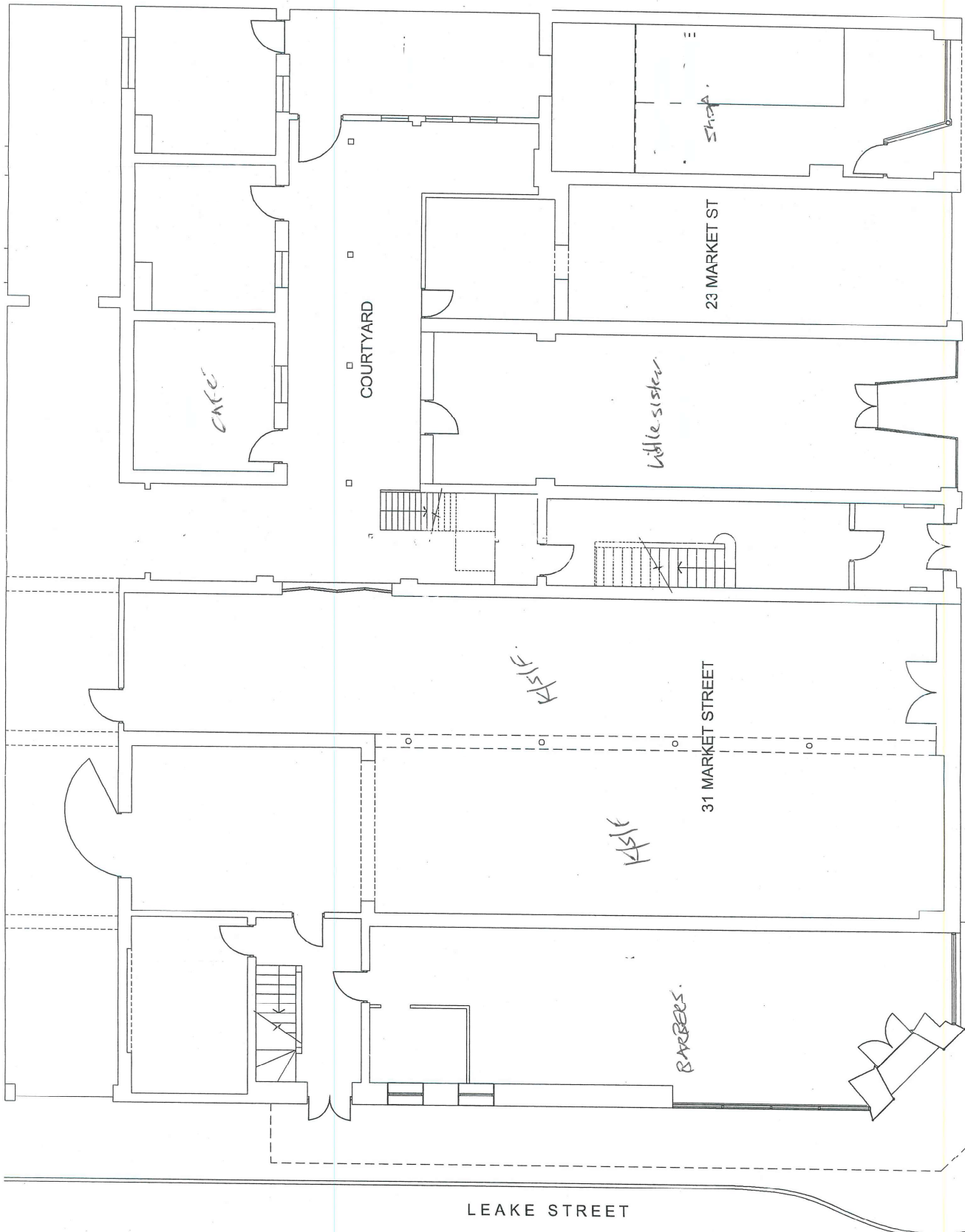
DATE OF ISSUE: 05/06/04

1 of sheets
JOB No. 3093

CLIENT: PRINCESS CHAMBERS

SKETCH PLAN

SK1



FLOOR PLAN
1:100

APPENDIX 4 – Licensed Premises

Note: all within 3km of proposed Premises have been highlighted

Licence Ref	Licence Type	Premises Name	Licensee Name	Status	Decision	Suburb	Postcode	Address
6010002162	LIQ-Hotel	Trade Winds Hotel Fremantle	Garrett Hotels Pty Ltd	Current	Granted	EAST FREMANTLE	6158	59 Canning Highway EAST FREMANTLE WA 6158
6020002295	LIQ-Tavern	Sweetwater Rooftop Bar	AVC Operations Pty Ltd	Current	Granted	EAST FREMANTLE	6158	Unit 116 Level 6 1 Silas Street EAST FREMANTLE WA 6158
6020144528	LIQ-Tavern	Left Bank Bar and Cafe	Left Bank Holdings Pty Ltd	Current	Granted	EAST FREMANTLE	6158	15 Riverside Road EAST FREMANTLE WA 6158
6030002980	LIQ-Liquor Store	Liquor Barons George St East Fremantle	Bluffpoint Pty Ltd	Current	Granted	EAST FREMANTLE	6158	48 GEORGE ST EAST FREMANTLE WA 6158
6030004275	LIQ-Liquor Store	Cellarbrations at East Fremantle	Samatim Pty Ltd	Current	Granted	EAST FREMANTLE	6158	79-83 Canning Highway EAST FREMANTLE WA 6158
6040005017	LIQ-Club	East Fremantle Bowling Club Inc	East Fremantle Bowling Club Inc	Current	Granted	EAST FREMANTLE	6158	FLETCHER ST EAST FREMANTLE WA 6158
6040005025	LIQ-Club	East Fremantle Football Club	East Fremantle Football Club Inc	Current	Granted	EAST FREMANTLE	6158	MOSS ST EAST FREMANTLE WA 6158
6040005587	LIQ-Club	Royal Fremantle Golf Club Inc	Royal Fremantle Golf Club Inc	Current	Granted	EAST FREMANTLE	6158	359 High Street EAST FREMANTLE WA 6158
6040005777	LIQ-Club	Swan Yacht Club Inc	Swan Yacht Club Inc	Current	Granted	EAST FREMANTLE	6158	Riverside Road EAST FREMANTLE WA 6158
6060003608	LIQ-Restaurant	8 Knots	Moonlighting Enterprises Pty Ltd	Current	Granted	EAST FREMANTLE	6158	110 Riverside Road EAST FREMANTLE WA 6158
6060047563	LIQ-Restaurant	Salsa Rossa	Lenrad Pty Ltd	Current	Granted	EAST FREMANTLE	6158	77 GEORGE STREET EAST FREMANTLE WA 6158
6060104613	LIQ-Restaurant	George Street Quarters	Alimentum Pty Ltd	Current	Granted	EAST FREMANTLE	6158	71-73 George Street EAST FREMANTLE WA 6158
6060127408	LIQ-Restaurant	Little Fire WA	Fara Entertainment Pty Ltd	Current	Granted	EAST FREMANTLE	6158	125 George Street EAST FREMANTLE WA 6158
6090053215	LIQ-Special Facility Licence	Dome East Fremantle	Dome Coffees Australia Pty Ltd	Current	Granted	EAST FREMANTLE	6158	26 RIVERSIDE ROAD EAST FREMANTLE WA 6158
6190024182	LIQ-Club Restricted	East Fremantle Lacrosse Club Inc	East Fremantle Lacrosse Club Inc	Current	Granted	EAST FREMANTLE	6158	PRESTON POINT ROAD EAST FREMANTLE WA 6158
6190024398	LIQ-Club Restricted	East Fremantle Lawn Tennis Club	East Fremantle Lawn Tennis Club Inc	Current	Granted	EAST FREMANTLE	6158	Jerrat Drive EAST FREMANTLE WA 6158
6190031708	LIQ-Club Restricted	East Fremantle Cricket Club Inc	East Fremantle Cricket Club Inc	Current	Granted	EAST FREMANTLE	6158	PRESTON POINT ROAD EAST FREMANTLE WA 6158
6340139957	LIQ-Small Bar	Young George	The Wine Store and Wine Liaisons Pty Ltd	Current	Granted	EAST FREMANTLE	6158	48 George St EAST FREMANTLE WA 6158
606200221715	LIQ-Restaurant	May Street Larder	A.M.S. Company Pty Ltd	Current	Granted	EAST FREMANTLE	6158	Shop 23, 155 Canning Highway EAST FREMANTLE WA 6158
606211481018	LIQ-Restaurant	Zephyr Cafe & Kiosk	Laurence Andrew Evans and Amanda Anne Foley	Current	Granted	EAST FREMANTLE	6158	61 Riverside Road EAST FREMANTLE WA 6158
6010002212	LIQ-Hotel	Railway Hotel	Maylat Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	44 TYDEMAN RD NORTH FREMANTLE WA 6159
6010002428	LIQ-Hotel	Wilson's Swan Hotel	Maylat Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	201 Queen Victoria Street NORTH FREMANTLE WA 6159
