

SIDEPIECE & Matroda

Public Interest Assessment - One-off ETP

Event	SIDEPIECE & Matroda
Date	Friday 13 November 2026
Time	6.00pm - 11.00pm
Capacity	2,500 patrons
Venue	Ice Cream Factory Warehouse
Premises	Coconut Grove Tavern, 161 James Street, Northbridge WA 6003
Applicant	Penzance Pty Ltd

Public Interest Assessment

1. Executive summary

This Public Interest Assessment supports an application by Penzance Pty Ltd for a one-off Extended Trading Permit - Extended Area for Coconut Grove Tavern / Ice Cream Factory Warehouse.

The event is SIDEPIECE & Matroda, a ticketed international electronic music event with a proposed capacity of 2,500 patrons and trading from 6.00pm to 11.00pm on Friday 13 November 2026.

The event is entertainment-led. Patrons attend specifically for the programmed international artist performances, production and warehouse concert experience. Liquor service will be ancillary to the primary entertainment offering and subject to the usual management and harm-minimisation controls.

The Applicant submits that the application is in the public interest because it promotes cultural activity, supports Perth's live music and night-time economy, provides consumer choice, brings internationally recognised electronic artists to Western Australia, attracts patrons into the locality for a specific ticketed event, and can be safely and responsibly managed through conditions.

2. Proposed manner of trade

Matter	Proposed arrangement
Event	SIDEPIECE & Matroda
Venue	Ice Cream Factory Warehouse
Date	Friday 13 November 2026
Trading period	6.00pm - 11.00pm
Capacity	2,500 patrons

Format	Ticketed, entertainment-led warehouse concert across two programmed stages. Patrons attend for the programmed music event rather than general bar trading.
Liquor service	Liquor service will be ancillary to the primary entertainment offering and conducted under the authority of the licensee, subject to all permit conditions.
Entry	Ticket-holder-only entry with patron screening, capacity control and controlled egress.

Booked artist set times

Time	Program item
MAIN STAGE	
6.00pm - 8.00pm	GNC\$PRO
8.00pm - 9.30pm	MATRODA
9.30pm - 11.00pm	SIDEPIECE
PATIO	
6.00pm - 8.00pm	WHERE\$HOLLY?
8.00pm - 9.30pm	TOMO BAKER
9.30pm - 11.00pm	VERT

3. Artist and cultural significance

SIDEPIECE & Matroda is a significant international electronic music event for the Ice Cream Factory Warehouse. The event brings together two established international house music acts, supported by a second programmed stage on the Patio featuring additional artists throughout the evening.

SIDEPIECE is the American electronic music duo of Dylan Ragland (Party Favor) and Ricky Mears (NITTI). Formed in 2019, the project achieved international recognition through its collaboration with Diplo, “On My Mind”, which received a Grammy Award nomination for Best Dance Recording. SIDEPIECE has since developed a substantial international touring profile through headline performances, major festivals and club appearances, establishing the project within contemporary house music.

Matroda is a Croatian-born, Los Angeles-based DJ and producer known for a distinctive house and bass-influenced production style. His international career has included releases through established electronic music labels, appearances at major festivals and clubs, and the development of his Terminal Underground label and event platform. Presenting Matroda alongside SIDEPIECE provides Perth audiences with two internationally active artists within one dedicated warehouse event.

The event will contribute to Perth's cultural life by presenting a ticketed, production-led warehouse concert featuring international electronic artists in a purpose-built, high-capacity and professionally managed event environment. The two-stage format also provides opportunities for additional programmed artists and creates a broader live entertainment offering across the venue.

4. Consumer requirement and diversity

The event responds to consumer demand for high-quality international electronic music events in Perth. House and electronic music audiences are an established part of Western Australia's live music market, and the Ice Cream Factory Warehouse provides a venue format that is distinct from ordinary bar or nightclub trading.

The proposed event provides diversity in licensed services and facilities by offering a ticketed, entertainment-led warehouse experience across two programmed stages. It is not general public bar trading; it is a specific music event with defined entry, capacity, artist programming and operating controls.

