

IN THE LIQUOR LICENSING DIVISION OF WESTERN AUSTRALIA

THE MATTER OF AN APPLICATION BY **SABINA RIVER FARM PTY LTD** FOR A TAVERN (RESTRICTED) LICENCE FOR PREMISES KNOWN AS **SABINA RIVER FARM** SITUATED AT **213 WONNERUP SOUTH ROAD, RUABON**

PUBLIC INTEREST SUBMISSIONS

Date of Document: The 6th day of July 2026

Filed on behalf of: The Applicant

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SABINA RIVER FARM

1. The Applicant has filed an application for a Tavern (Restricted) licence for premises known as Sabina River Farm, located at 213 Wonnerup South Road, Ruabon ("the Venue").
2. The Applicant is also seeking a Juvenile Exemption to allow juveniles to be able to attend the Venue without a Responsible Adult for pre-booked functions such as school balls, workplace social events and sports club presentations.
3. The Venue is situated on an 8-acre section of a locally owned, private rural estate extending across 65 acres ("the Estate") and operates as one of the largest wedding and events destinations in the South West of Western Australia, conveniently located approximately ten minutes from Busselton.. The Venue's Main Hall overlooks lush lawns, landscaped

gardens and a four-acre lake with boardwalks and timber deck, offering picturesque views across the fields to the Whicher Range.

4. The Venue currently operates as an unlicensed Reception Centre, hiring out its facilities for weddings and special events such as weddings, corporate lunches, awards evenings, conferences, gala dinners, balls, intimate celebrations, small concerts, fundraisers and awards nights.



5. The Applicant has been motivated to apply for a Tavern (Restricted) licence based on the positive feedback received from visitors and requests for the Applicant to provide liquor services for functions and special events held at the Venue and open the Venue to the general public for general bar, dining and entertainment services.
6. The Applicant remains committed to continuing to offer exceptional events and function facilities. Approval of the Application will allow the Applicant to enhance the Venue's function services to include liquor services and expand its on-site hospitality services to meet the requirements of a broader range of patrons. If the Application is approved, this will be the first stage of the Applicant's plans to further develop their business and the Venue's services.
7. As the Venue is currently unlicensed and does not have an on-site commercial kitchen facility, events held at the Venue are conducted on a "bring your own" basis, where event organisers supply their own liquor and/or independently engage external caterers to service their events.

8. To facilitate the continued and sustainable development of the business, the Applicant proposes a staged approach to its expansion as follows:
 - (a) Stage 1: Involves the grant of a Tavern (Restricted) licence, which will enable the Venue to provide licensed hospitality services to cater for events, as well as offer general licensed bar, dining and entertainment services; and
 - (b) Stage 2: The construction of a purpose-built commercial kitchen on-site which will take approximately 12 – 18 months.
9. Upon completion of both stages, the Venue will transition from a passive hire-based model to an integrated hospitality offering. The Applicant will be in a position to provide liquor and food services directly to function organisers, together with general bar, dining and entertainment services to the local community and visitors.
10. Once Stage 2 is complete the Venue will be able to provide uniquely curated food and beverage function packages and a distinctive dining menu reflective of the Venue's rural character and future focus on quality licensed hospitality services.
11. This staged development represents a structured progression from venue hire to a professionally managed, licensed hospitality venue that allows the Venue to broaden its services and patron base and maintain its core function and event services while also supporting the continued growth of tourism, hospitality and community activation within the City and the South West region.
12. The Venue is located on a substantial rural landholding of approximately 98 acres owned by the Applicant. While the hospitality operations occupy only a defined area within the Estate, the balance of the property outside the Estate continues to be utilised for agricultural purposes, including hay production and grazing. The size of the landholding provides significant separation and buffering between the Venue and surrounding properties, thereby assisting to minimise any potential impact on neighbouring landowners and supporting the orderly operation of the Venue without detriment to the amenity of the Locality.
13. Matthew and Tania Treasure have their family home on the Estate and reside there on a full-time basis. Living on-site ensures the Applicant has a strong personal interest in preserving the tranquillity, rural character and amenity of the Locality, as any adverse impacts would directly affect their own enjoyment of the property.
14. As the Directors of the Applicant company live on the Estate, they are centrally placed to actively manage the Venue's operations, including such issues as parking, patron

behaviour, event scheduling, noise levels and entertainment to ensure potential impacts are identified and addressed promptly.

15. The Applicant's directors reside on the Estate and therefore have a direct and ongoing interest in ensuring the Venue operates responsibly and harmoniously with surrounding land uses. Their presence enables any amenity concerns to be addressed promptly and reinforces a strong culture of accountability and neighbourly consideration. Accordingly, the Applicant submits that the Venue will be operated in a manner that preserves the amenity of the area and avoids undue disturbance to neighbouring properties.

The Venue



16. The Venue's heritage inspired, custom designed and built event space, has been crafted mainly from reclaimed materials sourced across Western Australia. The Venue's features include six-metre-high skillion ceilings, Jarrah floorboards, a 24-metre enclosed verandah, and a fully equipped bar.





17. Providing a wider range of professionally managed licensed hospitality and entertainment experiences will give the Applicant the opportunity to fully utilise the Venue's amenities and better meet the consumer requirements of the local community, corporate clientele and tourists.
18. Diversifying the Venue's hospitality services beyond private and corporate special event bookings will increase the range of licensed hospitality attractions that are available within the Locality, where the local community and visitors can come together to socialise, enjoy food and liquor and be entertained.



19. Should the Application be granted, the Applicant will have the flexibility to offer a range of liquor services that will permit patrons to:
- (a) Enjoy a drink at the Venue, with or without a meal;
 - (b) Have the option to stand or sit whilst having a drink at the Venue so that:
 - (i) Patrons can enjoy having a drink standing up at the bar;
 - (ii) Patrons can purchase their own drinks at the bar and take them to their table/seating;
 - (iii) Allow patrons to sit and/or stand up, mingle and still enjoy a drink whilst at the Venue; and
 - (c) Book licensed function and event services.
20. Annexed and marked “**Annexure A**” is a copy of the Venue’s *Proposed Redline Plan*.
21. Annexed and marked “**Annexure B**” is a *Venue Map* which identifies the key features of the Venue. (Also refer to Figure 1 below)



FIGURE 1 – VENUE MAP

22. Approval of the Application will greatly enhance the appeal of the Venue and allow it to increase its level of services which will make Sabina River Farm a prominent destination attraction in the Locality.

23. The Applicant proposes to deliver a relaxed, fun and distinctive licensed hospitality experience that is closely aligned with the Venue's rural environment, rustic charm and established reputation as a destination for memorable gatherings from both the local community and visitors.



24. The Main Hall and other features that make up the Venue were custom designed by the couple and hand-built by them, using unique recycled and upcycled materials linking the Venue to many areas of Western Australia including:
- Veranda posts from the Busselton Jetty;
 - Jarrah flooring for the Main Hall coming from various heritage farms across the State;
 - Jarrah floorboards for the Venue' deck are repurposed ceiling rafters from wool stores from WA agricultural properties;
 - Window frames and stained-glass feature windows from the Pagoda Ballroom in Perth;
 - Tin cladding from heritage rural properties around the State;
 - Feature metal pipes at the entry are recycled from local mines and industry; and
 - All remaining timber was rescued from land developments (fated to be destroyed), hand-milled and finished on site.

25. A great deal of thought, creativity and hard work have been put into the heritage-inspired design and layout of the Venue, which captures a distinctive rustic charm, set amongst beautiful landscaping and extensive lawn areas.
26. The Venue's current Maximum Accommodation Certificate allows the Applicant to have up to 300 pax at any one time. Annexed and marked "**Annexure C**" is a copy of the *Maximum Accommodation Certificate* issued by the City of Busselton ("the City").



27. The Venue has the following features that give it its charm and heritage feel:
- Indoor bar and dining area with a 6-metre high skillion roof;
 - Jarrah floorboards throughout, featuring large dance floor;
 - Enclosed 24 x 7-metre long verandah with bar service area;
 - Substantial seating;
 - Sprawling lush green lawns and landscaped native gardens.
 - Timber boardwalks overlooking a 4-acre lake.
 - Function facilities and availability of private function space (e.g. Cape Austin).
 - Easy, accessible facilities for families and those requiring disabled access.
 - Significant and well-maintained car park facilities.



28. Annexed and marked “**Annexure D**” is a *Photoboard: Front & Internal Images of Venue*.

29. Annexed and marked “**Annexure E**” is a *Photoboard: External Areas of Venue*.

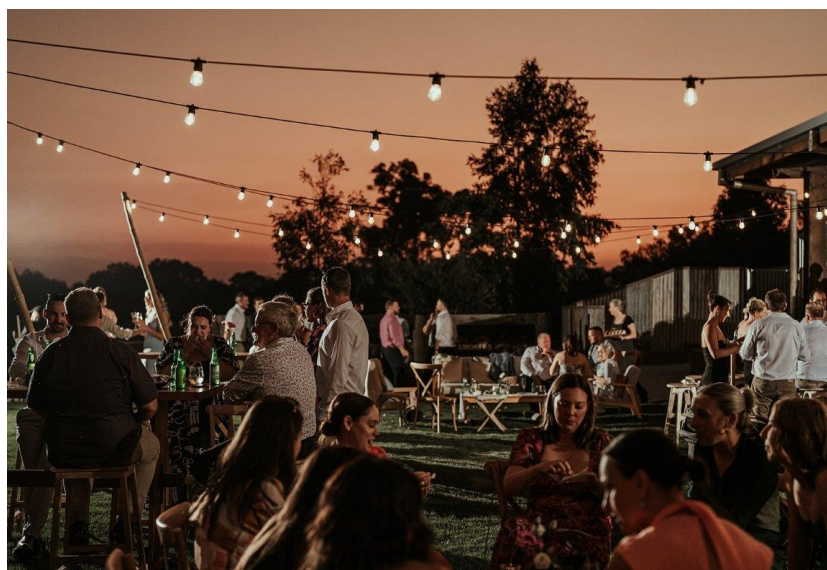
30. Annexure B and D and E showcase the Venue's main features and amenities. As shown in Annexure A, the main areas of the Venue that are proposed to be incorporated into the licensed area are:
- (a) Main Hall and Verandah;
 - (b) Main Lawn;
 - (c) Main Boardwalk;
 - (d) Eastern Lawn
 - (e) Main Boardwalk;
 - (f) Cape Austin;
 - (g) Pathway between Main Hall and Cape Austin and
 - (h) Front entrance of the Venue.



31. As outlined under the sub-heading “Functions & Special Events” that form part of these submissions, the path between the Main Hall and Cape Austen is proposed to be incorporated into the licensed area. This would permit function guests to take their drink with them when moving between the Main Hall and Cape Austen where wedding ceremonies and pre-dinner drinks may be held.
32. The Applicant also seeks to have the front entrance of the Venue included in the Venue’s licensed area, as this area is used as a welcoming area with pre-function drinks at the request of function organisers. The Applicant has also found that at weddings, guests like to assemble at the end of the night at the front entrance of the Venue to make a final toast and say farewell the bride and groom. Refer to Annexure A – Proposed Redline Plan and Annexure D, which includes a set of images of the Venue’s front entrance.

Seating

33. Taking into consideration the style of the Venue’s operations, the majority of seating at the Venue will not be fixed and instead will be set-up in the areas being used (indoors and/or outdoors). Seating for at least 50% of patrons/guests will be provided at all times the Venue is operating.

