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**NOTICE OF APPLICATION TO ADD, VARY OR CANCEL CONDITION OF A LICENCE OR PERMIT  
(GENERAL)**

LIQUOR CONTROL ACT 1988

Sections 64 & 68

Please print neatly in **BLOCK LETTERS** with a *black* pen only

**1. DETAILS OF LICENSEE**

- (a) Licence Number: 6090099838
- (b) Name of Licensed Premises: Perth Rectangular Stadium
- (c) Address of Licensed Premises: 27 Bulwer Street, PERTH WA 6000
- (d) Name of Licensee: Venueslive Management Services (WA) Pty Ltd
- (e) Contact Name: Kerry Gamble Contact Number: 0419962010  
Email: kerryg@wa.venueslive.com.au

**2. DETAILS OF APPLICATION**

- (a) Does the application relate to the licence or to an extended trading permit relating to that licence?

**Liquor Licence**

- (b) If it relates to an Extended Trading Permit, what is that number of that permit? \_\_\_\_\_

- (c) What new condition, variation or cancellation of the existing condition is sought?

Venueslive was awarded the food and beverage contract at Perth Rectangular Stadium in 2024. The Special Facility's License held by Spotless Catering was transferred to Venueslive with existing conditions. Since operating in the premise for nearly a year, Venueslive have consistently upheld the highest standards of responsible alcohol service, ensuring compliance with all relevant legislation and guidelines which is reflected in our comprehensive staff training programs, harm minimisation strategies, and proactive measures to prevent alcohol-related harm. This application seeks to amend several conditions of the current license to better align with the evolving needs of the venue and its key hirers, while continuing to prioritise the safety and well-being of all patrons.

Variations are required for the following conditions:

- 1 (e)** No liquor is to be provided or supplied in non-standard measures or by virtue of their emotive titles, such as "laybacks", "shots", "shooters", "slammers", "test tubes", "blasters" and "jelly shots" *and no spirits are to be supplied with energy drinks.*

*Would like to remove this condition to allow the venue to serve spirits with energy drinks at some events whereby partnerships exist. For example, during the Rugby 7s.*

**2 (b)** The specific parts of the licensed premises must be vacated by patrons within **30 minutes** of trading ceasing in the area.

*Would like to change this from 30 to 60 minutes to be consistent across the venue.*

**3 (a)(iii)** The sale and supply of liquor at bars situated in the public areas is restricted to low alcohol liquor, wine, spirits being pre-mixed and not exceeding the **concentration of ethanol in liquor of 3.5% (low alcohol liquor)**

*Would like to remove the wording surrounding low alcohol liquor but leave in wording regarding one standard drink. This will allow more product options to be available for sale at the venue.*

**3 (b)** Please change the title of this condition to **Function Rooms, Suites and OCRs**

**3 (b)(ii and iii)** Increase the restriction from two standard drinks to **four standard drinks**

*This will align with the public bar conditions and have consistency across the venue*

**3 (b)(iii)** remove the requirement to **decant into disposable cups/containers.**

*To reduce the amount of waste being generated by the venue, we would like to remove the condition where decant is mandatory and considered on a case-by-case basis.*

**3 (c)(i and ii)** remove the condition that **starter eskies must not be refilled with liquor**

*This allows the staff to manage how much is being serviced in each Corporate Box and enhances the experience of the guest in each space.*

**4 (b)** Shed Area Northern End. Juveniles are permitted to enter and remain in the 'Shed Area' other than on those days whenever the game of soccer is being changed

*The demographic of this area is changing to a more family friendly area at Soccer games. Please remove this condition from the license to allow Key Hirers to adapt the space into a family friendly area and the venue can take a risk-based approach to manage accordingly.*

**6 (a)** Please amend to Crowd Controllers and **RSA Marshalls.**

*Venueslive has a series of trained RSA marshalls that can be utilised at the venue*

**10 (b)** remove 90 minutes after the conclusion of the concert and just leave as 1am.

*This allows the venue to negotiate times with the promoter based on requirements for each artist.*

**10 (n)** The licensee is permitted to erect, within the licensed premises, up to 5 additional temporary bars, of no more than 60m<sup>2</sup> each from which liquor may be sold and supplied

*It would be preferred to remove the limitation of 5 temporary bars to allow further flexibility for each event.*

**10 (q)** Remove **unaccompanied juveniles are prohibited during the staging of a boxing match or similar contact sports events.**

*This allows the terms and conditions to be discussed with the key hirers when contracting each event rather than being a mandatory condition. This relates more to the venue than the liquor license.*

**10 (u)** Can we please remove the minimum number and reword as follows – *RSA trained employees of the licensee are to patrol and monitor the licenses area for the duration of the event.*

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(d) Local Government Authority in which licensed premises is located: **Town of Vincent**

(e) What are the reasons in support of the application?

The proposed amendments to the existing Special Facility's License at Perth Rectangular Stadium are intended to:

- Enhance operational efficiency and service delivery.
- Better accommodate the needs of our key hirers and patrons.
- Align with industry best practices and regulatory requirements.
- Ensure the continued success and sustainability of HBF Park as a premier venue in Perth

This change aims to align Perth Rectangular Stadium's operational framework with that of Optus Stadium, thereby enhancing operational efficiencies and streamlining staff training processes.

Aligning the liquor license conditions with Optus Stadium will facilitate consistency across major sporting and entertainment venues in Perth. This alignment is expected to improve efficiencies, reduce complexities in staff training, and ensure a seamless experience for patrons attending events at both venues.

Venueslive has a dedicated commitment to upholding the highest standards of responsible alcohol management. We will continue to adhere to our comprehensive Alcohol Management Operational and Harm Minimisation Plan, ensuring that all activities related to the sale and consumption of alcohol are conducted in a safe and responsible manner.

We believe that varying the liquor license conditions will not only streamline operations but also contribute to the overall safety and enjoyment of patrons attending events at Perth Rectangular Stadium.

Upon approval, Venueslive will implement the following steps to the proposed amendments:

- **Staff Training:** All relevant staff will undergo additional Responsible Service of Alcohol (RSA) training sessions to ensure compliance with the amended conditions.
- **Policy Updates:** Internal policies will be updated to reflect the new conditions, ensuring consistency across all operational areas.
- **Monitoring and Compliance:** Regular audits will be conducted to ensure adherence to the amended conditions, and any non-compliance will be addressed promptly.

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(f) Does the applicant have an exclusive right to occupy the proposed licensed premises? YES

*Please note the application cannot proceed to determination unless the applicant has exclusive tenure of the proposed premises. (Club Restricted exclusive tenure is only required during hours requested under the liquor licence.)*

(g) Wholesaler's, Producer's or Special Facility Online Wine Sales Licences\*

Is approval sought to store liquor off the licensed premises?  NO

Has the proprietor of the storage premises provided consented to the arrangement? NA.

### 3. DECLARATION

**I declare/certify that:**

- the information contained in this form, including attachments, is true and correct.
- I am authorised to sign this application on behalf of the applicant entity.
- The applicant understands that all rights to the licence will terminate should it not retain exclusive tenure of the licensed premises. (*Club Restricted licensee's exclusive tenure is only required during hours approved under the liquor licence.*)



Signature:      Date: 30 May 2025

Venue Operations Manager  
Venueslive

Print name and position:

Craig Menzies, General Manager Food & Beverage

Print name and position:

Signature:

Date:

Signature:

Date:

Print name and position:

Print name and position:

It is an offence under section 159 of the Liquor Control Act 1988 to make a statement that is false or misleading.  
Penalty: \$10,000.

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