

Liquor Licence Application

Instructions

Lodgement

- For details of the lodgement process including the prerequisites and FAQs please see the [lodgement guide](#) for the specific application you are lodging.
- For help with the portal please click on the Help link in the top right corner.

Navigation

- DO NOT use the web browser buttons to move between pages or sections as this will cancel the form.
- Use the section heading links on the left or the Next button below each page to navigate to the next section.
- All fields with a red * are mandatory.
- All mandatory or invalid values will be shown in red with a message.
- New sections might appear/disappear based on how you answer certain questions.

Saving the form

- If at any time you would like to stop filling in this form you can save it by clicking the Save button below the form.
- If the form is left idle on a page for longer than 30 minutes the application will close and will not be saved.

Cancelling the form

- To Cancel the lodgement of the form, navigate away from it by closing the browser window or following a different link on the menu.

Progress

- The sections bar on the left give an indication of your progress.

Applicant Details

Details of the applicant applying for the grant of a liquor licence.

Applicant Ref	Category	Type
339372	Organisation	Body Corporate

Name

Queens Avocet Pty Ltd

Address

41 Chapman Road GERALDTON WA 6530

Please specify the contact person for this application, including a contact number and email.

Contact Person Name

Phil Cockman

Email

phil@canford.com.au

Telephone

08 6278 2788

Mobile

Existing Liquor Licence

Is an existing liquor licence currently attached to the premises?

☒ Yes ☐ No

Please provide the following information in respect of the existing liquor licence

Licence Number

6,020,046,680

Name of the premises

Cellarbrations Central / Bullseye Birdies

Name of the licensee

Queens Avocet Pty Ltd

Licence Type

Where is the proposed premises situated?

- ☒ Western Australia (excluding Christmas and Cocos Islands)
☐ Christmas Island
☐ Cocos Island

Please select below the type of licence you wish to apply for.

Liquor Store

If the liquor licence is granted are you able to commence trading immediately?

- ☒ Yes ☐ No

Trading Hours

The trading hours applicable to section 98 of the Act are:

Metro Area

Monday - Saturday 8 a.m. 10 p.m.

Sunday 10 a.m. 10 p.m.

Good Friday No permitted trading hours

Christmas Day No permitted trading hours

ANZAC Day 12 noon 10 p.m.

Not in Metro Area

Monday - Saturday 8 a.m. 10 p.m.

Sunday No permitted trading hours

Good Friday No permitted trading hours

Christmas Day No permitted trading hours

ANZAC Day 12 noon 10 p.m.

Do you seek any variation from the above specified standard trading hours as per the Act?

- ☐ Yes ☒ No

If the hours requested are earlier or later than the hours permitted under the Act, you are required to complete an application for extended trading permit application.

Ongoing Extended Trading Permits

Do you wish to also apply for an Ongoing Extended Trading Permit in relation to this application?

☒ Yes ☐ No

Once you have submitted this form, you can continue lodging an Ongoing Extended Trading Permit by;

1. Noting down the Application Reference of this Application once submitted,
2. Starting a New Application by clicking New Lodgement on the menu,
3. Specifying the Application Reference on the first page of the Ongoing Extended Trading Permit Application, and
4. Continue lodging the Ongoing Extended Trading Permit Application.

Premises Details

Please specify the details of the premises to be licenced.

Enter proposed trading name below (if unknown please enter To Be Advised).

Trading name

Cellarbrations Central

Premises address

41 Chapman Road GERALDTON WA 6530

Is it your intention to allow people to consume liquor on the premises?

☒ Yes ☐ No

Is the premises owned by the applicant?

☐ Yes ☒ No

Please attach a Certificate of Title or Certificate of Survey.

20260529 Bullseye CT.pdf

301 KB

Please confirm the applicant will have exclusive possession of the proposed premises to be licensed (Extended Trading Permit area excluded).

☒ Yes ☐ No

Are there any payments made to any other entity in relation to the turnover of the business?

☐ Yes ☒ No

Please note that should the licence be granted and the licensee no longer has exclusive tenure of the licensed premises all rights to the licence will terminate pursuant to s37(5) of the Act.

Section 40 (Certificate of Local Planning Authority)

A section 40 Certificate of Local Planning Authority or Development Approval specifying the type of liquor licence sought is required to be lodged prior to the determination of the application, unless the licensing authority otherwise determines.

Are you able to provide a section 40 certificate or Development Approval now as part of this application?

☒ Yes ☐ No

Please attach a section 40 certificate and / or Development Approval.

20260714 Bullseye S40 Cellarbrations Central.pdf

1 MB

Freehold Owner Details

Please specify the type of the freehold owner you would like to enter.		
Is the owner a		
☐ Individual (natural person)		
☒ Body Corporate (a registered company - i.e. Pty Ltd, Inc, Ltd)		
☐ Partnership (jointly, two or more of the above)		
☐ Government Department		
Please specify below the details of the freehold owner.		
Body Corporate name	ABN	ACN
Dunmarra Pty Ltd		
Is this address outside of Australia?		
☐ Yes ☒ No		
Postal Address		
Unit 2-3, 7 Guidara Street		
Postcode	Suburb	State
6530	GERALDTON	WA
Contact Details		
Phone	Email	
08 9964 5637	leonie.rigter@rsgwa.com.au	
	Preferred method of correspondence	
	Email	

Public Interest Assessment
(PIA)

Based on the licence type selected, you are required to lodge public interest submissions. Whilst not mandatory, the applicant is also encouraged to lodge evidence such as letters of support and surveys demonstrating the liquor licence will 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. Any evidence you wish to lodge must be attached as part of your public interest submissions.