6030004291	LIQ-Liquor Store	Old Bridge Cellars North Fremantle	Jabee Pty Ltd and Tobbee Pty Ltd Sirenia Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	221 Queen Victoria Street NORTH FREMANTLE WA 6159
6030004648	LIQ-Liquor Store	Wise Child Wine Store	Free Run Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	28 THOMPSON ROAD NORTH FREMANTLE WA 6159
6030004655	LIQ-Liquor Store	Liquorland North Fremantle	Liquorland (Australia) Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	90 Stirling Highway NORTH FREMANTLE WA 6159
6040005470	LIQ-Club	North Fremantle Bowling Club Inc	North Fremantle Bowling Club Inc	Current	Granted	NORTH FREMANTLE	6159	40 Stirling Highway NORTH FREMANTLE WA 6159
6040018515	LIQ-Club	WA Croatian Community Centre	WA Croatian Community Centre Inc	Current	Granted	NORTH FREMANTLE	6159	Alfred Road NORTH FREMANTLE WA 6159
6060082693	LIQ-Restaurant	Habitue	Wallflower Dreaming Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	1 Harvest Road NORTH FREMANTLE WA 6159
6060146648	LIQ-Restaurant	Bib and Tucker - Leighton Beach	Jesster Worldwide Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	20 (Lot 503) Leighton Beach Boulevard NORTH FREMANTLE WA 6159

606214106320	LIQ-Restaurant	Ethos Deli + Dining Room	The Wine Store and Wine Liaisons Pty Ltd	Current	Granted	EAST FREMANTLE	6158	88A George Street EAST FREMANTLE WA 6158
609213745519	LIQ-Special Facility Licence	Algar Hospitality Australia	Baviwi Australia Pty Ltd	Current	Granted	EAST FREMANTLE	6158	77 Irwin Street EAST FREMANTLE WA 6158
638200213415	LIQ-Tavern Restricted	Duke of George	Starblade Corporation Pty Ltd	Current	Granted	EAST FREMANTLE	6158	135 George Street EAST FREMANTLE WA 6158
638217024021	LIQ-Tavern Restricted	8 Knots	Moonlighting Enterprises Pty Ltd	Current	Conditionally Granted	EAST FREMANTLE	6158	110 Riverside Road EAST FREMANTLE WA 6158
6060149675	LIQ-Restaurant	Thorn Cafe	Thorn Cafe Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	78 Stirling Highway NORTH FREMANTLE WA 6159
6060149949	LIQ-Restaurant	Propeller	Guildhall Manifesto Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	222 Queen Victoria St NORTH FREMANTLE WA 6159
6090043976	LIQ-Special Facility Licence	Northport Ferry Terminal	Wadjemup Trading Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	1 EMMA PLACE NORTH FREMANTLE WA 6159
6090110347	LIQ-Special Facility Licence	Pier 21 Resort	Ringthane Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	7-9 John Street NORTH FREMANTLE WA 6159
6160040352	LIQ-Wholesaler's	Vintage Exports Pty Ltd	Vintage Exports Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	37A ENDEAVOUR CLOSE ROUS HEAD INDUSTRIAL PARK NORTH FREMANTLE WA 6159
6190023580	LIQ-Club Restricted	North Fremantle Football Club	North Fremantle Football Club Incorporated	Current	Granted	NORTH FREMANTLE	6159	Gilbert Fraser Reserve, 15 John Street NORTH FREMANTLE WA 6159
6190051920	LIQ-Club Restricted	Fremantle/Mosman Park Cricket Club Inc	Fremantle-Mosman Park Cricket Club Inc	Current	Granted	NORTH FREMANTLE	6159	Gilbert Fraser Reserve John St NORTH FREMANTLE WA 6159
6340122425	LIQ-Small Bar	Mrs Brown Bar	Flipside Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	241 Queen Victoria St NORTH FREMANTLE WA 6159
6340143868	LIQ-Small Bar	Guildhall	Guildhall Manifesto Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	222 Queen Victoria Street NORTH FREMANTLE WA 6159
6360006874	XSF-Special Facility Licence - 1988 LL Act Transitional	Mojo's Bar	Ausway Nominees Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	237 Queen Victoria Street NORTH FREMANTLE WA 6159
602213809919	LIQ-Tavern	MRKT Space	Freo Trading Pty Ltd	Current	Granted	NORTH FREMANTLE	6159	Lot 1, 19 Freeman Loop NORTH FREMANTLE WA 6159