The event also supports the broader Perth/Northbridge entertainment ecosystem by drawing patrons into the locality for a ticketed performance and encouraging pre- and post-event hospitality visitation. The 2,500-patron capacity allows a substantial international touring event to be presented within an established inner-city live entertainment venue.

5. Harm minimisation and management

The Applicant acknowledges that harm minimisation is central to the Act and to the proper operation of the event. The event will operate under the Ice Cream Factory management framework and any conditions imposed by the Director.

The proposed 2,500-patron capacity is appropriate for the Warehouse format and is within the scale of events previously managed by the Applicant at Ice Cream Factory under licence and permit conditions.

Risk will be managed by ticket-holder-only entry, capacity control, approved managers, licensed security, RSA monitoring, CCTV coverage, lighting, water availability, controlled egress and patron-welfare procedures.

6. Locality and amenity

The event will occur within the Perth/Northbridge entertainment locality, which is already characterised by hospitality, nightlife, live entertainment and event activity.

The event is limited in duration and will be conducted within the Ice Cream Factory Warehouse and Patio from 6.00pm to 11.00pm. Patrons are expected to attend specifically for the ticketed performance rather than for general bar access.

The Applicant will operate in accordance with applicable noise, security, patron-management and stakeholder requirements. The Applicant submits that the event will not result in undue offence, annoyance, disturbance or inconvenience and will not reduce the amenity, quiet or good order of the locality.

7. Public interest conclusion

The grant of the application will support cultural activity, international live entertainment, local employment, touring artist activity, hospitality visitation and consumer choice. The event brings SIDEPIECE and Matroda, two internationally active electronic music acts, to Perth and supports Western Australia’s inclusion within international touring routes.

The event is a defined, ticketed entertainment experience with a 2,500-patron capacity, two programmed stages and an operating period of 6.00pm to 11.00pm. Liquor service is ancillary to the primary entertainment purpose of the event. Any risks associated with the event can be appropriately managed through the Applicant’s proposed operating controls and conditions imposed by the Director. The Applicant respectfully submits that the grant of the one-off ETP is in the public interest.

Proposed Conditions Schedule

The Applicant is willing to accept conditions substantially in the following form, subject to the Director’s preferred drafting.

Condition area	Proposed condition / control
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Patron capacity	The number of patrons permitted in the extended licensed area must not exceed 2,500 at any one time.
Ticketed event	Entry to the extended licensed area is restricted to ticket holders attending the approved event.
No packaged liquor	Liquor sold or supplied from the extended licensed area must be for consumption on the licensed premises only. The sale or supply of packaged liquor for consumption off the licensed premises is prohibited from the extended licensed area.
Unsealed containers	Liquor sold or supplied from the extended licensed area must only be supplied in unsealed containers.
Drink transaction limit	Liquor sold or supplied from the extended licensed area is restricted to no more than four drinks per person at any one time.
Rapid-consumption products	The licensee must not sell or supply liquor in a manner that encourages rapid consumption, including shots, shooters, laybacks, test tubes, jelly shots, blasters, bombs or similarly marketed products.
Low and no-alcohol options	Low-strength liquor and a range of non-alcoholic beverages must be readily available for sale or supply for the duration of the event.
Drinking water	Potable drinking water must be available free of charge at all times liquor is sold or supplied for consumption on the licensed premises.
RSA monitoring	The licensee must provide appropriate RSA monitoring within the extended licensed area, including RSA Marshalls or equivalent patron-monitoring personnel as required by the Director.
Security	Licensed crowd controllers must be engaged in accordance with the ratio and requirements imposed by the Director.
Lighting	Lighting must comply with the requirements imposed by the Director, including adequate illumination of bar areas, public areas and entry/exit points to assist patron monitoring.
CCTV	The extended licensed area must be covered by CCTV in accordance with the Director's applicable requirements.
Egress and welfare	The licensee must maintain and implement patron egress, dispersal, welfare and risk-management procedures for the event.

Reference Notes

These notes support the artist-profile material and may be removed before lodgement if the Applicant prefers a clean application without reference notes.