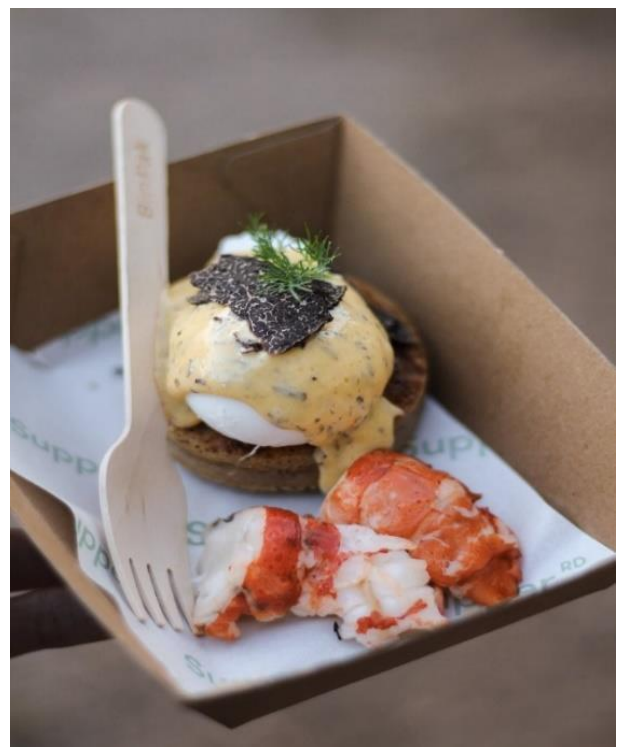


Parking

34. Annexed and marked “**Annexure F**” is a *Photoboard: Car Parking Facilities* that confirms that the Venue has incorporated substantial car parking at the Venue with an 84-bay bitumen car park which also includes a bus drop off point and overflow capacity.

Food & Beverages

35. At present, function organisers book their own catering services for their event and are permitted to BYO beverages. The Applicant is currently developing a preferred suppliers list for catering services to assist function organisers in making a selection during Stage 1.
36. Predominantly in the past, award-winning *Supper Road*, a local catering business based in Vasse has been used by both the Applicant and function organisers for events held at the Venue due to their exceptional seamless catering services that incorporates the finest of local ingredients and farm fresh produce.
37. During Stage 1, the Applicant will continue to allow function organisers to book their own catering for their event and will engage Supper Road directly to cater for their own ticketed events, as well as the provision of food during general trade.
38. With respect to general trade during Stage 1, the Applicant proposes to offer a relaxed and high-quality food and beverage experience that celebrates local produce, which will include curated rotating picnic-style menus by booking Supper Road and other upmarket food vans, in order to create vibrant, outdoor casual dining experiences.
39. The use of food trucks by the Applicant is intentional, aimed at providing an exciting variety of food options for patrons to enjoy. Supper Road, together with other Applicant approved food trucks (“the food vendors”) will be engaged to provide these services during the Venue’s trading hours. (Refer to Figure 2 below, example of a Supper Road Food Truck)
40. When used, food trucks will be located at one or both ends of either the Main Lawn or Eastern Lawn areas or alternatively, operate from the specially



designed back of house area, depending on the food offer planned for the day. (Also Refer to Annexure H in these submissions & Figure 3 below)



FIGURE 2 – EXAMPLE SUPPER ROAD FOOD TRUCK

41. Patrons will be provided with a range of seating options, as well as being able to use the lawns area(s) for picnic space.



Beverages

42. The Venue will offer a regular beverage menu, complemented by a rotating feature of Australian wineries, breweries and distilleries across functions and events held at the Venue. This approach ensures patrons will know what to expect when visiting, while keeping the offering fresh through featured producers. This approach also allows the Applicant to support local producers and introduce new products from outside Western Australia.

43. The Venue will offer a core beverage menu, complemented by rotating products from Australian wineries, breweries and distilleries across. This approach ensures guests know what to expect when visiting, while keeping the offering fresh through featured producers. This approach also allows the Applicant to support local producers and introduce new products from outside Western Australia.
44. By way of example, the Venue's regular beverage menu would include a selection of beer, wines and ciders as shown below, as well as a good variety of non-alcoholic beverages.
- ❖ **Full-strength beers:** Emu Export, Corona, Swan Draft.
 - ❖ **Mid-strength beers:** Great Northern, Juicy Mid Pale Ale, Rockey Ridge.
 - ❖ **White wines:** Sauvignon Blanc: Credaro Wines; Riesling: Singlefile Wines; Chardonnay: Forest Hill, Highbury Fields.
 - ❖ **Rosé:** Deep Woods Estate, Harmony Rosé; Cote des Roses, Gérard Bertrand.
 - ❖ **Sparkling wines:** Prosecco: Madfish Wines; Sparkling: Swings & Roundabouts.
 - ❖ **Red Wines:** Cabernet Sauvignon: Deep Woods Estate, Hillside; Shiraz: Cape Mentelle; Pinot Noir: Ampersand Estates.
 - ❖ **Other:** Cider: Shelter Brewing Co; Alcoholic seltzer, White Claw; Rare Dry Gin & Tonic, Four Pillars Distillery

NB: Wines and sparkling served by glass or bottle

Entertainment

45. The Applicant plans to schedule a variety of entertainment offerings for patrons to enjoy over the calendar year including by way of example: Sunday sessions, comedy shows and small live music events that will suit a wide range of age groups in keeping with the Venue's rural environment.



Functions & Special Events



46. Annexed and marked “**Annexure G**” is a current *Sample Wedding Packages Brochure* for the Venue (Venue Only).
47. A four-acre lake surrounds the Venue with viewing boardwalks and a jetty, with two acres of manicured lawns and landscaped native gardens, making it the perfect setting to hold a special event, with a variety of stunning backdrops for weddings, celebrations and community events.



48. The Applicant also proposes to offer pre-arranged tour packages tailored to cruise ship visitations to Busselton. Tour groups will be collected directly from the Busselton Jetty and transported to the Venue to participate in a curated food and beverage experience showcasing the South West of Western Australia’s premium produce, wine and hospitality. Following the experience, patrons will be returned either to the Jetty in time for their vessel’s departure or to their accommodation within Busselton.



49. A Tavern (Restricted) class of licence will give the Applicant the ability to offer both formal dining and stand-up style functions at the Venue, which will give function and event organisers greater flexibility and scope in the way their function is themed and serviced. This will allow the Applicant to better meet the needs and budgets of function organisers who wish to book the Venue for their special event.
50. The Applicant also proposes to hold special ticketed events across the year that will coincide with key sporting calendar events such as Melbourne Cup, Grand Final Days, World Cup Cricket.
51. In addition, the Applicant intends to offer special events that coincide with major events hosted by the City such as Cabin Fever, Busselton Jetty Swim, Busselton Runners Club Bay Run Event, Geographe Bay Race Week, Nautical Drive Festival, Busselton Festival of Triathlon to name but a few that occur each year, where a significant influx of visitors travel to the City and require licensed hospitality and entertainment services during their stay.
52. The proposed licensed areas for the Venue, which are shown in Annexure A are important to properly service functions and events in a number of locations on the property such as in the Main Hall, Veranda, Boardwalks, Lawn Areas and at Cape Austin, the private function space located across the lake. The proposed licensed areas include the main path from the Main Hall to Cape Austin, which would permit guests to take a drink with them as they move from for example, pre-ceremony drinks to the allocated ceremony area.



53. The Venue has been designed to accommodate Supper Road's fleet of mobile kitchens which are fully self-sufficient, which allows food to be prepared and served directly from the mobile kitchens as part of the Venue's "back of house". (Refer to Figure 3 below)
- Annexed and marked "**Annexure H**" is *Photoboard: Supper Road Mobile Kitchen*, which displays the area assigned at the Venue for Supper Road's mobile kitchens.



FIGURE 3 – SUPPER ROAD MOBILE KITCHEN

54. During Stage 1, the Venue will be able to accommodate a variety of catered events that will include:
- (a) Cocktail style;
 - (b) A La Carte;
 - (c) Beggars Banquet;
 - (d) Food Vans.



55. Supplementary offerings from catering suppliers such as Supper Road include oyster stations, grazing tables, entrées and desserts that enhance the dining experience and customise a function organiser's menu.



56. The Applicant will also be able to organise packaged meals for daytime corporate activities which are held at the Venue.
57. By way of example, a Supper Road à la carte menu for booked functions may include:

Canapés (served roaming)

- ❖ *Arancini bites | garlic confit aioli | Gran Moravia (v)*
- ❖ *Roast pumpkin, caramelised onion and fetta tarts (v)*
- ❖ *Balinese satay chicken skewers (gf)*
- ❖ *Fennel-roasted pork belly bites | chilli caramel*
- ❖ *Chilli salt calamari | sriracha mayo (gf)*

On the table

Bread rolls | butter

Main course

- ❖ *Char-grilled Margaret River beef | mushroom ketchup | gratin | broccolini | shiraz jus (gf)*
- ❖ *Prosciutto-wrapped chicken breast | Paris mash | grilled asparagus | tarragon cream (gf)*
- ❖ *Grilled Cone Bay barramundi | tomato and white bean cassoulet | 'nduja butter (gf)*

58. Once Stage 2 is completed and the Venue has a fully functional commercial kitchen, the Applicant will embark on delivering a variety of food and liquor packages for booked functions and events held at the Venue.
59. Upon approval of the Application, function organisers will be able to select from a set beverage package, with the option to tailor inclusions upon request.



- 60. The Venue's bar service will operate on an "open and pour" basis for booked functions.
- 61. Entertainment may be organised by function/event organisers for the enjoyment of their guests.

Dress Code

- 62. A smart, neat casual dress code requirement will be applied at the Venue.
- 63. Function organisers will apply their own dress code for their occasion and theme.

CCTV

- 64. The Applicant will abide by the Licensing Authority's requirements in relation to safety and security at the Venue.

Juvenile Exemption

- 64. The Applicant is seeking a Juvenile Exemption to allow juveniles to be able to attend the Venue without a Responsible Adult for pre-booked functions such as school balls, workplace social events and sports club presentations.

Consumer Requirement and the Proper Development of the Liquor Industry

- 65. The reasonable requirements of consumers and how those needs will be met by the grant of the Application are matters relevant to the general public interest considerations raised under s33 of the Act and also to the objects of the Act as stated in s.5(1)(c) and 5(2)(a).
- 66. It is submitted that when regard is had to the requirements of consumers for licensed hospitality and entertainment services, the grant of the Application will advance the proper development of the liquor industry by adding to the high-quality attractions that are available in the South-West of the State for WA residents and visitors to enjoy.



67. With a stunning setting, the Applicant believes that the availability of licensed hospitality services will encourage a greater number of function and event organisers to book the Venue, which will generate positive flow-on benefits for the Locality and the broader South-West economy by supporting local employment opportunities and increasing demand for goods and services supplied by local businesses, such as food producers, florists, hairdressers, bridal car hire, guest transport and accommodation.
68. Operating as a destination-style hospitality venue under a Tavern (Restricted) licence will encourage local members of the community and visitors to socialise in the area, increasing social engagement, dwell times and overnight stays in the Locality, while also connecting with other nearby businesses and attractions.



69. The Applicant will ensure that liquor is supplied in a properly regulated environment, under appropriate supervision and management, and in a manner that promotes safe, responsible patronage and positive community amenity.
70. The Applicant submits that the Venue will positively promote WA's liquor, hospitality and tourism industries.

Consumer Requirement



71. Overall, the Venue's hospitality concept is designed to be an enjoyable and unique licensed hospitality experience that offers something different to existing licensed hospitality venues in the area, reinforcing Sabina River Farm as an exceptional destination for casual visits, special events and seasonal entertainment.
72. The Applicant has gathered feedback from the local community in relation to their proposal. Annexed and marked as follows is consumer requirement surveys that have been collected by the Applicant ("the Survey"):
 - (a) **"Annexure I1 & I2"** – collectively is a bundle of 98 *Consumer Requirement Surveys*; and
 - (b) **"Annexure I3"** – *Survey Summary*.