6030003301	LIQ-Liquor Store	South Street Liquor	Gobind Enterprises Pty Ltd	Current	Granted	BEACONSFIELD	6162	226 SOUTH ST BEACONSFIELD WA 6162
6030036327	LIQ-Liquor Store	BWS - Beer Wine Spirits Beaconsfield	Endeavour Group Limited	Current	Granted	BEACONSFIELD	6162	Shop 17, 115 Lefroy Road BEACONSFIELD WA 6162
6040005199	LIQ-Club	Hilton Park Bowling & Recreation Club Inc	Hilton Park Bowling and Recreation Club Inc	Current	Granted	BEACONSFIELD	6162	Shepherd St BEACONSFIELD WA 6162
6040032383	LIQ-Club	Fremantle & Districts Rugby League Football Club Inc	Fremantle and Districts Rugby League Football Club Inc	Current	Granted	BEACONSFIELD	6162	cnr Jeffrey St & Shepherd St BEACONSFIELD WA 6162
6190034751	LIQ-Club Restricted	Fremantle United Soccer & Recreational Club Inc	Fremantle United Soccer & Recreational Club Inc	Current	Granted	BEACONSFIELD	6162	Hilton Reserve Walton Way BEACONSFIELD WA 6162
6020001446	LIQ-Tavern	South Beach Hotel	J Factor Holdings Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	396 SOUTH TERRACE SOUTH FREMANTLE WA 6162
6020001974	LIQ-Tavern	Ed'z Sportz Bar	Tasman Hotel Group Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	1 Rockingham Road SOUTH FREMANTLE WA 6162
6030004374	LIQ-Liquor Store	Liquorland South Fremantle	Liquorland (Australia) Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	Corner of Douro and Hampton Roads SOUTH FREMANTLE WA 6162
6030144544	LIQ-Liquor Store	Dan Murphy's South Fremantle	Endeavour Group Limited	Current	Granted	SOUTH FREMANTLE	6162	South Fremantle Market Place 47 Douro Road SOUTH FREMANTLE WA 6162
6040020925	LIQ-Club	Fremantle Sailing Club Inc	Fremantle Sailing Club Inc	Current	Granted	SOUTH FREMANTLE	6162	Marine Terrace SOUTH FREMANTLE WA 6162
6060040303	LIQ-Restaurant	Copper Chimney	Indian Kings Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	Shop 1, 330 South Terrace SOUTH FREMANTLE WA 6162
6060043406	LIQ-Restaurant	Ruocco's Pizzeria E Restaurant	Alafollie Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	215 SOUTH TERRACE SOUTH FREMANTLE WA 6162
6060121377	LIQ-Restaurant	Little Lefroy's	Brew Holdings Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	310 South Tce SOUTH FREMANTLE WA 6162
6060149451	LIQ-Restaurant	The Darbar Indian Nepalese Restaurant	Shaan Group Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	34 Douro Rd SOUTH FREMANTLE WA 6162

6060151234	LIQ-Restaurant	Saroor Restaurant	VASL Enterprises Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	11/396 South Terrace SOUTH FREMANTLE WA 6162
6070007583	LIQ-Nightclub	Metropolis Fremantle	Strathalbyn West Perth Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	58 South Terrace SOUTH FREMANTLE WA 6162
6160007237	LIQ-Wholesaler's	Sealanes	Sealanes 1985 Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	178 Marine Terrace SOUTH FREMANTLE WA 6162
6160123894	LIQ-Wholesaler's	Off The Vine Distributors	Off the Vine Distributors Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	Unit 3/284 South Terrace SOUTH FREMANTLE WA 6162
6340144510	LIQ-Small Bar	Percy Flint	Curtin Avenue Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	211 South Tce SOUTH FREMANTLE WA 6162
602213120719	LIQ-Tavern	Running With Thieves	Atari Enterprises Trading Company Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	Warehouse 3, 218 Marine Terrace SOUTH FREMANTLE WA 6162
60620787315	LIQ-Restaurant	L'Antica	Antica International Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	1/390 South Terrace SOUTH FREMANTLE WA 6162
634211988818	LIQ-Small Bar	Madalena's by Comida do Sul	Beans & Rice Group Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	406 South Terrace SOUTH FREMANTLE WA 6162