Topic	Reference
SIDEPIECE artist background	Official and industry profiles identify SIDEPIECE as the American electronic music duo of Party Favor and NITTI, with an international house music profile and a Grammy-nominated collaboration with Diplo, "On My Mind".

Matroda artist background	Official and industry profiles identify Matroda as a Croatian-born, Los Angeles-based electronic music producer and DJ with an established international touring and release profile, and founder of Terminal Underground.
Event programming	The event program comprises two stages: the Main Stage featuring GNC\$PRO, Matroda and SIDEPIECE, and the Patio featuring wheresholly?, Tomo Baker and Vert.



COCONUT GROVE TAVERN
Ice Cream Factory Event Series
2026/2027

ALCOHOL MANAGEMENT PLAN

Introduction	2
Event Overview	3
Licensee & Venue Details	3
Key Stakeholders	3
Restricted Entry to Ticket Holders	4
18+ Venue Only and Identification	5
Entry Management & Patron Screening	5
Conditions of Entry	6
CCTV	7
Appropriate Perimeter Fencing	8
Adequate Lighting	8
RSA Supervisors & Approved Managers	8
Compliance with Local Authority	9
All Beverages Served Responsibly	9
Removal of Intoxicated Persons from Licensed Area	10
'Chill-Out' Zone	10
Drink Limit and Beverage Service	10
Security Ratio 1 to 150 at all Service Times	11
Incident Register	11
Summary	12

Introduction

This Alcohol Management Plan has been developed to demonstrate the systems, procedures and operational controls that will be implemented by Penzance Pty Ltd T/A Coconut Grove Tavern to ensure the responsible sale, supply and consumption of liquor during events conducted within the licensed premises.

The Licensee acknowledges that the responsible management of alcohol is fundamental to providing a safe environment for patrons, staff, contractors and the surrounding community. This plan outlines the strategies that will be implemented to minimise alcohol-related harm, prevent disorderly behaviour and ensure compliance with the *Liquor Control Act 1988 (WA)*, all licence conditions and relevant policies issued by the Director of Liquor Licensing.

This document should be read in conjunction with the Event Management Plan, Security Management Plan, Emergency Management Plan and Medical Plan. Together, these documents provide an integrated approach to event safety and operational management.

The measures contained within this plan are based on recognised harm minimisation principles and have been developed having regard to the nature of the event, anticipated patron demographics, venue capacity and the operational experience of the event management team.

Event Overview

Since opening in 2017, the Ice Cream Factory has become one of Perth's premier outdoor live music venues, making a significant contribution to the city's entertainment and cultural landscape. The venue has hosted a diverse program of local, national and international artists, attracting patrons from across Western Australia and supporting the continued growth of Perth's live music scene.

The Ice Cream Factory has established a strong reputation for delivering safe, professionally managed events. During the 2025/2026 event season, the venue welcomed more than 100,000 patrons across its program of events without any major incidents. This achievement reflects the experience of the event management team and the effectiveness of the venue's operational procedures, security management and commitment to responsible alcohol service and patron welfare.

Licensee & Venue Details

Venue: Coconut Grove Tavern
161 James Street, Northbridge WA

Associated Event Area: Ice Cream Factory
92–100 Roe Street, Northbridge WA

Licensee:
Penzance Pty Ltd T/A Coconut Grove Tavern.
Entertainment Enterprises

To further support responsible alcohol management, the event will operate under a strict **No Pass-Out** policy. Patrons who choose to leave the venue during trading hours will not be permitted to re-enter the event.

The No Pass-Out policy is an important harm minimisation measure that assists in reducing excessive alcohol consumption by discouraging patrons from leaving the venue to consume alcohol elsewhere before attempting to return. It also improves the accuracy of patron counts, strengthens security and access control, and enables Venue Management to maintain effective oversight of the licensed premises throughout the duration of the event.

Together, these measures establish a controlled and accountable entry process, ensuring the event operates within approved capacity limits while supporting the responsible management of alcohol and maintaining a safe environment for patrons and staff.