(Collectively referred to in these submissions as **"Annexure I"**)

In relation to the Venue's address as shown on the Survey, the Localities of Yalyalup and Ruabon share a common boundary on the eastern side of Busselton near where the Venue is situated. Whilst the Venue is technically situated within the locality of Ruabon from a planning perspective, the Venue is frequently described and marketed as being located in Yalyalup. This is because Yalyalup is the more widely recognised neighbouring locality and serves as a well-established residential and community centre on the eastern outskirts of Busselton. Accordingly, digital mapping services, search engines and marketing materials commonly reference Yalyalup as a geographic identifier, as it provides a more readily

identifiable point of reference for visitors and the broader community. (Refer to Figure 3, Locality Submissions)

73. The Survey establishes that the relevant section of the public has a requirement for the Venue to operate under a Tavern (Restricted) licence and offer the proposed enhanced level and range of licensed hospitality services. The Survey reflects overwhelming support for the Application to be granted.



74. The Survey results provide strong support for the grant of the Application and demonstrate clear community demand for the Venue. The data confirms strong support for the Venue operating as a licensed hospitality and function destination, offering flexible dining, entertainment and event experiences in a rural setting.
75. A total of 98 respondents participated in the Survey, with the majority comprising mature adult consumers, including 54% aged 50 years or older and over 26% in their 40s, which broadly reflects the demographic profile of the City (refer to Locality Submissions, Annexure I). The results support the Applicant's position that the Venue will appeal to a mature and responsible patron base seeking relaxed hospitality, dining and event experiences.
76. The Survey also demonstrates a strong connection between respondents and the Busselton region. Approximately 61% of respondents either live or work in or near Busselton, whilst 99% confirmed that they enjoy visiting and socialising in Busselton. Approximately 86% of respondents indicated that they enjoy holidaying in the area. The results demonstrate that the Venue service both local residents and visitors to the region.
77. Further, 58% of respondents had previously attended an event at Sabina River Farm, demonstrating existing awareness of, and engagement with, the Venue as a function and event destination.
78. The Survey responses provide particularly strong support for the specific services and operational flexibility that the Tavern (Restricted) Licence would allow the Venue to offer. The overwhelming majority of respondents supported being able to:

- stand or sit whilst having a drink (98%);
- enjoy a drink with a meal (100%);
- purchase and consume liquor without the requirement to order a meal (96%);
- enjoy a drink whilst attending entertainment (100%);
- purchase a drink from the bar and return to their seating/table area (effectively 100%);
- enjoy alfresco and outdoor dining (100%); and
- attend functions and special events that do not require all patrons to remain seated at tables (96%).

79. The Survey responses strongly support the Applicant's position that a Tavern (Restricted) Licence is the most appropriate licence class for the Venue, as it will provide the flexibility required to operate the proposed hospitality, entertainment and function business model in the manner expected by patrons and regular attendances were likely.

80. The data also demonstrates clear consumer demand for a venue capable of hosting weddings, milestone celebrations, entertainment, casual hospitality experiences and special events in a flexible rural environment.

81. Overwhelming community support was shown in the Survey for the broader public interest benefits associated with the Applicant's proposal. Approximately 99% of respondents agreed that approval of the licence would:

- provide additional licensed hospitality options in the area;
- add to the variety of tourist attractions in Busselton;
- improve entertainment options;
- improve the availability of upmarket licensed function and special event venues in a rural setting; and
- enhance the services and appeal of Sabina River Farm as a function and events facility.

82. Respondents overwhelmingly considered that the Venue would positively contribute to tourism and community engagement within the City of Busselton, with:

- 97% agreed that the Venue would help promote Busselton as a tourist destination;

- 99% agreed that the Venue would promote Busselton as a location for special events; and
- 99% agreeing that it would support socialising and community engagement for local residents.

83. Finally, 90% of respondents confirmed that they would consider booking the Venue for a milestone celebration or corporate event. This provides strong support for the Applicant's proposed focus on functions, weddings, tourism experiences and corporate events, and demonstrates clear demand for an upmarket licensed rural venue capable of accommodating such uses.

84. In the present case, it is evident from the Consumer Requirement evidence provided in these submissions (Annexures I & M), and the requirements of the community and tourists as outlined in the Locality Submissions (Annexures A – H) that the Application should be granted on the basis that:

- (a) The Venue will be well patronised by a wide range of consumers from the Locality and the surrounding areas.
- (b) The Venue will improve the local community's access to licensed hospitality venues in a rural and spacious outdoor setting, which will meet the needs and expectations of a wide range of age groups who live in the City, as well as visitors.
- (c) The Venue will add to the range of entertainment and social events that are held in the City, which will help to make the LGA a more vibrant and appealing location to live and visit.
- (d) The Venue will enhance the amenity of the Locality and the City in general by:
 - (i) Motivating residents and visitors to socialise in the Locality more often;
 - (ii) Improving the opportunities to socialise in the Locality;
 - (iii) Improving the level and standard of licensed hospitality, event and entertainment services available within the Locality;
 - (iv) Adding to the tourist attractions and experiences that visitors can enjoy when visiting the Locality; and
 - (v) Providing appealing licensed function and event space to hold special events within the Locality.

85. It is the Applicant's intention to file further evidence in relation to the requirements of consumers, once it has been determined:
- (a) whether any objection(s) have been filed, and if so, whether the objection(s) have been accepted by the Director of Liquor Licensing ("the Director"); and
 - (b) once the Director has determined whether the matter will be determined on the papers or by way of a hearing.

Section 38(4)(a) – Harm or Ill Health

At Risk Groups

86. The Applicant submits that it will manage the Venue in a professional and responsible manner.
87. Given the location of the Venue, and the broad range of at-risk groups and communities that have been identified in The West Australian Alcohol and Drug Interagency Strategy 2018 – 2022, it is reasonable to assume that there will be persons who from time to time will attend the Venue that fall within one or more of these categories.
88. The Western Australian Alcohol and Drug Interagency Strategy 2018–2022 identifies the following "at-risk" priority groups. Based on the Applicant's knowledge of the area and experience in the Hospitality industry, their comments concerning these "at-risk" groups with respect to the Venue are provided below:
- (a) **Children & Young People** - Based on its location, style of operations, proposed services, pricing, and the demographics of the Locality, the Venue is unlikely to attract a significant number of children or young adults aged 18–25 years considered "at-risk."

The Venue will primarily cater to patrons attending with their family and friends, or with other guests for private booked functions and events held at the Venue.

The Venue will not have a focus on youth-focused events or target a younger adult demographic.

The Venue will strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

In relation to juveniles attending the Venue, minors will only be permitted to attend the Venue when accompanied and supervised by a responsible adult, except in the case

of pre-booked functions such as school balls, work functions and sporting awards nights organised by a school, employer or sporting club. The Applicant has sought a juvenile exemption to permit minors to attend the Venue for such functions.

As a family-friendly licensed premises, the Venue will welcome children who attend the Venue with their family to socialise or attend an event or a booked function (e.g. wedding, engagement, milestone birthday).

The Venue will strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

Based on the Venue's location, style of operations, pricing and proposed services, it is unlikely to attract a significant number of patrons who are from this "at risk" group.

- (b) **Aboriginal People & Communities** - Aboriginal residents in the LGA of Busselton constitute a small proportion of the population (i.e. 2%). (Refer to Annexure I, Locality Submissions)

The Venue intends to be inclusive and respectful to patrons of all cultural groups that live in the Locality and surrounding areas.

Based on the Venue's location, style of operations, pricing, proposed services and the demographics of the Locality, it is unlikely to attract a significant number of Indigenous residents who are deemed "at risk".

The Venue will strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

- (c) **People with Co-Occurring Problems** - The Applicant acknowledges that the consumption of alcohol may in some instances exacerbate existing symptoms for those members of the community with co-occurring mental health conditions.

Responsible Service of Alcohol and Harm Minimisation Strategies will assist the Venue's staff members to respectfully attend to the management of a person who appears to be affected by alcohol or drugs to ensure their safety and that of other patrons and staff members.

The Venue will strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

Based on the Venue's location, style of operations, pricing and proposed services, it is unlikely to attract a significant number of patrons who are from this "at risk" group.

- (d) **People in Rural and Remote Areas, including Fly-In, Fly-Out (FIFO) and Drive-In, Drive-Out Workers** - This does not apply to the Venue, while the Venue has a rural setting its location is 10 mins from Busselton's CBD. The City's population is diverse and with the Busselton Airport there are numerous FIFO workers that reside in Busselton and enjoy the City's lifestyle with their families.

- (e) **Families, including Alcohol and Drug-Using Parents & Significant Others**
The Venue will be family-focused, offering a welcoming environment where families can enjoy a meal, be entertained and socialise responsibly. The Venue seeks to strengthen community engagement by encouraging positive social connections among its residents and visitors, including families.

Responsible Service of Alcohol and Harm Minimisation Strategies will assist the Venue's staff members to respectfully attend to the management of a person who appears to be affected by alcohol or drugs to ensure their safety and that of other patrons and staff members.

The Venue will strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

Based on the Venue's location, style of operations, pricing and proposed services, it is unlikely to attract a significant number of patrons who are from this "at risk" group.

- (f) **Those Interacting with the Justice & Corrections System** - Persons from this at-risk group will not be known to the Venue's management and staff unless they become identified through exhibiting anti-social behaviour or have been banned from entering a licensed premises. The Venue will strictly enforce the Responsible Service of Alcohol and Harm Minimisation strategies and will not tolerate any forms of anti-social behaviour by any patron.

Based on the Venue's location, style of operations, pricing and proposed services, it is unlikely to attract a significant number of patrons who are from this "at risk" group.

- (g) **Other Target Groups of Concern** - Other target groups of concern that were mentioned included: older adults, culturally and linguistically diverse communities, people identifying as lesbian, gay, bisexual, transgender or intersex, and homeless people. The Venue recognises the diversity that exists within the community and will

adopt an inclusive approach, ensuring accessibility to the Venue's services is available to seniors, the culturally and linguistically diverse (CALD) groups, and individuals identifying as LGBTQIA+.

Pricing and services have been designed to be accessible yet reflective of the Venue's high standard in food and beverage offers. These factors, combined with responsible alcohol service policies, reduce the likelihood of the Venue attracting persons at risk due to socio-economic challenges.

Health

89. The Health Department no longer provides access to publications relating to alcohol-related harm for regions of WA on their website and therefore this data is not accessible to the Applicant.
90. As noted in Annexures I and J in the Locality Submissions (i.e. ABS Quickstats), the top 3 long-term health conditions in both the City and the suburb of Yalyalup were mental health conditions, asthma and arthritis. Due to the size of the locality of Ruabon, there is no statistical data available relating to the long-term health conditions of its small population.
91. Approximately 58% of the City's residents had no long-term health conditions and a similar It is important to note that the City has a high percentage of residents over the age of 45 years (approximately 50%) and is known as a popular retirement destination for traditional retirees and active over 50's.

Crime Prevention Through Environmental Design

92. The Location and design of the Venue is within the guidelines and principles outlined in the "Designing/Planning Guidelines".
93. The Venue:
 - (a) has specific entry/exit locations for patrons, allowing areas to be easily monitored by staff and surveillance equipment;
 - (b) is located in a well-defined private space, well suited to meet the needs of its patrons; and
 - (c) consists of well-designed areas that will be monitored by CCTV and experienced approved managers and staff who will be responsible for monitoring patron behaviour and serving alcohol responsibly.

94. The grant of the Application will enhance the amenity of the Locality due to the type of consumers that it will attract and the licensed hospitality and entertainment services that it will provide.
95. The Applicant will maintain a strict zero tolerance policy with respect to anti- social behaviour at the Venue.