634213935819	LIQ-Small Bar	La Cabaña?	Goblin King Pty Ltd	Current	Granted	SOUTH FREMANTLE	6162	400 South Terrace SOUTH FREMANTLE WA 6162
6010001495	LIQ-Hotel	The Federal Boutique Hotel	Prolog Investments Pty Ltd	Current	Granted	FREMANTLE	6160	23 William Street FREMANTLE WA 6160
6010001925	LIQ-Hotel	The National Hotel	Carnegies Realty Pty Ltd	Current	Granted	FREMANTLE	6160	98 High Street FREMANTLE WA 6160
6010002030	LIQ-Hotel	Norfolk Hotel Fremantle	Gosatti Holdings Pty Ltd	Current	Granted	FREMANTLE	6160	47 South Terrace FREMANTLE WA 6160
6010142431	LIQ-Hotel	Hougoumont Hotel	Red Rock Consolidated Pty Ltd	Current	Granted	FREMANTLE	6160	7-15 Bannister St FREMANTLE WA 6160
6020001057	LIQ-Tavern	Australia Hotel Fremantle	Kalmac Pty Ltd	Current	Granted	FREMANTLE	6160	CORNER BEACH STREET AND PARRY STREET FREMANTLE WA 6160
6020001107	LIQ-Tavern	The Beaconsfield Hotel	Wray Avenue Investments Pty Ltd	Current	Granted	FREMANTLE	6160	73 Wray Avenue FREMANTLE WA 6160
6020001958	LIQ-Tavern	Newport Hotel	Penny Point Investments Pty Ltd	Current	Granted	FREMANTLE	6160	2 South Terrace FREMANTLE WA 6160
6020002048	LIQ-Tavern	Bar Orient	Fremantle Beverages Pty Ltd	Current	Granted	FREMANTLE	6160	39 High Street FREMANTLE WA 6160
6020002105	LIQ-Tavern	Harbourside Freo	Spirits & Wine Pty Ltd Lion-Beer	Current	Granted	FREMANTLE	6160	Fishermans Harbour Mews Road FREMANTLE WA 6160
6020002352	LIQ-Tavern	The Local Hotel South Fremantle	Thomas Holdings Pty Ltd	Current	Granted	FREMANTLE	6160	282 SOUTH TERRACE FREMANTLE WA 6160
6020006841	LIQ-Tavern	Benny's Bar & Cafe	BB Investments (WA) Pty Ltd	Current	Granted	FREMANTLE	6160	10-12 South Terrace FREMANTLE WA 6160
6020018309	LIQ-Tavern	Clancy's Fish Pub	Alba Pty Ltd	Current	Granted	FREMANTLE	6160	51 Cantonment St FREMANTLE WA 6160
6020026377	LIQ-Tavern	Sail & Anchor Tavern	Australian Leisure & Hospitality Group Pty Ltd	Current	Granted	FREMANTLE	6160	64 South Terrace FREMANTLE WA 6160
6030002675	LIQ-Liquor Store	Liquorland Fremantle	Liquorland (Australia) Pty Ltd	Current	Granted	FREMANTLE	6160	17 CANTONMENT STREET FREMANTLE WA 6160
6030004259	LIQ-Liquor Store	Fremantle Bottle Shop	Au Way Investment & Development Pty Ltd	Current	Granted	FREMANTLE	6160	U 1 152 High St FREMANTLE WA 6160
6030004325	LIQ-Liquor Store	The Freo Doctor Liquor Store	Off The Shelf Pty Ltd	Current	Granted	FREMANTLE	6160	27 Arundel St FREMANTLE WA 6160
6040004879	LIQ-Club	Chain Locker Club Inc	Chain Locker Club Inc	Current	Granted	FREMANTLE	6160	76 Queen Victoria Street FREMANTLE WA 6160
6040005108	LIQ-Club	Fremantle Buffalo Club Inc	Fremantle Buffalo Club	Current	Granted	FREMANTLE	6160	54 HIGH ST FREMANTLE WA 6160
6040005421	LIQ-Club	Navy Club Inc	Navy Club Inc	Current	Granted	FREMANTLE	6160	64 HIGH STREET FREMANTLE WA 6160
6040005660	LIQ-Club	South Fremantle Football Club	South Fremantle Football Club Inc	Current	Granted	FREMANTLE	6160	FREMANTLE OVAL FREMANTLE WA 6160
6040009555	LIQ-Club	Italian Club Fremantle	Italian Club Fremantle Inc	Current	Granted	FREMANTLE	6160	MARINE TCE FREMANTLE WA 6160
6060006155	LIQ-Restaurant	Mexican Kitchen	David Wayne Dodd	Current	Granted	FREMANTLE	6160	19 SOUTH TERRACE FREMANTLE WA 6160
6060017020	LIQ-Restaurant	Gino's Trattoria	Gino's Cafe Pty Ltd	Current	Granted	FREMANTLE	6160	1-5 SOUTH TERRACE FREMANTLE WA 6160
6060026955	LIQ-Restaurant	Joy Kitchen	Wei Sheng Pty Ltd	Current	Granted	FREMANTLE	6160	72 MARINE TCE FREMANTLE WA 6160

6060037754	LIQ-Restaurant	Sandrimo Cafe and Pizzeria	Sandrimo Cafe Pty Ltd	Current	Granted	FREMANTLE	6160	93 - 95 MARKET STREET FREMANTLE WA 6160
6060042473	LIQ-Restaurant	Il Cibo	Maximus Sam Pty Ltd	Current	Granted	FREMANTLE	6160	2 MARKET STREET FREMANTLE WA 6160
6060043752	LIQ-Restaurant	Joe's Fish Shack	Vanstar Holdings Pty Ltd	Current	Granted	FREMANTLE	6160	42 MEWS ROAD FREMANTLE WA 6160