18+ Venue Only and Identification

The event will operate as a strictly 18 years and over licensed venue. Preventing underage persons from accessing the licensed premises is a fundamental component of the venue's alcohol management strategy and an essential requirement of the *Liquor Control Act 1988 (WA)*.

Every patron seeking entry to the venue will be required to present valid proof of age to licensed Crowd Controllers before being admitted to the premises. Entry will not be granted until the patron's identity has been verified and all entry requirements have been satisfied. Any person unable to produce acceptable identification, or whose identification cannot be verified as genuine, will be refused entry.

Accepted forms of identification include:

- A current Australian Driver Licence with photograph;
- A current Passport with photograph; or
- A current Western Australian Proof of Age Card.

Photographs or digital copies of identification presented on a mobile device will not be accepted. Identification must be current and valid, with expired documents not accepted under any circumstances. Where there is any uncertainty regarding the authenticity of an identification document or the identity of the person presenting it, staff may request additional identification or refuse entry until the patron's identity can be satisfactorily confirmed.

Age verification does not cease once a patron has entered the venue. Bar staff are trained to request identification from any patron who appears to be under the age of 25 years or where there is any doubt regarding a person's age. This approach provides an additional safeguard against underage service and reinforces the venue's commitment to responsible alcohol management.

Bar service areas are designed to support the effective implementation of Responsible Service of Alcohol (RSA) practices. Adequate lighting is provided to enable staff to accurately assess identification documents, monitor patron behaviour and identify signs of intoxication. Crowd Controllers and RSA Supervisors are positioned in close proximity to bar service areas throughout the event, providing immediate assistance where identification concerns, refusals of service or patron management issues arise.

Through comprehensive entry screening, ongoing age verification and close collaboration between Security, RSA Supervisors and bar staff, Venue Management maintains a robust system for preventing underage access and ensuring liquor is supplied only to appropriately identified adult patrons.

Entry Management & Patron Screening

Effective management of patron entry is a critical component of the venue's alcohol management strategy. The entry process is designed to ensure that all patrons are appropriately screened prior to entering the licensed premises, reducing the likelihood of alcohol-related harm, disorderly behaviour and other incidents occurring within the venue.

Throughout the event, the main entry point will be overseen by a member of the Venue Management team who will be responsible for coordinating all ingress operations. This includes monitoring patron flow, supervising entry procedures and directing the deployment or redeployment of Crowd Controllers, RSA Supervisors and other operational staff in response to patron volumes or emerging risks. Maintaining management oversight at the entry point enables decisions to be made promptly and ensures that the entry process remains safe, efficient and responsive to changing conditions.

The ingress to the venue will be constructed using **CCB fence panels** to create clearly defined queuing lanes, allowing patrons to progress through a structured and orderly screening process. This configuration assists in managing patron flow, minimising congestion and providing sufficient space for entry procedures to be completed safely and efficiently. Each entry lane will be staffed by licensed Crowd Controllers, with support from RSA Supervisors where required, to ensure all patrons are consistently assessed prior to admission.

As part of the entry process, Crowd Controllers will undertake ticket validation, proof of age verification, visual assessments for signs of intoxication or drug impairment, and bag inspections where necessary. Patrons who are considered intoxicated, displaying aggressive or disorderly behaviour, or attempting to bring prohibited items into the venue will be refused entry in accordance with venue policies and the requirements of the *Liquor Control Act 1988 (WA)*.

The entry queue itself will also be actively monitored, allowing staff to identify developing issues before patrons reach the screening point. This proactive approach enables early intervention where required and assists in maintaining an orderly and respectful environment both inside and immediately outside the venue.

Waste bins will be positioned adjacent to the venue entrance to allow patrons to dispose of prohibited items, including externally supplied liquor, bottles, cans and other containers, before entering the licensed premises. Signage will also be displayed at the entry advising patrons that outside liquor is not permitted within the venue and reminding them of the penalties associated with street drinking and attempting to bring alcohol into a licensed premises. These measures reinforce the venue's Conditions of Entry and support compliance with liquor licensing requirements.

Through structured entry procedures, experienced staff and active management oversight, Venue Management aims to ensure that only suitable patrons gain access to the event, establishing a safe, well-managed and controlled environment from the commencement of trading.