Crime

96. *Crime Statistics for the South West District* have been obtained from the WA Police website that include monthly crime statistics and crime rates for 2025/2026 (YTD Mar 2026), which are annexed and marked “**Annexure J**”. The South West District covers the South West Region of the State which is expansive. WA Police no longer provide crime reporting by suburb on their website and instead present crime data for WA, Metropolitan and Regional WA for each individual police district.
97. Specific statistics on alcohol-related offences that have occurred in the Locality are no longer available from the WA Police, who have previously advised the Applicant’s Solicitors that it is “*against WA Police policy to release detailed alcohol related offence statistics prior to the lodgement of a Liquor Licence Application*”.
98. As noted on the WA Police website, the crime statistics provided in Annexure J are reported based on the location of where the offence occurred and may be influenced by a wide range of factors that include population, infrastructure, seasonal trends and the extent to which crime is reported or detected by police. Such factors should be considered when interpreting the statistics annexed to these submissions.
99. No statistics are available in relation to alcohol-related crime.
100. Any statistic provide by WA Police should be treated with caution as statistics generally only refer to alleged offences and not convictions. In the absence of statistics in relation to the rates of conviction, it is uncertain how reliable these statistics are.
101. The Applicant submits that when regard is had to the proposed operation of the Venue, it should be considered as “low risk” for alcohol related harm.

Anti-Social Behaviour

102. The Venue will not share the following features which are sometimes associated with other similar licenced premises' that have been associated with alcohol-related anti-social behaviour and aggression:

- (a) Unattractive, poorly furnished, poorly maintained premises give a message to patrons that the managers anticipate physical violence and associated damage to furnishings (Graham, K, Larocque, L, Yetman, R, Ross, TF and Guistre, E, (1980) "*Aggression and Bar Room Environments*" (Journal of Studies on Alcohol, 41 pp277). Aggression has been significantly correlated with poorly maintained, unclean and unattractive bar environments, Homel, R and Clark, J, 1994 "*The Prediction and Prevention of Violence in Pubs and Clubs*" (Crime Prevention Studies 3, 146), annexed and marked "**Annexure K**".

The Venue has a high-quality fit-out and will be well maintained;

- (b) Poor ventilation and smokey air, inconvenient bar access and inadequate seating, high noise levels and overcrowding (Grahame et al 1980, Homel and Clark et al). The applicant in its design of the Venue has incorporated both extensive seating, as well as easily accessible bar areas.

The Venue is non-smoking, well set out and ventilated with substantial seating;

- (c) Graham et al (1980) found that aggression was more likely in bars where there was dancing and pool playing.

There is greater aggression when bar staff are very aggressive, and do not engage in responsible serving practices (Homel and Clark, 1994, etc. al) and/or little control is exercised over patrons' behaviour. Graham et al 1980. Aggression has been found to be more likely in bars where drunkenness is frequent (Graham et al 1980, Homel and Clark 1994) and where there are discounted drinks and other drink promotions.

This is not the case at the Venue, pool tables are not part of the fit-out. At booked functions and events patrons will have a dedicated spacious dance floor, with the behaviour of all patrons monitored at all times.

- (d) The availability of food (especially full meals) has been associated with a reduced risk of aggression in bars (Graham, K (1985) "Determinants of Heavy Drinking and Drinking Problems — the Contribution of the Bar Environment"; Single and T Storm (EDS) "Public Drinking and Public Policy, Toronto Addiction Research Foundation".

A great variety of food and meal options is available at the Venue.

103. It is submitted that the Venue, with its strong food focus, event and entertainment program and function services falls within that category of venues where the consumption of alcohol is not the primary focus for patrons.
104. Due to these features, it is submitted that the Applicant's venue is much less likely to be associated with alcohol-related violence and aggression.

Section 38(4) (b) – Impact on Amenity

105. Approval of a Tavern (Restricted) licence for the Venue will positively contribute to the local amenity of the Locality and have positive impacts on the local economy and other businesses that operate in the City.
106. The Chamber of Commerce and Industry in their discussion paper, ("the Discussion Paper"), annexed and marked "**Annexure L**", discusses the importance of increasing the vibrancy of Perth to attract more people to visit and motivate them to stay longer. This requirement can also be applied to the City, which is among the fastest growing regional areas in the State. It is a key tourist destination that has an extensive tourism industry that is earmarked to benefit from the expansion of the cruise ship industry. (Refer to Locality Submissions, Annexures D, E & F)
107. It is submitted that the present application is consistent with the planning objectives of the City and WAPC, as well as the recommendations made by the Chamber of Commerce and Industry and Tourism WA ("the TWA").
108. Planning authorities have recognised the need to meet the growing demands of residents and visitors. Localities across the State need to ensure that they provide a greater variety of services to meet the needs and tastes of a wide and growing consumer base that will help to attract new residents and motivate further visitation and longer stays.
109. This approach directly aligns with the City's Economic Development Strategy. The City acknowledges that its main competitive advantage is access to a beautiful natural environment with an enviable climate, together with a range of established tourism infrastructure that creates a strong foundation to further develop its range of attractions. Building on its attractions is identified as necessary to meet the ongoing and growing demand for new social and recreational experiences. The City also places importance on offering a strong year-round calendar of events to draw visitors to the area to help activate the region consistently throughout the year and help foster a vibrant economy that encourages people to remain longer and participate in day and evening social and economic activities. (Pages 14, 19 – 22, 24 – 27, 34 – 36, Annexure D - the Economic Strategy, Locality Submissions)
110. The Discussion Paper expressly recommends actively supporting planning and regulatory frameworks to encourage business investment and expansion in vibrancy-related uses.
111. The Chamber of Commerce links vibrancy to events, entertainment, social interaction and cultural activity, emphasising that vibrant places are those which encourage people to stay

longer, engage more deeply, and participate in a broader range of activities, generating economic and social benefits.

112. The Applicant submits that the grant of the Application will not only preserve the Locality's rural and agricultural character of the Locality but will positively improve the amenity of the area for the benefit of the community and visitors and advance the City's tourism planning objectives for the area. When considering the impact that the approval of the Application will have on the amenity of the Locality, the Applicant submits that it is relevant to consider:

(a) **The net benefits to the local community through the Venue operating under a Tavern (Restricted) Licence:**

- (i) Additional choice and variety in upmarket licensed hospitality attractions in the City that will add vibrancy to the area for the local community and visitors to enjoy;
- (ii) Increase the destination attractors in the City, which will draw people into the Locality throughout the week and particularly on weekends for licensed hospitality and entertainment services and functions / events.
- (iii) Encourage residents to socialise locally through the Venue's general trade and planned entertainment and special events;
- (iv) Add to the "things to do" within the City, that will encourage visitation and motivate tourists to stay longer;
- (v) Support the provision of high-quality licensed hospitality, entertainment and function services that will complement the City's main events calendar.
- (vi) Provide additional upmarket licensed function/event spaces and services within the Locality that meet function organisers' requirements for a rustic, rural setting that encapsulates the South West of WA, that will in turn:
 - Increase visitor numbers to the area;
 - Support and further activate the local economy (i.e. function organisers seek out additional services e.g. florists, hairdressers, entertainment and function guests require accommodation, leisure activities, hospitality services and transport services during their stay)

(b) **The immediate locale within which the Venue operates and the services it already provides to the local community:**

The Venue has been operating as an unlicensed reception centre since 2023 and is already a well-established destination attractor for private functions, charity

fundraisers and corporate events for up to 300 pax, where guests enjoy food, alcoholic beverages (BYO) and entertainment.

The grant of the Application represents an evolution of the Venue's existing operations, which will both enhance and expand the services that it can provide to the public and function / event organisers, particularly at the completion of Stage 2.

(c) Support for the City's Tourism Development Objectives in the Rural District

The City's Tourism Strategy (Annexure E, Locality Submissions) recognises that tourism in rural areas is not only appropriate but desirable and expressly encourages innovative, low-impact tourism facilities within rural settings. (Page 17)

The Venue's operational model aligns with the City's strategic planning framework, meeting low-impact rural tourism principles in:

- Maintaining the rural character of the Locality;
- Incorporating the area's natural landscape and agricultural character into its visitor experience;
- Alignment with the City's Tourism Strategy (Annexure E, Locality Submissions).

(d) The positive impact that Sabina River Farm's brand recognition and popularity will add to the appeal of the Locality as destination attractor:

Through the Venue's operations and promotions, it will help to raise the profile of the City and its brand to a global market.

113. All sectors of the community seek out hospitality and entertainment services. The City's planning strategies noted in Annexures A – F in the Locality Submissions reinforce the importance of adding to the City's attractions and improving liveability standards for the City for existing and future residents.
114. The City's objectives are also supported by the findings in the Tourism Survey (Annexure M in these submissions) and the Chamber of Commerce recommendations (Annexure L).
115. In summary, the grant of the Application to the Venue will elevate the amenity of the area and increase visitation to the Locality and the City via the patronage of local residents and tourists (including function guests) by creating a versatile licensed premise that fosters a

community-centred atmosphere, with a focus on socialising, sharing food and shared experiences.

Section 38(4)(ca) – Effect on tourism & community

116. The proposed changes to the Venue's operations and services will allow the Applicant to better meet the needs of the local community, tourists and function / event organisers, which supports the City 's strategic planning objectives and TWA research. (Refer to Annexures I, L & M in these submissions & Annexures A - H, Locality Submissions).
117. The Venue has primarily operated as a BYO wedding and function venue since opening in 2023. The growth of the Applicant's business reflects the strong appeal of the Venue, its rural setting and the quality of its facilities.
118. In its first year of operation, the Venue hosted 12 events, evenly split between weddings and special events. In 2024, the Venue hosted 17 events, including 10 weddings. Growth continued in 2025, with the Venue hosting 13 wedding celebrations and a further 8 special events.
119. Already in 2026, the Venue has 10 weddings booked, with a further 10 weddings currently confirmed for the remainder of the year and 6 special events. Based on current booking trends, the Venue is on track to again exceed previous years' bookings for both weddings and special events. For 2027 the Venue already has 16 weddings booked and a further 2 in 2028.
120. The Venue intends to continue to hold one wedding event over a weekend. This is a deliberate decision by the Applicant which has been made with both function organisers and neighbours in mind.
121. For function organisers and guests, the exclusive nature of the Venue offering creates a premium and highly personalised experience. By limiting the Venue to one wedding per weekend, couples are able to enjoy exclusive use of the property and facilities without competing with other events. This enhances the privacy, intimacy and uniqueness of the experience and enables the Venue to provide a higher standard of service and attention to detail. It also allows greater flexibility in the use of the Venue's indoor and outdoor areas for ceremonies, photography and the wedding reception.
122. From a community and amenity perspective, this operational model inherently limits the scale, frequency and cumulative impact of larger functions at the Venue. Restricting the Venue to one wedding per weekend assists in minimising traffic movements, patron

numbers, noise generation and late-night activity associated with these events, which is particularly important given the rural setting of the Venue.