6060047399	LIQ-Restaurant	Vins Tapas	Fidsteenson Pty Ltd	Current	Granted	FREMANTLE	6160	Shop 1, The Piazza 26-36 South Terrace FREMANTLE WA 6160
6060070417	LIQ-Restaurant	Kallis Fishmarket Cafe	Kallis' Pty Ltd	Current	Granted	FREMANTLE	6160	46 Mews Road Fishing Boat Harbour FREMANTLE WA 6160
6060093963	LIQ-Restaurant	Sala Thai Restaurant	Norfolk Cottage Pty Ltd	Current	Granted	FREMANTLE	6160	22 Norfolk Street FREMANTLE WA 6160
6060096792	LIQ-Restaurant	Maharaja's Kitchen	Sub Continental Foods Pty Ltd	Current	Granted	FREMANTLE	6160	306 South Terrace FREMANTLE WA 6160
6060100819	LIQ-Restaurant	Pizza Bella Roma	Seatours Pty Ltd	Current	Granted	FREMANTLE	6160	14 South Terrace FREMANTLE WA 6160
6060114851	LIQ-Restaurant	Gypsy Tapas House	Spicy Notes Pty Ltd	Current	Granted	FREMANTLE	6160	Shop 2 & 3, 124 High Street FREMANTLE WA 6160
6060117425	LIQ-Restaurant	The Mill Bakehouse Cafe on Norfolk	Grasher Pty Ltd	Current	Granted	FREMANTLE	6160	1/60 Marine Tce FREMANTLE WA 6160
6060123670	LIQ-Restaurant	Canvas Cafe	Loan Phi Doan and Triet Minh Ly	Current	Granted	FREMANTLE	6160	1 Finnerty St FREMANTLE WA 6160
6060132259	LIQ-Restaurant	Roma Cucina	Adunn Pty Ltd	Current	Granted	FREMANTLE	6160	9-13 High St FREMANTLE WA 6160
6060139015	LIQ-Restaurant	Express Lane Cafe	Fastlane Holdings WA Pty Ltd	Current	Granted	FREMANTLE	6160	Shop 1 'B' Shed Victoria Quay FREMANTLE WA 6160
6060141953	LIQ-Restaurant	Caffissimo At The Maritime Museum	Phillippine Express Pty Ltd	Current	Granted	FREMANTLE	6160	26 Peter Hughes Drive FREMANTLE WA 6160
6060142175	LIQ-Restaurant	Breaks Fremantle	Jane Louise Woolley	Current	Granted	FREMANTLE	6160	85 High St FREMANTLE WA 6160
6060143306	LIQ-Restaurant	Vivisen Tea House	Vivisen Pty Ltd	Current	Granted	FREMANTLE	6160	29 Adelaide St FREMANTLE WA 6160
6060143546	LIQ-Restaurant	The Modern Eatery	Encore Delights Pty Ltd	Current	Granted	FREMANTLE	6160	U 6 124 High St FREMANTLE WA 6160
6060147125	LIQ-Restaurant	Bread in Common	Makers in Common Pty Ltd	Current	Granted	FREMANTLE	6160	43 Pakenham St FREMANTLE WA 6160
6060148339	LIQ-Restaurant	Twin Fin Fish & Chips	Twin Fin Seafood Pty Ltd	Current	Granted	FREMANTLE	6160	Shops 4 & 5, 47 Mews Road FREMANTLE WA 6160
6060148404	LIQ-Restaurant	The Raw Kitchen	The Raw Kitchen Pty Ltd	Current	Granted	FREMANTLE	6160	181 High St FREMANTLE WA 6160
6060149774	LIQ-Restaurant	Manuka Wood Fire Kitchen	Kenneth McHardy & Jody McHardy	Current	Granted	FREMANTLE	6160	Shops 6 and 7 128-134 High St FREMANTLE WA 6160
6060149899	LIQ-Restaurant	Portorosa Cafe	Starra Pty Ltd	Current	Granted	FREMANTLE	6160	85 Market Street FREMANTLE WA 6160
6060151226	LIQ-Restaurant	Nunzio's	Olznun Pty Ltd	Current	Granted	FREMANTLE	6160	20 Essex St FREMANTLE WA 6160
6070007633	LIQ-Nightclub	189	That's Entertainment (WA) Pty Ltd	Current	Granted	FREMANTLE	6160	189 High Street FREMANTLE WA 6160
6070028282	LIQ-Nightclub	Hugos Club	That's Entertainment (WA) Pty Ltd	Current	Granted	FREMANTLE	6160	14 - 16 South Terrace FREMANTLE WA 6160
6090030783	LIQ-Special Facility Licence	Sentosa Fishing Charters	Valcam Pty Ltd	Current	Granted	FREMANTLE	6160	PIER 21 FREMANTLE WA 6160
6090036962	LIQ-Special Facility Licence	Starsand	Promotional Traders Pty Ltd	Current	Granted	FREMANTLE	6160	VESSEL "STARSAND" FREMANTLE WA 6160
6090041350	LIQ-Special Facility Licence	Esplanade Hotel Fremantle by Rydges	Fremantle Esplanade Hotel Ltd	Current	Granted	FREMANTLE	6160	Chr Marine Terrace and Essex Street FREMANTLE WA 6160
6090041434	LIQ-Special Facility Licence	Sea Eagle III	Wadjemup Trading Pty Ltd	Current	Granted	FREMANTLE	6160	"B" Shed Victoria Quay FREMANTLE WA 6160