Conditions of Entry

Clearly displayed Conditions of Entry signage will be positioned at the main entrance to the venue to ensure patrons are aware of the venue's expectations and entry requirements before seeking admission. The signage forms an important part of the venue's patron management strategy by establishing clear behavioural expectations, supporting responsible alcohol management and assisting staff in the consistent application of entry and licensing requirements.

The Conditions of Entry will outline the minimum standards expected of all patrons and advise that entry to the venue is subject to compliance with these requirements. Venue Management reserves the right to refuse entry or remove any person whose behaviour is considered inappropriate, who fails to comply with venue policies, or whose presence may compromise the safety, comfort or enjoyment of other patrons.

Information displayed at the venue entrance will include, but not be limited to:

- acceptable forms of identification;
- standards of behaviour expected within the venue;
- Responsible Service of Alcohol (RSA) requirements, including the refusal of entry or service to intoxicated persons;
- prohibited items and prohibited conduct;
- venue dress standards, including any prohibited attire in accordance with venue policy and applicable legislation; and
- any additional conditions relevant to the safe operation of the event.

The Conditions of Entry signage is intended to provide patrons with clear and consistent information prior to entering the venue, reducing the potential for misunderstanding and supporting staff in the fair and effective enforcement of venue policies throughout the event.



SHOW ID
The Ice Cream Factory is 18+
All guests are required to show a valid identification (ID) as proof of identity and must produce one of the following acceptable forms of ID:

- A current Passport with a photograph
- A current Australian Drivers Licence with a photograph
- A Western Australian Proof of Age card

ENJOY RESPONSIBLY
The Ice Cream Factory is a Licensed area and as such, alcohol may only be consumed with the following provisions:

- Alcoholic beverages must not be taken from the Venue / Licensed Premises
- No external alcoholic beverages will be permitted entry to the Venue / Licensed Premises
- Intoxicated persons will be refused entry/evicted from the Venue
- It is an offence to purchase liquor for or to supply liquor, to a minor

DON'T GET TOO LIT
Ice Cream Factory management reserves the right to refuse admission to and eject from the Event without compensation for any Entrant, whose conduct is, or deemed to be unlawful, disorderly or offensive, or who is not entitled to attend that event. This can include those who are intoxicated, violent, quarrelsome, disorderly or maybe drug-affected or in possession of illegal drugs/substance drugs.

LOOK SUAVE
Ice Cream Factory management reserves the right to refuse admission or service to any person or persons failing to comply with the following dress requirements.

- Footwear to be worn at all times
- A patron wearing any 'colours' or 'insignia' signifying belonging to any Outlaw Motor Cycle clubs (OMC's) or other groups as designated by Police, is prohibited from entering, or being in the Venue. This includes coats, T-shirts, scarfs, waistcoats, caps, patches etc that indicate a patron belongs to any of such OMC's or groups.

DRESS STANDARDS - OUTLAW MOTORCYCLE GANGS
The following dress standard applies during the permitted trading hours:
(a)Jackets or any other clothing or accessory, or any clearly visible body marking, bearing patches or insignia of any Outlaw Motor Cycle Gangs not limited to, but including, the following listed Outlaw Motor Cycle Gangs, are not permitted to be worn or to be visible on the licensed premises:

(i) Coffin Chesters;	(ix) Hell's Angels	(xi) Mongols;
(ii) Club Deroges;	(x) Finks;	(xii) Lone Wolf;
(iii) Gods Garbage;	(vii) Rebels;	(xiii) Bandidos and
(iv) GypsyJokers;	(viii) Comancheroes;	(xiv) Brothers 4 Life.
(v) Outlaws;	(x) Rock Machine;	

BUY TICKETS, BE COOL
Ice Cream Factory Management may cancel, interrupt or stop the Event due to dangerous situations, adverse weather or any other causes beyond its reasonable control, and such cancellation, interruption or stopping of the Event shall not entitle the Patron to make any claim whatsoever against the event organizer. Patrons evicted or refused entry due to disorderly conduct or inappropriate behaviour deemed by management are also not entitled to any compensation or refund.