	Default Category for all files
Attach Public Interest Assessment submissions (including any supporting evidence) below	Category
20260630 Bullseye Cellarbrations Central PIA.pdf 1021 KB	PIA
Attach Public Interest Assessment submissions (including any supporting evidence) below	Category
CC01 ALDI South Fremantle Decision.pdf 3 MB	PIA Attachment
Attach Public Interest Assessment submissions (including any supporting evidence) below	Category
CC02 Hard Copy witness questionnaire.pdf 84 KB	PIA Attachment
Attach Public Interest Assessment submissions (including any supporting evidence) below	Category
CC03 Raw Witness Data.pdf 46 KB	PIA Attachment

Attach Public Interest Assessment submissions (including any supporting evidence) below

CC04 Employee Guidelines.pdf

299 KB

Category

PIA Attachment

Address where the Application, Public Interest Assessment including Submissions and Evidence lodged, can be viewed during the advertised period.

41 Chapman Road, Geraldton WA 6530

Mandatory Training Requirement

An applicant must provide evidence of training as detailed in the [Director's policy on Mandatory Training](#).

Please attach training certificate.

20190711 Kyme MTC.pdf

178 KB

Harm Minimisation

Please attach a harm minimisation document as per the [Director's policy on Harm Minimisation](#).

Attach harm minimisation document below

202060714 Cellarbrations Central HMP Cover letter.pdf

99 KB

Section 39 (Health & Building Act)

A section 39 Certificate of Health or Development Approval specifying the type of liquor licence sought is required to be lodged prior to the determination of the application.

Would you like to attach your section 39 documents now?

☐ Yes ☒ No

If the application is approved, a section 39 certificate will be required before trading can commence.

Plans

Plans of the proposed premises are required to be lodged with the application in order for the licensing authority to define the area in which the sale, supply and in some cases, the consumption of liquor will occur if the licence is granted (section 66). Please refer to [Standards of Licensed Premises](#)

Please click on the Select File button below to select the file you wish to upload.

The acceptable formats for uploading documents are:

- Portable Network Graphics (.png)
- Joint Photographic Experts Group (.jpg)
- Graphics Interchange Format (.gif)
- Portable Document Format (.pdf)

Attach Plans and Specifications below

20260122 Bullseye Liq store licensed area plan.pdf

164 KB

Attach Plans and Specifications below

20260119 Bullseye RGL approved plan.pdf

127 KB

Document Submissions

Below is a list of documents that need to be lodged with your application (including documents already attached). In order to progress your application as efficiently as possible you are strongly encouraged to attach all required documents shown below.

Save this form if you need to obtain electronic copies of any documents not yet attached. If you are unable to obtain electronic copies you will need to submit the required documents by mail or in person however, this may cause a delay to the processing of your application.

	Number of Files	Size in bytes
Section 40 Certificate 	1 files	1.208393E6 bytes
Training Certificate 	1 files	182678 bytes
PIA Submissions 	5 files	4.797272E6 bytes
Harm Minimisation Submissions 	1 files	101943 bytes
Plans 	2 files	298730 bytes

Declaration

Is there any other information you wish to provide in support of this application?

☒ Yes ☐ No

More information

Please note this application forms 1 of 5 applications being lodged with the Licensing Authority, for the purposes of splitting tavern licence 6020046680 into a liquor store licence and tavern restricted licence.

Also please note consumption on premises is only by way of tasting.

The applications lodged are;

1. Application for liquor store licence (Cellarbrations Central)
2. Application for ongoing hours - Sunday extended trading permit (Cellarbrations Central)
3. Application to vary Tavern licence to tavern restricted licence (Bullseye Birdies)
4. Application to redefine tavern licensed area
5. Application to transfer tavern licence to Avocet Island Pty Ltd

If one application is to fail, then it is requested that all applications be rejected.

Additional to the Liquor store PIA, there is a Sunday Ongoing hours PIA being lodged, as well as supplementary submissions already lodged with the Licensing Authority regarding the separation of business. This was lodged on 30th June.

The liquor store licence application being lodged now, as well as the subsequent Sunday Ongoing Hours application are being relodged per the request of Sam Grewal. It is noted that both applications were lodged by email on 30th June.

Is there any other supporting documents you would like to attach?

☐ Yes ☒ No

The applicant:

1. declares that all the information in this form, Public Interest Assessment and in any supporting documentation is true and correct and no relevant information has been omitted; and
2. consents to the Public Interest Assessment being displayed on the licensing authority's website during the advertising period.

Signatory full name

Phil Cockman

Position of Signatory

Agent

No work will be undertaken on the application until payment has been received. If the fee is paid after the application is lodged, the lodgement period is counted from the day the fee is paid.

In addition, it is recommended to save your application before submitting it to ensure that you don't lose any of your information in an unfortunate event.

Once saved, click [Submit](#) below to proceed to the Payment section.

Submitted By

canfordpa1

Submitted On

14/7/2026