6090041475	LIQ-Special Facility Licence	Freo Harbour Bar	The Port Bar (WA) Pty Ltd	Current	Granted	FREMANTLE	6160	Victoria Quay Markets Fremantle Harbour FREMANTLE WA 6160
6090042671	LIQ-Special Facility Licence	Bar Shanghai Fremantle	Robert William Trevor and Garry John Trevor	Current	Granted	FREMANTLE	6160	SHOP 10, 4-6 HENDERSON STREET FREMANTLE WA 6160
6090053447	LIQ-Special Facility Licence	Eagle Express	Wadjemup Trading Pty Ltd	Current	Granted	FREMANTLE	6160	"B" Shed Victoria Quay FREMANTLE WA 6160

6090092759	LIQ-Special Facility Licence	Sundancer Backpackers Resort	Urban Accommodation Group Pty Ltd	Current	Granted	FREMANTLE	6160	80 High Street FREMANTLE WA 6160
6090123662	LIQ-Special Facility Licence	Fremantle Arts Centre	City of Fremantle	Current	Granted	FREMANTLE	6160	1 Finnerty St FREMANTLE WA 6160
6090143009	LIQ-Special Facility Licence	Old Firestation Backpackers	Bakpak Freo Pty Ltd	Current	Granted	FREMANTLE	6160	18 Phillimore St FREMANTLE WA 6160
6090150764	LIQ-Special Facility Licence	Luna on SX	Palace Cinema Nominees Pty Ltd & Luna Cinemas Pty Ltd	Current	Granted	FREMANTLE	6160	16 Norfolk St FREMANTLE WA 6160
6160007351	LIQ-Wholesaler's	Lionel Samson & Son Pty Ltd	Lionel Samson & Son Pty Ltd	Current	Granted	FREMANTLE	6160	31 CLIFF STREET FREMANTLE WA 6160
6160048801	LIQ-Wholesaler's	Leeuwin Estate	Rural Developments Pty Ltd	Current	Granted	FREMANTLE	6160	18 HIGH STREET FREMANTLE WA 6160
6180024810	LIQ-Producer's	Anchor Brewing Co	Australian Leisure & Hospitality Group Pty Ltd	Current	Granted	FREMANTLE	6160	64 SOUTH TCE FREMANTLE WA 6160
6190017251	LIQ-Club Restricted	Fremantle Cockburn Hockey Club (Incorporated)	Fremantle Cockburn Hockey Club (Incorporated)	Current	Granted	FREMANTLE	6160	39 Swanbourne Street FREMANTLE WA 6160
6190019117	LIQ-Club Restricted	Fremantle District Cricket Club Inc	Fremantle District Cricket Club Inc	Current	Granted	FREMANTLE	6160	STEVENS RESERVE SWANBOURNE ST FREMANTLE WA 6160
6190035147	LIQ-Club Restricted	Fremantle Surf Life Saving Club Inc	Fremantle Surf Life Saving Club Inc	Current	Granted	FREMANTLE	6160	Port Beach Road Leighton Beach FREMANTLE WA 6160
6340119629	LIQ-Small Bar	Whisper Wine Bar	Thierry Philippe Rodari and Helene Marie Rodari	Current	Granted	FREMANTLE	6160	1/15 Essex St FREMANTLE WA 6160
6340125212	LIQ-Small Bar	Ronnie Nights	Market Street Social Club Pty Ltd	Current	Granted	FREMANTLE	6160	75-77 Market Street FREMANTLE WA 6160
6340138314	LIQ-Small Bar	Who's your Mumma	Woods Hospitality Pty Ltd	Current	Granted	FREMANTLE	6160	7A / 142 South Terrace FREMANTLE WA 6160
6340145558	LIQ-Small Bar	Jungle Bird	Henry Hospitality Pty Ltd	Current	Granted	FREMANTLE	6160	59 High Street FREMANTLE WA 6160
6340149527	LIQ-Small Bar	Al Pastor	Saw Dusty Pty Ltd	Current	Granted	FREMANTLE	6160	Shop1, The Mantle, 1 James Street FREMANTLE WA 6160
6340150780	LIQ-Small Bar	Strange Company	Nan (WA) Pty Ltd	Current	Granted	FREMANTLE	6160	5 Nairn St FREMANTLE WA 6160
6370049106	XSF-Special Facility Licence - Section 37 Interpretation Act	Lion-Beer, Spirits & Wine Pty Ltd	Spirits & Wine Pty Ltd Lion-Beer	Current	Granted	FREMANTLE	6160	Part-Lot 2023 Fremantle Fishing Boat Har Mews Road FREMANTLE WA 6160
6380145244	LIQ-Tavern Restricted	Cicerello's	Carralong Nominees Pty Ltd	Current	Granted	FREMANTLE	6160	Fremantle Fishing Boat Harbour 44 Mews Road FREMANTLE WA 6160
6380148545	LIQ-Tavern Restricted	Char Char Bull	Luju Group Pty Ltd	Current	Granted	FREMANTLE	6160	44B Mews Rd FREMANTLE WA 6160
6380150657	LIQ-Tavern Restricted	Bathers' Beach House	Long Jetty Holdings Pty Ltd	Current	Granted	FREMANTLE	6160	47 Mews Road Fishing Boat Harbour FREMANTLE WA 6160
601210681517	LIQ-Hotel	Warders Hotel	W1 Hospitality Pty Ltd	Current	Granted	FREMANTLE	6160	19 Henderson Street FREMANTLE WA 6160