- Patron may be refused entry if they are in possession of stolen/fraudulent or cancelled tickets
- Patrons bringing personal belongings into the Ice Cream Factory do so at their own risk. The Ice Cream Factory will not be held responsible for any damages to, loss or theft of a patron's personal belongings.
- The movement of patrons within the Ice Cream Factory site will be subject to the monitoring of CCTV cameras.
- By entering the Ice Cream Factory, you consent to being filmed and /or photographed. Photography and Videography filmed in the venue may be used for social media and advertising for the venue. It's ok, we'll throw a filter on you babes.

CCTV

The venue operates a Closed Circuit Television (CCTV) system as an integral part of its security and alcohol management strategy. The system assists Venue Management and Security personnel to monitor patron behaviour, respond to incidents and support the safe operation of the licensed premises.

The CCTV system complies with the Director's *Security Licensing Conditions* policy dated 29 August 2024 and provides coverage of the venue entrance, public bar areas and licensed areas. All recorded images will be retained for a minimum of twenty-eight (28) days and made available for viewing or removal by an authorised officer, as defined under the *Liquor Control Act 1988 (WA)*, upon request.

Venue Management will ensure the CCTV system remains operational throughout trading hours, providing an additional layer of security and supporting the investigation of incidents where required.

Appropriate Perimeter Fencing

The licensed area will be fully enclosed by secure perimeter fencing to clearly define the licensed boundary and prevent unauthorised access. The fencing forms an important part of the venue's access control measures, assisting Security personnel to monitor patron movement and deter attempts to enter the venue without authorisation.

Given the venue's location within the Northbridge entertainment precinct, the perimeter will be constructed using scaffold structures to provide a robust and secure barrier. The fencing will be a minimum of 2.4 metres in height and screened with scrim to reduce opportunities for fence climbing and unauthorised entry. These measures support effective crowd management and help maintain the integrity of the licensed premises throughout the event.

Adequate Lighting

Adequate lighting will be provided throughout the licensed premises to support patron safety, effective security operations and the responsible service of alcohol. Lighting levels have been designed to assist staff in monitoring patron behaviour, verifying identification, assessing signs of intoxication and maintaining safe pedestrian movement throughout the venue.

Lighting will be operated in accordance with the venue's licence conditions and the following minimum standards:

- Lighting will be energised from approximately one hour prior to sunset and remain illuminated until at least one hour after the cessation of licensed trading.
- General public areas will maintain a minimum illumination level of 5 lux, excluding the immediate vicinity of stage areas during live performances.
- Entry and exit points, together with all bar service areas, will maintain a minimum illumination level of 40 lux to support patron monitoring and responsible service practices.

These measures assist Venue Management, Security personnel and bar staff to maintain a safe and well-supervised environment throughout the event.

RSA Supervisors & Approved Managers

Dedicated RSA Supervisors will be deployed throughout the licensed premises for the duration of trading. Their role is to provide active oversight of alcohol service and patron behaviour, with particular focus on entry points, security checkpoints, bar service areas, service queues and general patron movement throughout the venue.

RSA Supervisors will be clearly identifiable in high-visibility RSA vests and will maintain a minimum ratio of one RSA Supervisor per one thousand (1:1,000) patrons during all trading hours. Their duties include monitoring for signs of intoxication, supporting bar staff with refusal of service decisions, identifying developing behavioural concerns and escalating matters to Approved Managers or Security personnel where required.

Unrestricted Approved Managers will be on duty across the licensed premises, including all bar service areas. Approved Managers will not be limited to fixed bar positions and will also roam throughout the venue to supervise operations, monitor compliance and respond to incidents as they arise.

All Approved Managers will be issued with radios to ensure direct communication with other Approved Managers, RSA Supervisors, Security and the Coconut Grove Management Team. This communication structure allows alcohol-related concerns, patron welfare issues and operational messages to be relayed quickly and consistently across the site.

Together, RSA Supervisors and Approved Managers provide a visible and proactive management presence, supporting responsible service practices and ensuring emerging risks are addressed before they escalate.