123. Importantly, outside of weddings and booked functions, the Applicant proposes to operate the Venue as a carefully managed hospitality venue open to the public on selected trading days under the proposed Tavern (Restricted) licence. The Applicant intends to offer at the Venue a relaxed rural hospitality experience centred around food, beverage service, casual dining, entertainment and tourism-based visitation. This model allows the Applicant to further activate the property and provide an ongoing hospitality offering to locals and visitors, whilst maintaining a controlled and low-frequency approach to larger events and functions.
124. The proposed operational model therefore demonstrates that the Applicant intends to balance premium event experiences with ongoing public hospitality services in a manner that is compatible with the surrounding locality.
125. Since the Venue opened, it has hosted 11 booked events where either an Occasional Licence was obtained by the function organiser* or liquor services were provided by the licensed caterer booked for the event (i.e. Supper Road – Special Facility Licence), which have included:
 - 02.09.2023*: Cinefest Oz Gala Celebration, Awards evenings, 7:00pm – 11.59pm, 300pax, with DJ performing through house system;
 - 29.10.2023: Liquor services provided under Supper Road’s Special Facility Licence - From This Day, Wedding Fair to showcase South West wedding vendors, 8:00am – 3:00pm, 700 attendees across the entire day, live acoustic music on verandah;
 - 01.06.2024 & 02.06.2024: Liquor services provided under Supper Road’s Special Facility Licence - Supper Road Tasting Weekend, Catering tasting event, 2:00pm – 6:00pm, 200pax, live music inside Main Hall;
 - 15.06.2024: Liquor services provided under Supper Road’s Special Facility Licence - Variety Charity Flight Luncheon, Fundraising event, 10:00am – 5:00pm, 200 pax, music through house system;
 - 12.10.2024:* Hospice Spring Soiree, Fundraising event, 6:00pm – 11:00pm, 80pax, live band inside Main Hall;

- 31.05.2025: Liquor services provided under Supper Road's Special Facility Licence - Sabina River Farm Wedding Open Day, Venue Open Day, live band inside Main Hall, 10:00am – 2:00pm, 75pax, live music on verandah;
- 12.07.2025: Liquor services provided under Supper Road's Special Facility Licence – Variety Charity Flight Luncheon, Fundraising event, 10:00am – 3:00pm, 70pax, music through house system;
- 06.09.2025: Occasional Licence issued to Geographe French Australian Festivals Inc - CinefestOz Gala Celebration, Awards evening, 7:00pm – 11.59, 350pax, DJ through house system;
- 27.09.2025: Occasional Licence issued to South West Swing Inc - Saturday Night Social Dancing, Dancing event, 7:00pm – 11:45pm, 150pax, live band inside Main Hall;
- 08.11.2025: The Bigger Boobie Ball – Fundraising event, 6:00pm – 11:00pm, 280pax; live acoustic music inside the Main Hall & DJ through house system.

126. In addition to the above events the following corporate events were held at the Venue (BYO) IN 2025:

- 01.08.2025: Dale Alcock 25 Year Anniversary Celebration, 5:00pm – 10:00pm, 180pax – Fireworks on east side of lake; and
- 02.08.2025: Ray white EOFY Staff Celebration, 5:00pm – 11.59, 50pax , music through house system.

127. The Venue's expanded services under a Tavern (Restricted) licence will increase its appeal and accessibility, allowing it to become an important destination attractor to the wider section of the community, where for example, residents and local social/sporting groups can meet, socialise and hold special events. Tourists visiting the area or passing through the Locality will be able to take advantage of the Venue's stunning setting and beautiful facilities and function / event organisers can plan their special event in truly stunning surroundings, only 10 minutes from Busselton's CBD.

128. The approval of the Applicant will increase the Venue's appeal as a function / event facility for private functions and corporate events, that will have a positive ripple effect on increase demand for services from other complementary local businesses and further activation of the City's economy and tourism industry.survey

129. As outlined in the City's Tourism Strategy (Annexure E, Locality Submissions), the City recognises the importance of tourism to the City's economic development, noting that tourism contributes significantly to employment, business activity and its identity. The grant of the Application supports all of these objectives. Annexure E also emphasises that the City must maintain a diverse and high-quality tourism product to meet visitor expectations. (Refer to pages 17, 19 & 29)
130. Having regard to the Cruise Plan in the Locality Submissions (Annexure F), the approval of the Application will support the further development of the cruise industry in WA by:
- (a) Supporting the delivery of a choice in a variety of high-quality shore excursion products consistent with the State's cruise tourism objectives by facilitating curated visits to the Venue that will showcase the South West of Western Australia's premium food and liquor producers in a rural setting, thereby offering cruise passengers an authentic regional experience that reflects the destination attributes of the Busselton-Margaret River region;
 - (b) Assisting in optimising the economic value of cruise visitation to Busselton and the broader South West region through the promotion of local produce, hospitality and tourism operators within a professionally delivered shore excursion offering;
 - (c) Providing a controlled, pre-arranged and professionally managed licensed environment for cruise passengers to enjoy an excursion, while ensuring a high-quality visitor experience is achieved that meets cruise line expectations and supports responsible service of alcohol principles; and
 - (d) Contributes to Busselton's continued role as a "cruise-ready" regional destination by delivering distinctive, high-quality rural tourism experiences that enhance the City's profile within the cruise sector and encourages repeat visitation and positive destination perception.

(Pages 24–25, 32 - 35)

131. Supporting consumer requirement for the Venue and its services is the TWA's publication, *Perth Entertainment Precincts Report* ("the Tourism Survey"). Extracts of the Entertainment Survey relevant to the Application are annexed and marked "**Annexure M**".
132. Although the Locality is not an Entertainment Precinct, the research undertaken in the Tourism Survey and its key findings provides a useful insight into what are the strongest drivers that consumers generally take into consideration when choosing a licensed venue to visit.

133. Annexure M highlights that vibrant and diverse licensed venues encourage visitation and enhance customer experiences. Tavern venues are perceived to add vibrancy to an area and make it more appealing and likely to be visited. (Refer to pages 94, 104).
134. TWA research identified that tavern-style venues were one of the most visited types of venues across all age groups. Taverns are valued for their atmosphere, provision of food and liquor services, live entertainment, and their ability to host special events. (Refer to pages 90, 94 & 104)
135. Therefore, the Applicant submits that a grant of a Tavern (Restricted) licence to the Venue will increase its appeal and allow it to better meet the consumer requirements of the community, as reflected in Annexure I, L and M referred to in these submissions with respect to the needs and expectations of the local community, visitors and function organisers. Enhancing the Venue's services will increase its role as a leading local destination attractor within the City that is likely to see increased visitation to the Locality and motivate further overnight stays and spending within the local economy. This supports the City's planning objectives and TWA research outlined in the Locality Submissions (Refer to Annexures A - H).
136. The Tourism Survey found that participants across all age groups are attracted to Tavern-style venues. Significantly, 43% of those aged 35–54 years, and 30% of those aged 55+ years indicated their preference was to socialise in a Tavern environment. (Refer to pages 85 - 86). This research of consumer profiles correlates with demographics of the City, which has a median age of 45 years.
137. Annexure M reflects the importance of the Locality needing to provide greater choice in licensed venues that can offer a combination of bar, dining, entertainment and function services in a safe and welcoming setting.
138. A number of key factors that are drivers in influencing a consumer's venue selection are also identified in the Tourist Survey. The factors that were highly valued and considered by consumers included:
- Safety;
 - Value for Money;
 - Atmosphere & Vibrancy
 - Outdoor Area / Alfresco Dining;
 - Availability of food and liquor services;
 - Good reviews / popularity;

- Opening hours; and
- Live music or other live entertainment. (Refer to pages 89 & 90)

139. It is relevant to also highlight for the purposes of this Application that the TWA's research identified that although each of the major entertainment precincts in Perth were 'known' for offering different activities, special events was one of the key drawcards that motivated the public to visit all precincts. (Refer to page 36).

140. The City also recognised as part of its Strategic Planning (Annexures A – F) and TWA research (Annexure H) in the Locality Submissions that holding increased events within the City would:

- Add to a Locality's appeal;
- Increase visitor numbers;
- Increase overnight stays;
- Increase the liveability of an area;
- Further activate an area and make it more vibrant; and
- Benefit local businesses and strengthen the local economy

141. The Applicant submits that the proposed operations at the Venue will meet all of the above requirements when operating under a Tavern (Restricted) licence.

142. In summary, the grant of the Application to the Venue will elevate both the amenity and tourism potential of the Locality and the City, creating a versatile multi-purpose licensed hospitality venue that fosters a lively, community-centred atmosphere while also promoting the Venue as a high quality function facility and key tourism destination.

Section 38(4)(c) - Offence, Annoyance, disturbance and inconvenience

143. It is submitted that the grant of the Application will not cause offence, annoyance, disturbance and/or inconvenience to residents, business owners or persons passing through the Locality, taking into consideration that the Venue will be professionally managed and is located on a large rural block with a considerable amount of parking available.

144. The Venue already provides function and event services as an unlicensed reception centre and therefore each week hosts events of up to 300pax, with guests enjoying food, beverages (BYO) and entertainment over the course of the function.

145. The Venue and its staff will take all reasonable steps to control the behavior of patrons whilst at the Venue and as they enter and leave the Venue.

146. The Applicant will ensure that high standards of service are maintained, as well as harm minimisation strategies. The responsible service of alcohol to its patrons will be strictly maintained and enforced by the Venue's management and staff.
147. In addition, the Venue forms part of a large rural estate of approximately 98 acres, with the licensed operations confined to only a portion of the overall landholding. A significant portion of the remainder of the property continues to be used for traditional rural activities, including hay production and grazing. The scale of the estate provides substantial physical separation between the Venue and adjoining properties, which assists in mitigating potential impacts associated with patron attendance, vehicle movements and noise, and supports the conclusion that the operation of the Venue is unlikely to unreasonably affect the amenity of the Locality, or its neighbours.
148. By reason of all of the foregoing, the Applicant does not foresee that any significant offence, annoyance, disturbance, or inconvenience will be caused by the granting of the Application.

Conclusion

149. The Applicant submits that it is in the public interest for the Application to be granted as:
- (a) Approval will not result in harm or ill-health due to the consumption of liquor;
 - (b) The Venue trading under a Tavern (Restricted) Licence would better meet the reasonable requirements of consumers for combined bar, dining, entertainment and function services in safe and welcoming rural setting that is quite exceptional and unique within the Locality.
 - (c) The Venue will enhance local tourism, support further growth in the cruise industry within WA and boost local employment opportunities, while supporting community engagement and economic vitality.
 - (d) Approval of the Application will increase the choice and variety of licensed hospitality and entertainment services within the Locality for the community and visitors to enjoy,
 - (e) Approval of the Application will enhance the Venue's existing function services and will add to the choice in licensed function facilities that are available within the City where function /event organisers can hold their special event.
 - (f) Approval of the Application will not result in any significant antisocial behaviour, noise or disturbance. The Venue will provide a safe, family-friendly and modern licensed premises that will appeal to a wide range of age groups.

- (g) The Application supports the visions of the relevant planning authorities for the Locality and the City in general.
- (h) A grant of a Tavern (Restricted) licence to the Venue will further advance the City's objectives to increase liveability standards and establish further destination attractions in the area that will positively contribute to improving the amenity of the Locality and supporting local employment and economic growth.

150. In all the circumstances, the Application should be granted.



FRASER & ASSOCIATES LAWYERS
Solicitors for the Applicant

IN THE LIQUOR LICENSING DIVISION OF WESTERN AUSTRALIA

THE MATTER OF AN APPLICATION BY **SABINA RIVER FARM PTY LTD** FOR A TAVERN (RESTRICTED) LICENCE FOR PREMISES KNOWN AS **SABINA RIVER FARM** SITUATED AT **213 WONNERUP SOUTH ROAD, RUABON**

LOCALITY SUBMISSIONS

Date of Document: The 6th day of July 2026

Filed on behalf of: The Applicant

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SABINA RIVER FARM

1. The Applicant has filed an application for a Tavern (Restricted) licence for premises known as Sabina River Farm, located at 213 Wonnerup South Road, Ruabon ("the Venue").
2. The Venue encompasses 8 acres of a 65 acre private rural estate ("the Estate") that is located on a 98-acre property in the City of Busselton's rural district as shown in Figure 1 below.



FIGURE 1: SABINA RIVER FARM ESTATE

(Source: [.google.com/maps/place/Sabina+River+Farm](https://www.google.com/maps/place/Sabina+River+Farm))

Ruabon

3. Ruabon is a small rural locality situated east of the Yalyalup township that forms part of the broader rural hinterland on the eastern fringe of the Busselton urban area within the City of Busselton. It is a sparsely populated area with a population of 82 based on the 2021 Census.(Refer to Annexure K in these submissions)
4. There is no township or suburban centre in Ruabon. The Locality of Ruabon is identified on Google maps as being on the corner of Ruabon Road and Ludlow-Hithergreen Road. (Refer to Figure 2 below.