602207411415	LIQ-Tavern	Freo.Social	Freo Social Hall Pty Ltd	Current	Granted	FREMANTLE	6160	1 Holdsworth Street FREMANTLE WA 6160
602209345716	LIQ-Tavern	Kahuna Brewing Co.	BT Brennan Group Pty Ltd	Current	Granted	FREMANTLE	6160	33 South Terrace FREMANTLE WA 6160
602211919818	LIQ-Tavern	Union Brewery & Distillery Fremantle	Fremantle Distillery Pty Ltd	Current	Granted	FREMANTLE	6160	1 James Street FREMANTLE WA 6160
602211967218	LIQ-Tavern	Republic of Fremantle	ROF Hospitality Co Pty Ltd	Current	Granted	FREMANTLE	6160	3 Pakenham Street FREMANTLE WA 6160
602213931119	LIQ-Tavern	Old Faithful Bar & BBQ	This is my Boomstick Pty Ltd	Current	Granted	FREMANTLE	6160	1 Pakenham Street FREMANTLE WA 6160
602214085820	LIQ-Tavern	Palace Arcade	The Palace Arcade No 2 Pty Ltd	Current	Granted	FREMANTLE	6160	96 High Street FREMANTLE WA 6160
602216177321	LIQ-Tavern	Gage Roads Brew Co	Cliff Street Hospitality Pty Ltd	Current	Conditionally Granted	FREMANTLE	6160	A Shed, Victoria Quay Fremantle Harbour FREMANTLE WA 6160
604213758119	LIQ-Club	Fremantle Park Sport and Community Centre	Fremantle Park Sport and Community Centre Inc	Current	Granted	FREMANTLE	6160	36 Ellen Street FREMANTLE WA 6160
606200213815	LIQ-Restaurant	Grill'd Fremantle	Grill'd Pty Ltd	Current	Granted	FREMANTLE	6160	17 South Terrace FREMANTLE WA 6160

606207680915	LIQ-Restaurant	La Sosta	Stocco Holdings (WA) Pty Ltd	Current	Granted	FREMANTLE	6160	Unit 2 Level 1 85 Market Street FREMANTLE WA 6160
606210062917	LIQ-Restaurant	Han's Cafe Fremantle	H & B3 Roger Pty Ltd	Current	Granted	FREMANTLE	6160	Unit 2/47 Mews Road FREMANTLE WA 6160
606210354417	LIQ-Restaurant	HomeRun	NetAdept Pty Ltd	Current	Granted	FREMANTLE	6160	32 Market Street FREMANTLE WA 6160
606210909417	LIQ-Restaurant	Port City Roasters	In A Rush Roasting Warehouse Pty Ltd	Current	Granted	FREMANTLE	6160	312 South Terrace FREMANTLE WA 6160
606211618018	LIQ-Restaurant	Gesha Coffee Co	Lanpa Pty Ltd	Current	Granted	FREMANTLE	6160	59A Queen Victoria Street FREMANTLE WA 6160
606211964218	LIQ-Restaurant	D'Angelo Cafe	Salufrey Pty Ltd	Current	Granted	FREMANTLE	6160	7/177 High Street FREMANTLE WA 6160
606212955019	LIQ-Restaurant	Meet & Bun Fremantle	Max Edmonton Pty Ltd	Current	Granted	FREMANTLE	6160	Tenancy 7, 120 High Street FREMANTLE WA 6160
606213647019	LIQ-Restaurant	The Blistrot Fremantle	Margouxe Pty Ltd	Current	Granted	FREMANTLE	6160	28-30 Marine Terrace FREMANTLE WA 6160
606213942219	LIQ-Restaurant	Phoeve Vietnamese Cuisine Fremantle	Phoeve Vietnamese Cuisine Pty Ltd	Current	Granted	FREMANTLE	6160	Shop 1 Millennium Cinema Complex 27 Colle Street FREMANTLE WA 6160
606214844720	LIQ-Restaurant	Soma Kitchen	Soma Kitchen Pty Ltd	Current	Conditionally Granted	FREMANTLE	6160	85 Market Street FREMANTLE WA 6160
606215607120	LIQ-Restaurant	Spice Thai Market	Fremantle Thai Pty Ltd	Current	Granted	FREMANTLE	6160	Shop GT7, Manning Building 135 High Street Mall FREMANTLE WA 6160
606216228221	LIQ-Restaurant	Burger Shed Freo	Nikki McDonald-King	Current	Granted	FREMANTLE	6160	E Shed Markets Peter Hughes Drive FREMANTLE WA 6160
606216326121	LIQ-Restaurant	Street Eats Eatery	Chibba Hospitality Pty Ltd	Current	Granted	FREMANTLE	6160	Tenancy GT 218 135 High Street FREMANTLE WA 6160
606216610221	LIQ-Restaurant	Rei Lane Eatery	Kelly St Investments (WA) Pty Ltd	Current	Granted	FREMANTLE	6160	Unit 1/5 Wray Avenue FREMANTLE WA 6160
606217236321	LIQ-Restaurant	Suku	Suku Partners Pty Ltd	Current	Conditionally Granted	FREMANTLE	6160	2 Newman Court FREMANTLE WA 6160
609207213315	LIQ-Special Facility Licence	Dugite	C M Dillon & L S Simpson	Current	Granted	FREMANTLE	6160	179 High Street FREMANTLE WA 6160
609208732916	LIQ-Special Facility Licence	Collective Catering Co	Collective Catering Co Pty Ltd	Current	Granted	FREMANTLE	6160	4 Stack Street FREMANTLE WA 6160