FIGURE 2: LOCALITY OF RUABON

(Source: [google.com/maps/@-](https://www.google.com/maps/@-33.6477589,115.5034828,4002m/data=!3m1!1e3?entry=ttu&q=EgoyMDI2MDYyOC4wIKXMDSoASAFQAw%3D%3D)

33.6477589,115.5034828,4002m/data=!3m1!1e3?entry=ttu&q=EgoyMDI2MDYyOC4wIKXMDSoASAFQAw%3D%3D)

5. The locality of Ruabon directly adjoins the township of Yalyalup, sharing a common boundary on the eastern side of Busselton where the Venue is located. Although distinct localities from a planning perspective, Ruabon and Yalyalup are closely connected communities within the broader eastern Busselton district. Due to Ruabon's small rural population and limited services, residents regularly travel through and into Yalyalup and Busselton to access everyday amenities, recreation and hospitality services. Consequently, Yalyalup and the surrounding eastern Busselton area form part of the functional community catchment for residents of Ruabon. (Refer to Figure 3 below).

Yalyalup

6. Yalyalup is a suburb of Busselton, located approximately 8 kilometres southeast of the Busselton town centre, 25 km north of Margaret River and approximately 2.5 hrs from the Perth CBD. Yalyalup is also part of the local government area of the City of Busselton ("the City").

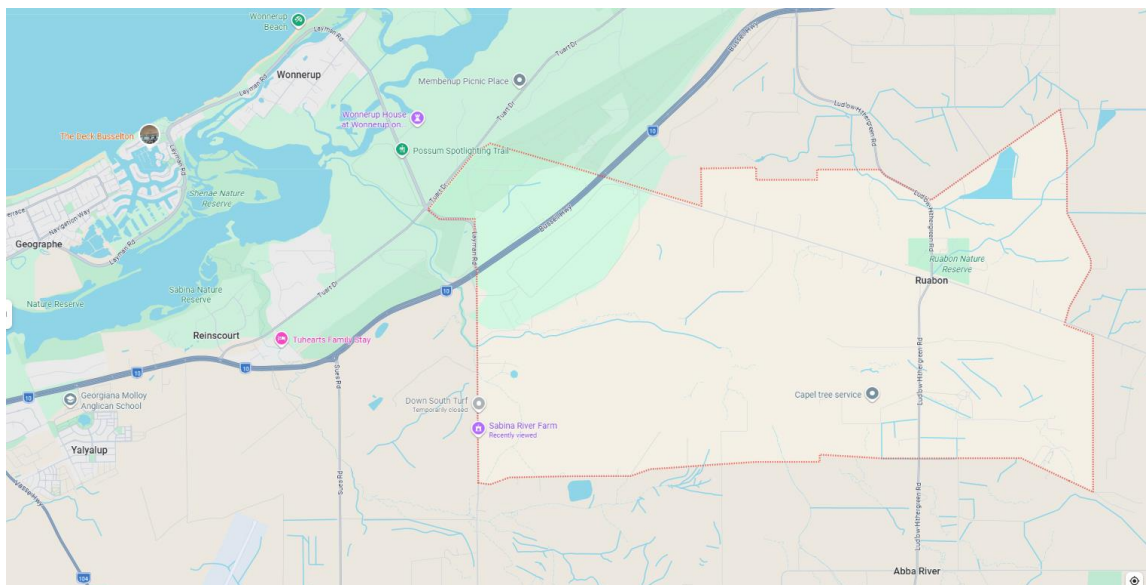


FIGURE 3: LOCATIONS OF THE VENUE, SUBURB OF YALYALUP & THE LOCALITY OF RUABON (RED BORDER)

(Source: <https://www.google.com/maps/place/Ruabon+WA+6280>)

7. Yalyalup is located just off the Abba River near the Indian Ocean and offers a relaxed coastal lifestyle with nearby beaches and good amenities. It is known for its modern residential estates like Provence Estate and Via Vasse Private Estate and contains Georgiana Molloy Anglican School and Busselton Cemetery. Due to its location, it has easy access to the South West's world class attractions including the iconic Busselton Jetty.
8. The Venue is located approximately 9 kilometres from Yalyalup's town centre.

9. Of significance is the Busselton Margaret River Airport (“the Airport”), which is located in Yalyalup. The Airport is located approximately 14 kilometres from the Venue and 5 kilometres from Yalyalup’s town centre.



FIGURE 4: LOCATION OF VENUE TO BMR AIRPORT & YALYALUP TOWN CENTRE

10. Historically, the Locality played a role in Western Australia’s timber industry, hosting a mill that operated until 1979. It also served as the site for the Mullgarnup Aboriginal Mission in the late 19th century, adding layers of historical significance to its story. Mineral and sand mining now operates in the area by Doral Mineral Sands Limited on 450 hectares of land. Tronox also mines to the West and North of the Applicant’s property.
11. Yalyalup’s proximity to Busselton’s town centre and the Airport provides opportunities for hospitality and accommodation businesses to thrive in the area. There are many boutique hotels, family-friendly resorts, holiday parks and an abundance of short-term rentals that cater to all budgets and styles close by along the coast. This makes the Venue’s location extremely convenient for local residents, day-trippers and visitors, including those wishing to hold a function at the Venue and arrange for guests to stay nearby.

Busselton Margaret River Airport



12. The Airport is located approximately 6.5 kilometres from the City's town centre. Direct flights from Sydney and Melbourne operate via Jetstar three times per week, making the region far more attractive as a tourist destination for interstate and international travellers, by significantly reducing total travel time and making Busselton a primary gateway to the South West of the State.
13. The availability of these air services has significantly improved access to the City for interstate and international business and leisure travellers, and supports increased visitation associated with major events, tourism activity and social functions, including weddings and other private celebrations.



Locality

14. A 3km radius defines the Locality. The suburbs and localities that form part of the Locality (in full or in part) include:
 - Ruabon;
 - Yalyalup;
 - Wonnerup;
 - Vasse;
 - Busselton (fringe);
 - Ambergate (fringe); and
 - Geographe (fringe)

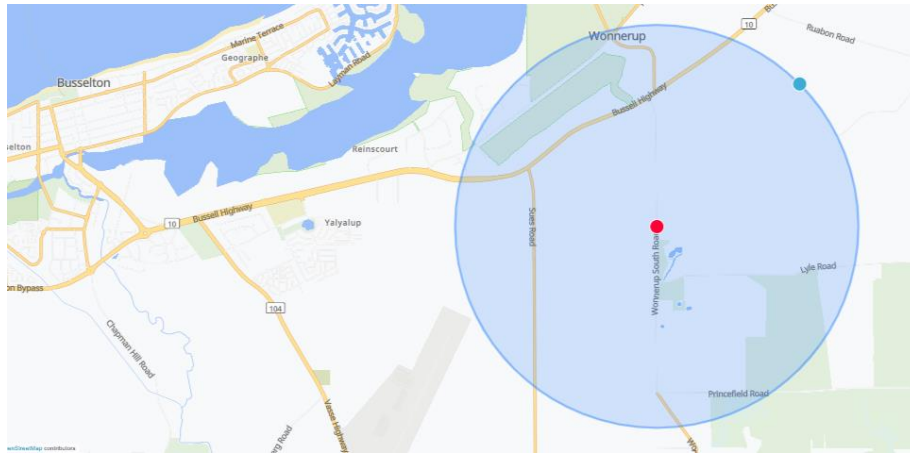


FIGURE 5 - LOCALITY MAP
(Source: <https://www.calcmaps.com/map-radius>)

15. The Busselton town centre is approximately 12 – 15 kilometres from the Venue, where the nearest concentration of licensed premises can be found.
16. Within the 3km radius of the Venue there are no licensed venues currently operating.
17. The Venue forms part of a substantial rural landholding of approximately 98 acres owned by the Applicant. While the hospitality and event operations are confined to a defined area of the Estate, the balance of the property outside the Estate continues to be utilised for agricultural purposes, including hay production and grazing. The scale of the landholding provides significant separation and buffering between the Venue and adjoining properties, reinforcing the rural character of the Locality and reducing the likelihood of the Venue's operations adversely affecting neighbouring landowners through noise, patron activity or vehicle movements.

Local Government Authority

18. For the purpose of section 69 of the Act, the City is the local government authority that may lodge a notice of intervention.

City of Busselton



19. The City is a local government area in the South West region of WA, approximately 230 km south of Perth. The City covers an area of 1,455 km² and reported a population of 40,640 in the 2021 Census.
20. Located in the renowned Cape to Cape sub-region of the South West, as well as being part of the Margaret River Wine Region, the City contains the towns, Busselton, Dunsborough and Yallingup along with a number of smaller towns and localities, as shown in Figure 6 below.

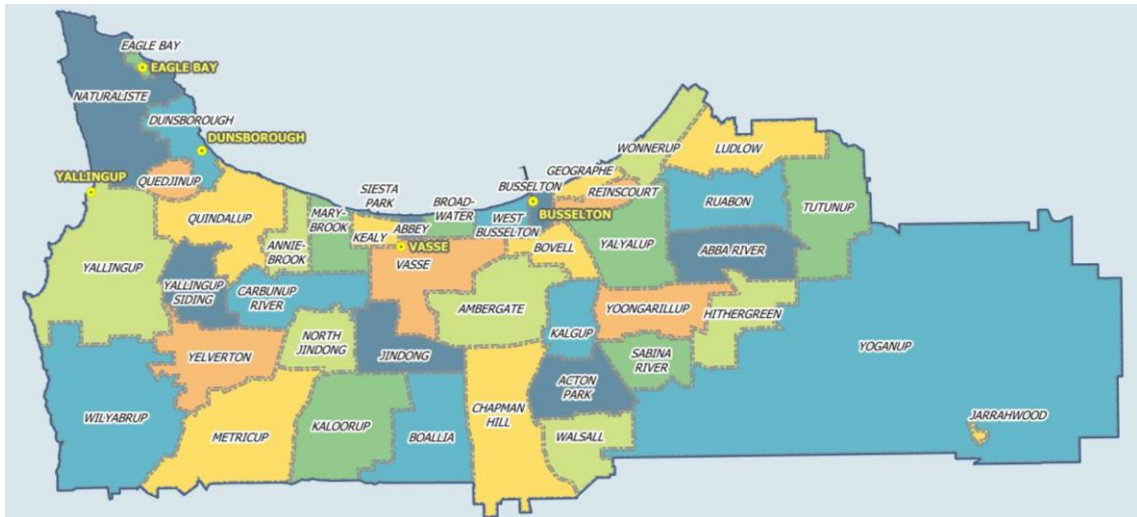


FIGURE 6 – CITY OF BUSSELTON TOWN CENTRES

City of Busselton Local Planning Strategy 2019

21. Annexed and marked “**Annexure A**” are extracts from the City’s *Local Planning Strategy 2019* (“the Planning Strategy”).
22. The Planning Strategy establishes the City’s long-term planning framework and is guided by the following vision:

“the ongoing development of a vibrant and cohesive community that protects its natural environment, meets the needs of its population and ensures that future development maintains the City’s unique character, lifestyle and community values.” (Page 6)

23. The Planning Strategy is set out under 5 themes, objectives under the *Settlement and Community* theme includes:

“The creation of compact, liveable and sustainable settlements that provide their residents with housing and lifestyle choice and affordability, a high quality of life, health and wellbeing and convenient access to high quality employment and services.”

24. The Applicant submits that a licensed hospitality venue of the quality of the Venue contributes to these outcomes by providing regulated social spaces that support community connection, hospitality and entertainment services. It also offers stunning function facilities for the community to book for special milestone celebrations with family and friends.