609210789517	LIQ-Special Facility Licence	Achievement Charters Pty Ltd	Achievement Charters Pty Ltd	Current	Granted	FREMANTLE	6160	Pen E7, The Boathouse Marina, 16 Mews Road FREMANTLE WA 6160
609211010617	LIQ-Special Facility Licence	Fremantle Public Golf Course	Evergreen Golf Pty Ltd	Current	Granted	FREMANTLE	6160	Lot 2118 (No. 20) Montreal Street FREMANTLE WA 6160
609211270218	LIQ-Special Facility Licence	Millennium Cinemas Complex	Hoyts Multi-Plex Cinemas Pty. Ltd.	Current	Granted	FREMANTLE	6160	27 Colle Street FREMANTLE WA 6160
609213745319	LIQ-Special Facility Licence	FOMO Street Alley	FOMO Street Alley Pty Ltd	Current	Conditionally Granted	FREMANTLE	6160	Tenancy G14 and G16 10 William Street FREMANTLE WA 6160
609214706320	LIQ-Special Facility Licence	Greenskin Wine	Nandi Valley Pty Ltd	Current	Granted	FREMANTLE	6160	Unit 1/52 Pakenham Street FREMANTLE WA 6160
609217000421	LIQ-Special Facility Licence	Strike Bowling, Holey Moley and B. Lucky & Sons	Strike Australia Pty Ltd	Current	Conditionally Granted	FREMANTLE	6160	5 Newman Court FREMANTLE WA 6160
618211966918	LIQ-Producer's	Republic of Fremantle Distilling	Republic of Fremantle Distilling Co Pty Ltd	Current	Granted	FREMANTLE	6160	3 Pakenham Street FREMANTLE WA 6160
619214815820	LIQ-Club Restricted	Fremantle Netball Association	Fremantle Netball Association Inc	Current	Granted	FREMANTLE	6160	Corner High Street and Chudleigh Street FREMANTLE WA 6160
634207704815	LIQ-Small Bar	Holy Smokes Fremantle	Licensed To Ill Pty Ltd	Current	Granted	FREMANTLE	6160	Unit 8/17-23 Colle Street FREMANTLE WA 6160
634209801317	LIQ-Small Bar	Lions & Tigers Freo	Cheeky Half Pty Ltd	Current	Granted	FREMANTLE	6160	8 Bannister Street FREMANTLE WA 6160
634210947317	LIQ-Small Bar	The Market Bar	Paul David Abbott and Michelle Leanne Abbott	Current	Granted	FREMANTLE	6160	Lot 4, 3-13 Essex Street FREMANTLE WA 6160
634212121318	LIQ-Small Bar	Beerpourium	Sierra Orenda Pty Ltd	Current	Granted	FREMANTLE	6160	Level 1 13 South Terrace FREMANTLE WA 6160
634212556319	LIQ-Small Bar	Darling Darling	Endurance Marine Pty Ltd	Current	Granted	FREMANTLE	6160	Unit 1/36 Henry Street FREMANTLE WA 6160
634214113720	LIQ-Small Bar	Angel's House	Angels House Pty Ltd	Current	Granted	FREMANTLE	6160	24 Essex Street FREMANTLE WA 6160

634214246920	LIQ-Small Bar	Short Order Burger Co.	Short Order Burger Co. Pty Ltd	Current	Granted	FREMANTLE	6160	Manning Buildings Unit 30.A/135 High Street FREMANTLE WA 6160
634214797020	LIQ-Small Bar	Funkee Monkee Eatery and Bar Fremantle	Spring 19 Pty Ltd	Current	Granted	FREMANTLE	6160	8A James Street FREMANTLE WA 6160
634214830520	LIQ-Small Bar	Jetty Bar and Eats	Jetty Drinks Pty Ltd	Current	Granted	FREMANTLE	6160	124 Beach Street FREMANTLE WA 6160
634216011421	LIQ-Small Bar	Nieuw Ruin	Boo-Urns Pty Ltd	Current	Granted	FREMANTLE	6160	Shop 3A 14 Norfolk Street FREMANTLE WA 6160
638212067818	LIQ-Tavern Restricted	Beach St Co.	Albarossa Pty Ltd	Current	Granted	FREMANTLE	6160	123 Beach St FREMANTLE WA 6160
638212342618	LIQ-Tavern Restricted	Ballers Sports Bar Fremantle	Ballers Entertainment Group Pty Ltd	Current	Granted	FREMANTLE	6160	Millennium Cinemas Complex Fremantle, Shop 3, 25 Collie Street FREMANTLE WA 6160
638212877319	LIQ-Tavern Restricted	The Old Synagogue	The Old Synagogue Pty Ltd	Current	Granted	FREMANTLE	6160	92 South Terrace FREMANTLE WA 6160
638213743919	LIQ-Tavern Restricted	Varsity Freo	Varsity Freo Pty Ltd	Current	Granted	FREMANTLE	6160	Tenancy G3 and G4 2 Newman Court FREMANTLE WA 6160
638213895219	LIQ-Tavern Restricted	The Courthouse	Court in the Act Pty Ltd	Current	Conditionally Granted	FREMANTLE	6160	45 Henderson Street FREMANTLE WA 6160