25. Annexure A at page 7 identifies *Activity Centres and the Economy* as another core planning theme that includes the following objectives relevant to the Application:
- (a) Build and maintain economic prosperity and security.
 - (b) Plan to support strong employment growth, and economic development and diversification.
26. The Localities of Yalyalup and Ruabon share a common boundary on the eastern side of Busselton near where the Venue is situated. Yalyalup is identified as a Current Urban Growth Area within the Busselton-Vasse Urban Area under the Settlement and Urban Growth Area Framework. The Strategy identifies Yalyalup as land that is already zoned and supported by approved structure planning. This indicates planned future growth in residential areas and urban expansion with anticipated demand for additional services and amenities, including hospitality and tourism-related uses. (Table 2, pages 4 – 9, 16 – 17)
27. The Planning Strategy provides for significant long-term population growth, identifying that the City is expected to accommodate approximately 100,000 people by 2050, through urban consolidation and expansion of existing settlements. (Page 5, 45)



28. Tourism is identified as a key land-use and an important economic consideration, with land identified for tourism purposes and support given for tourism development. (Page 7)
29. The City recognises the importance of the Busselton Regional Airport as key infrastructure that supports economic activity, transport connectivity and complementary land uses which allows people to live, work and visit. (Page 10)
30. Approval of the Application will allow the Applicant to further activate the Venue, broaden its patronage and further contribute positively to local employment, tourism activity and the Locality's amenity, consistent with the Strategy's objectives.

Strategic Community Plan

31. Annexed and marked "**Annexure B**" are extracts from the City's *Strategic Community Plan 2021 – 2031* ("the Strategic Plan"), which is the overarching long-term planning document for the City. It establishes the City's current vision, aspirations and strategic priorities for the Region.
32. The Strategic Plan recognises the City as a growing and progressive regional centre, widely known for its beaches, tourism attractions and its role as a destination for significant events (Page 3).
33. The City's population growth, increased visitation and tourism demands are identified as drivers that require careful planning to balance economic opportunity, lifestyle, and the environmental in alignment with the City's long-term planning framework (Page 3).

34. The Plan is structured around four key themes, which together formulate where the City aspires to achieve a balance between environment, lifestyle and opportunity. (Pages 9 - 11).

Theme 1: Environment

35. The Plan emphasises that land use planning and development should protect environmental values while supporting appropriate and well-managed activity. Strategic priorities include ensuring environmental considerations are central to land use planning and promoting environmentally responsible practices. (Refer to pages 17–19).



36. The Venue's proposed operations align with this theme by:
- (a) Operating as a low-impact, managed hospitality and events venue within a rural setting, rather than an intensive urban-style development;
 - (b) Supporting enjoyment of the rural landscape and an agricultural setting in a controlled and respectful manner consistent with the City's emphasis on preserving natural and rural character; and
 - (c) Implementing appropriate waste management, noise management and environmental health controls consistent with best practice hospitality operations, aligning with the Plan's focus on environmentally responsible practices.

(Pages 3, 17)



Theme 2: Lifestyle

37. The City aspires to be a place that is relaxed, safe and friendly, with services and facilities that support healthy lifestyles and wellbeing. The Plan identifies a strong community desire for cultural, social and event-based experiences that foster social connection, alongside a safe and well-managed community environment. Strategic priorities include facilitating events and cultural experiences that provide social connection and supporting a safe, healthy and capable community. (Pages. 18 – 21).
38. The Venue aligns with this theme by:
 - (a) Providing professionally managed licensed hospitality and entertainment experiences in a controlled environment, supporting safe and responsible social interaction;
 - (b) Facilitating functions, celebrations, weddings and community events that contribute to social cohesion and shared experiences, consistent with the Plan's emphasis on cultural and event-based activities; and
 - (c) Enhancing lifestyle choice by expanding access to destination-style hospitality offerings that complement the City's relaxed, rural and coastal lifestyle rather than detract from it.

(Page 18 - 21).

Theme 3: Opportunity

39. The City aims to be a vibrant city with diverse opportunities and a prosperous economy. The Strategic Plan places strong emphasis on economic diversification, support for local enterprise, activation of destinations, and promotion of unique tourism and event experiences. Strategic priorities specifically include:

- (a) Activating destinations and creating vibrant places and consumer choice;
- (b) Supporting an innovative and diversified economy, local business investment and employment growth; and
- (c) Promoting the City as a destination of choice for events and unique tourism experiences. (Pages 20 – 21)



40. The Venue directly supports these objectives by:

- (a) Operating as a destination attractor that draws residents and visitors to a rural setting for food, beverage, entertainment and events, consistent with the City's tourism and events aspirations;
- (b) Supporting local employment across hospitality, events and tourism-related services, contributing to economic diversification beyond traditional sectors; and
- (c) Showcasing local produce, regional character and experiential hospitality, reinforcing the City's reputation as a destination for unique tourism and lifestyle experiences. (Pages 5, 20 – 21)



41. The Strategic Community Plan 2021–2031 clearly supports:
- (a) Well-managed development that respects environmental and rural character;
 - (b) Social and cultural experiences that enhance lifestyle, wellbeing and community connection; and
 - (c) Economic diversification, tourism activation and destination-based experiences that strengthen the local economy (Pages 5, 17 – 21)
42. The proposed operations at Venue that will be enabled through the grant of the Application, align closely with the above objectives. The Venue will operate as a destination attractor that:
- (a) Enhances the City’s hospitality, tourism and events industries;
 - (b) Supports local employment and economic activity;
 - (c) Provides safe, regulated and professionally managed licensed services; and
 - (d) Complements the City’s rural identity and lifestyle values.
43. Accordingly, the Applicant submits that the proposed Tavern (Restricted) Licence for the Venue is consistent with, and actively supports, the City’s Strategic Plan and its vision for a City.

Community Development Plan



44. Annexed and marked “**Annexure C**” is an extract from the City’s *Community Development Plan* (“the Community Development Plan”) which forms part of the City’s

Integrated Planning Framework and identifies how the City intends to improve community amenity, wellbeing, connection, distinctive places and local enterprise.

45. The Plan recognises that maintaining a vibrant, functional City requires the activation of places through events, programs, partnerships with business and the provision of social spaces where people can gather and connect.

“Meeting the social needs of the community is crucial to maintaining a vibrant, functional city.” (Page 8)



46. The Venue is a rural, landscaped venue that currently operates as a function and event space. The proposed Tavern (Restricted) Licence will allow the Venue not only to continue in this role with enhanced service delivery but to also expand into the provision of general licensed hospitality and entertainment services, further contributing to place-based activation within the locality of Yalyalup.

Economic Development Strategy

47. The City's *Economic Development Strategy 2016–2026* (“the Economic Strategy”), annexed and marked “**Annexure D**” establishes a long-term vision for a vibrant, cohesive community that maintains its unique character while supporting sustainable economic growth. Central to this vision is the recognition that economic prosperity is closely linked to quality of place, tourism, events, and the diversification of hospitality and visitor experiences (Pages 1, 4 – 6).

Tourism & Events

48. The Strategy expressly identifies a community aspiration for the City to be recognised for high-quality events and year-round tourism, supported by local businesses and destination-based experiences. (Page 6)
49. Tourism is identified as one of the City's key competitive advantages, underpinning employment across accommodation, food services, retail trade and events (Pages 19 – 20). The Economic Strategy notes that Busselton's appeal as part of the broader Margaret River Region is driven by food, wine, lifestyle, and experiential tourism, supported by an established events calendar (Pages 9, 19 – 20).



50. Importantly, the Economic Strategy recognises that:
- (a) Events and activated places are critical to reducing seasonality in tourism visitation;
 - (b) Developing a strong, year-round calendar of events is a deliberate strategy to attract visitors outside peak holiday periods; and
 - (c) Hospitality, entertainment and cultural experiences play a vital role in enhancing the visitor economy and encouraging repeat visitation.

(Pages 20, 24, 35)

Place Making, Activation

51. A key focus area of the Strategy is Place Making and Activation, which seeks to foster memorable destinations within the City that:
- (a) Encourage social interaction and community cohesion;

- (b) Support small business and local employment; and
- (c) Provide experiences that attract visitors and encourage longer stays.

(Pages.34 – 35).

52. Activated venues offering food, beverage, entertainment and events are expressly recognised in the Economic Plan as contributing to:

- (a) The creation of “memorable places”;
- (b) Increased visitation and return tourism; and
- (c) A stronger sense of place across both urban and rural localities

(Pages 34 – 35).

53. The Economic Strategy emphasises that such outcomes are often achieved through partnerships with private operators delivering high-quality, well-managed hospitality and event experiences (Page 35).

Rural Tourism and Value-Added Experiences

54. The City is described as operating as a network of urban centres and rural hinterlands, with rural areas supporting tourism through wineries, cellar doors, restaurants, galleries and event-based attractions. The rural economy is acknowledged as a key contributor to the City’s broader tourism offering, particularly through value-adding experiences linked to food, wine and events (Pages 14, 19, 21).

55. Opportunities highlighted include:

- (a) Business tourism and private events to complement leisure tourism;
- (b) Leveraging premium food and beverage experiences to strengthen the City’s destination appeal; and
- (c) Development of venues that provide unique, place-based experiences aligned with the City’s lifestyle and natural setting.

(Pages 19 - 24)

Economic and Employment Contributions

56. Hospitality and accommodation services are identified as significant employers within the City, forming a critical component of the local economy. The Economic Strategy further recognises the importance of:

- (a) Supporting hospitality venues that provide stable, professionally managed employment opportunities; and
- (b) Improving perceptions of hospitality as a long-term career pathway through quality venues and events programming

(Pages 15, 29 – 31).

57. The Economic Strategy also notes that venues that can host functions, private events and entertainment help to:

- (a) Diversify the local economy;
- (b) Support business retention and expansion; and
- (c) Increase local spending and reduce economic leakage outside the City

(Pages 27 – 29)

58. The Application directly aligns with the objectives of the Economic Strategy by enabling the Venue to operate as:

- (a) A destination attractor offering licensed hospitality, entertainment and curated events;
- (b) A venue capable of hosting functions, celebrations and cultural events, supporting both tourism and community activity; and
- (c) A contributor to the City's year-round events economy, particularly through rural and experiential offerings.

59. The Venue's proposed operations are consistent with the Economic Strategy's emphasis on:

- (a) Enhancing quality of place through unique, well-managed hospitality experiences;
- (b) Supporting tourism growth and reducing seasonality through events and entertainment; and
- (c) Encouraging private sector investment in tourism-related infrastructure and services.

(Pages 20, 24, 26–27, 34 - 35)

60. The Applicant submits that the grant of a Tavern (Restricted) Licence for the Venue is strongly aligned with the City's Economic Strategy. The Venue's proposed licensed hospitality, entertainment and event-based operations directly support the City's strategic objectives to:
- (a) Strengthen tourism and events as key economic drivers;
 - (b) Activate places and create memorable destination experiences;
 - (c) Support rural tourism and value-added food and beverage offerings; and
 - (d) Enhance local employment and business sustainability.
61. By operating as a distinctive rural licensed hospitality and event venue, the Venue will contribute positively to Busselton's reputation as a high-quality events and tourism destination, consistent with the City's long-term economic vision and strategic priorities set out in the Strategy (Pages.6, 24, 34 – 35).

Local Tourism Strategy

62. Annexed and marked "**Annexure E**" are extracts from the City's *Local Tourism Strategy* ("the Tourism Strategy").
63. The Tourism Strategy was prepared to guide and coordinate sustainable tourism development within the City from a land-use planning perspective, recognising tourism's significant economic, social and community role in the region. Annexure E is intended to inform planning decisions and support proposals that protect, enhance and diversify tourism experiences across both urban and rural areas (Pages 6, 19).
64. The Tourism Strategy expressly acknowledges that tourism contributes not only to the visitor economy, but also to the quality of life for residents, by supporting places that can be enjoyed by both residents and visitors alike (Pages 19 – 20).

Tourism, Events and General Trade

65. The Tourism Strategy identifies that Busselton's attractiveness is driven by a combination of natural assets, built attractions and tourism facilities, rather than accommodation alone. Supplementary tourism attractors specifically include tourist activities, wineries, arts and social venues collectively contribute to the City's tourism appeal. (Page 19)
66. Importantly, the Tourism Strategy recognises that:

- (a) Tourism experiences should include publicly accessible attractions and facilities, not just accommodation;
 - (b) Diversity in tourism attractions and activities is necessary to maintain Busselton's competitiveness as a destination;
 - (c) Tourism facilities can and should serve both visitors and members of the local community, creating shared social and economic benefits. (Pages 19 – 22).
67. The Tourism Strategy places strong emphasis on creating a sense of place and enhancing Busselton's role as a destination through tourism developments that incorporate:
- (a) Social interaction;
 - (b) Events and activities; and
 - (c) Food, beverage and hospitality experiences (Pages 19 – 20)
68. It acknowledges that tourism developments are increasingly expected to deliver multi-functional hospitality outcomes, including:
- (a) Hosting events;
 - (b) Providing gathering places;
 - (c) Supporting cultural and social activities alongside tourism uses (Pages 19 - 22).
69. The Tourism Strategy recognises that tourism developments should contribute to relaxed, enjoyable environments that reflect the City's lifestyle character and can be accessed by the general public, not solely tourists (Page 19).
70. Annexure E expressly supports tourism development in rural areas, provided it is well-managed, low-impact and avoids land-use conflict. Recommendation 5.2 specifically states that the City should:
- “provide opportunities for and encourage innovative design and construction of low impact tourism facilities... in a range of locations including the rural area”*
71. Rural tourism uses are recognised as an important means of diversifying tourism attractions by:

- (a) Providing unique, place-based experiences;
- (b) Leveraging food, wine and hospitality as key attractors. (Pages 16, 19)

Busselton's Tourism Infrastructure

72. The Tourism Strategy recognises that tourism infrastructure is not limited to accommodation, but also includes restaurants, reception centres, hospitality venues and event spaces, which are listed as permissible and encouraged tourism uses across various zones. (Pages 22 – 23).

73. Such uses are acknowledged as contributing to:

- (a) Visitor satisfaction and length of stay;
- (b) Economic activity and employment;
- (c) Activation of sites and precincts through events and social functions.

(Pages 19, 22–23)

74. The proposed Tavern (Restricted) Licence aligns closely with the Strategy by enabling the Applicant to:

- (a) Provide licensed hospitality services to members of the public, consistent with tourism-supportive land uses;
- (b) Host functions and events, supporting both tourism and community activity;
- (c) Operate as a destination attractor within a rural setting, consistent with the Strategy's support for innovative rural tourism facilities;
- (d) Contribute to a diverse mix of tourism experiences, complementing natural attractions and existing tourism infrastructure.

(Pages 16, 19, 22 – 23)

75. The Venue's proposed operation reflect the Strategy's emphasis on tourism developments that enhance sense of place, provide social spaces, and are accessible to both visitors and residents (Pages 19 – 20).

Cruise Tourism

76. Extracts from *The Western Australian Cruise Tourism Strategic Plan 2023–2033* (“the Cruise Plan”) are annexed and marked “**Annexure F**”. The Cruise Plan confirms that cruise tourism is a significant and growing contributor to the State’s visitor economy, delivering substantial economic, employment and regional development outcomes. (Pages 4 – 5)



77. The Cruise Plan identifies cruise visitation as a mechanism for delivering high-yield visitors into regional destinations for concentrated periods, generating immediate demand for hospitality, food and beverage, transport and experiential tourism services. (Page 14 - 15)
78. In addition, Annexure F identifies Busselton as one of Western Australia’s established cruise destinations. Busselton is classified as a Tier 2 cruise destination, reflecting:
- (a) Destination awareness within the cruise sector;
 - (b) Established tourism appeal; and
 - (c) Strong shoreside destination experiences relative to port infrastructure capacity

(Pages 16, 24 – 25)

79. The Strategic Plan anticipates that Tier 2 destinations such as Busselton will continue to play a key role in optimising visitor experiences and economic outcomes from cruise visitation, particularly through the provision of high-quality shore excursion products. (Pages 24 - 25)
80. Busselton’s ongoing involvement as a destination is shown in the attached summary *Busselton’s Cruise Ship Arrival Schedule*, annexed and marked “**Annexure G**”

81. As noted by the Margaret River Busselton Tourism Association (“the MRBTA”), Busselton has developed a growing reputation as a destination port within the global cruise industry. Key factors attracting cruise lines to Busselton include the safe anchorage provided by the north-facing Geographe Bay, the striking visual arrival experience as passengers disembark via cruise tenders onto the heritage-listed Busselton Jetty, and convenient access to a range of world-class nature-based, food and wine experiences within the surrounding region. The City, local tourism operators and the local volunteer community are collectively acknowledged for working collaboratively to welcome cruise ships in a professional and well-coordinated manner, which contributes positively to the overall passenger experience and the reputation of Busselton as a cruise destination. (Source: mrbta.com/calendars/cruise-ship-arrival-schedule/#2026-2027-cruise-schedule)
82. The Strategic Plan confirms that cruise vessels visiting Western Australia range from small expedition vessels (generally under 300 passengers) to mid-size and large vessels carrying in excess of 2,000 passengers. (Pages 10 -11, 14 -15).
83. The scheduled vessels visiting Busselton include both luxury expedition ships and larger cruise ships, confirming that each port call represents a significant influx of potential patrons seeking shore-based tourism and hospitality experiences during their visit (Pages 14 -15).
84. By way example of the contribution cruise ships make to Busselton’s tourism economy, the MRBTA confirmed that during the 2024/25 season, 10 cruise ships visited Busselton. Combined these ships carried over 11,000 passengers and over 5,000 crew. (Source: mrbta.com/calendars/cruise-ship-arrival-schedule/#2026-2027-cruise-schedule)
85. The importance of shore excursions and visitor experience was deemed critical when looking at the value of the experience passengers would receive and a key decision-making metric for cruise lines when deciding ports of call. High quality shore excursions are recognised as essential to:
 - (a) Maximise passenger satisfaction;
 - (b) Increase passenger spend in regional destinations; and
 - (c) Enhance the long-term competitiveness of cruise destinations.

86. The Cruise Plan expressly supports the development, diversification and enhancement of shore excursion products that reflect local destination attributes and involve collaboration with local tourism, food and beverage operators. (Pages 34 - 35)
87. The Applicant submits that the grant of the Application will support and enhance Busselton's established and growing role as a Tier 2 cruise destination by enabling the delivery of high-quality, professionally managed shore excursion experiences that respond directly to the needs and expectations of cruise passengers.
88. In doing so, approval of the Application will assist in optimising the economic value of cruise visitation to the City and the broader South West region through increased passenger expenditure on local hospitality, entertainment and tourism experiences, within a controlled and responsible licensed environment.
89. The proposed operations will complement Busselton's existing destination strengths, contribute to positive visitor experiences during cruise port calls, and support the long-term competitiveness and reputation of Busselton as a cruise-ready regional destination, consistent with the objectives and intent of the Cruise Plan.



South West Visitor Numbers

90. Overnight tourism represents a significant and sustained contributor to visitation and expenditure within the City, as part of Australia's South West tourism region. In 2024, the South West attracted approximately 3.4 million overnight visitors, generating around 12.6 million visitor nights and \$2.43 billion in overnight visitor expenditure. The visitor mix is predominantly domestic, with intrastate visitors accounting for the largest

share, followed by interstate and a growing international market. Annexed and marked **“Annexure H”** is a copy of Tourism WA’s *South West Overnight Visitors Factsheet, 2024*.

91. Busselton consistently ranks as one of the most visited local government areas in the South West, attracting in 2024 approximately 28% of intrastate overnight visitors and around one-third (33%) of interstate overnight visitors, reflecting its role as a key coastal destination and regional accommodation hub
92. International visitation also remains material, with Busselton accounting for approximately 26% of international overnight visitors to the South West region, reinforcing its appeal to higher-yield and longer-stay markets.
93. Across all markets, overnight visitors to the Region demonstrate strong engagement with food, beverage and hospitality experiences, with dining out identified as the most common activity undertaken by intrastate, interstate and international visitors. Average lengths of stay and trip expenditure further indicate that overnight visitors represent a stable, repeat and economically valuable visitor cohort, supporting sustained demand for licensed hospitality services in Busselton.



SABINA RIVER FARM

Demographics

94. With respect to the population of the City, the following documents are annexed:
 - (a) *Australian Bureau of Statistics, 2021 Quickstats - LGA Busselton - “Annexure I”* (“the Quickstats LGA”);

(b) *Australian Bureau of Statistics, 2021 Quickstats* - - “**Annexure J**” (“the Yalyalup Quickstats”); and

(c) *Australian Bureau of Statistics, 2021 Quickstats* - - “**Annexure k**” (“the Ruabon Quickstats”).

95. The Quickstats LGA records that 2% of residents described themselves as Aboriginal or Torres Strait Islander, which equates to 795 persons out of a total population of 40,640 people. The State median of Indigenous residents was recorded at 3.3% of the population, therefore within the City there is a significantly lower number of Indigenous residents when compared to WA as a whole.

96. Other key features from Annexures I, J and K that are relevant to this application are noted below:

(a) **City of Busselton**

- (i) Total resident population of 40,640, with a relatively even split of genders;
- (ii) A median age of 45 years;
- (iii) Children aged between 15 – 19 years made up less than 6% of the population;
- (iv) 52.5%, of residents were married, while those who had never married and over the age of 15 years made up 29% of the population;
- (v) Couples without children made up 47% of the population;
- (vi) The most common countries of birth in the City was Australia (75%), the other top 3 locations were:
 - England (8%);
 - New Zealand (2); and
 - South Africa (1)%.
- (vii) 89% of the population speak only English at home;
- (viii) In relation to employment status, the City’s working population included:
 - Full-time workers (50.5%);

- Part time workers (39%); and
 - Unemployed (3%).
- (ix) The three (3) main occupations in the City were:
- Technicians and Trades Workers (18%);
 - Professionals (17%); and
 - Managers (13%).
- (x) The median household weekly income for the City's residents was lower than the State and National averages, which reflects the high number of retirees that live in the City.

(b) Yalyalup

- (i) Total resident population of 2,950;
- (ii) Median age of residents was 36 years;
- (iii) There was a relatively even split with respect to gender (Male 48% / Female 52%);
- (iv) The Indigenous population for the area was less than 2%;
- (v) Children aged between 15 – 19 years made up 6% of the population;
- (vi) Residents (over the age of 15 years) who had never married made up 32.5% of the population;
- (vii) Couples without children made up 38% of residents;
- (viii) In relation to employment, residents were engaged in:
- Full-time employment (55.%);
 - Part-time employment (35%); and
 - Unemployed (3%);
- (ix) The three (3) main occupations in the area were:
- Technicians and Trades Workers (19%);

- Professionals (15%);
- Community & Personal Service Workers (13%);

(x) The most common countries of birth after Australia (76.5%) in the area were:

- England (7%);
- New Zealand (2%); and
- South Africa (2.0%).

(xi) 90% of residents only spoke English at home, those who spoke another language at home included Afrikans (1%), Punjabi (1%) and Tagalog (1%).

(c) **Ruabon**

- (i) Total resident population of 82;
- (ii) Median age of residents was 38 years; and
- (iii) The locality consists of approximately 21 families and 36 private dwellings.

97. Annexed marked “**Annexure L**” is an extract of the report from the Australian Bureau of Statistics *Socio-Economic Index for Australia* (“SEIFA”) showing the City’s score of 958. While under the National benchmark is 1,000 this is not reflective of social dysfunction, unemployment stress, or poor amenity. The dominant driver for this score is the disproportionately high proportion of residents aged 65+, many of whom are retired and living on fixed incomes, despite having high levels of amenity, liveability, and economic stability.



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