Compliance with Local Authority

Venue Management is committed to complying with all conditions and requirements imposed by the relevant Local Authority and other regulatory agencies for the duration of the event. This includes, but is not limited to, compliance with approved food operations, environmental health requirements, noise management conditions and any other approvals applicable to the event.

Operational procedures relating to these matters are detailed within the Event Management Plan and will be implemented alongside the alcohol management measures outlined in this document to ensure the event is conducted safely and in accordance with all statutory requirements.

All Beverages Served Responsibly

The responsible service of alcohol is a fundamental component of the venue's operational practices and alcohol harm minimisation strategy. All liquor will be sold and supplied in accordance with the *Liquor Control Act 1988 (WA)*, the venue's liquor licence conditions and recognised Responsible Service of Alcohol (RSA) principles.

All staff involved in the sale or supply of liquor are required to hold a current Responsible Service of Alcohol (RSA) qualification. Prior to commencing work, staff will attend a mandatory pre-event briefing where venue-specific liquor licence conditions, RSA responsibilities, refusal of service procedures and incident reporting processes will be reviewed. As part of the sign-in process, staff will acknowledge that they have read and understood the relevant liquor licence conditions and their responsibilities under the venue's alcohol management procedures.

Throughout the event, Venue Management, Approved Managers and RSA Supervisors will provide ongoing support and oversight to ensure responsible service practices are consistently applied. Staff are encouraged to seek assistance whenever they are uncertain about serving a patron, with patron safety and legislative compliance taking priority over the sale of alcohol at all times.

The effectiveness of these practices is reflected in the venue's proven compliance history. Since commencing operations in 2017, Ice Cream Factory events have operated without receiving a liquor licensing infringement. Throughout each event season, the venue is regularly inspected by officers from the Department of Local Government, Sport and Cultural Industries (Racing, Gaming and Liquor) during trading hours. These inspections consistently provide an opportunity to demonstrate the venue's operational procedures and compliance with liquor licensing requirements, with Venue Management regularly receiving positive feedback regarding the standard of operations, responsible service practices and overall management of the licensed premises. This established compliance record demonstrates the venue's ongoing commitment to responsible alcohol management and continuous improvement.

Removal of Intoxicated Persons from Licensed Area

Preventing intoxicated persons from entering or remaining within the licensed premises is a key component of the venue's alcohol harm minimisation strategy. All patrons will be assessed by Crowd Controllers, RSA Supervisors and Security personnel prior to entry. Patrons displaying signs of intoxication or impairment will be refused entry.

Throughout the event, bar staff, RSA Supervisors, Approved Managers and Security personnel will continue to monitor patron behaviour. All bar staff hold a current Responsible Service of Alcohol (RSA) qualification and will refuse service to any patron showing signs of intoxication. Bar staff will report all refusals of service and concerns regarding intoxication to an Approved Manager or RSA Supervisor for further assessment.

Where appropriate, patrons may be directed to the designated Chill-Out Area for assessment and support. If a patron is assessed as unduly intoxicated or their behaviour presents a risk to themselves or others, they will be removed from the licensed premises by licensed Crowd Controllers. St John WA will provide on-site first aid services throughout the event to assist with the assessment and treatment of patrons where required. Patrons removed for intoxication will not be permitted to re-enter the venue.

'Chill-Out' Zone

A dedicated Chill-Out Zone will be established adjacent to the St John WA First Aid area to support patron welfare and responsible alcohol management. The area will be monitored by RSA Supervisors, Security personnel and St John WA First Aid officers, providing a safe and supervised environment for patrons requiring assistance.

The Chill-Out Zone will be equipped with seating and free drinking water, allowing patrons the opportunity to rest, rehydrate and be assessed where required. The area may be utilised by patrons who have been refused entry, refused further service of alcohol or removed from the licensed premises, as well as those requiring a period of observation before safely departing the venue.

The provision of a dedicated welfare area supports the venue's harm minimisation strategy by encouraging early intervention, promoting patron wellbeing and assisting patrons to make safe transport arrangements before leaving the event.

Drink Limit and Beverage Service

Venue Management is committed to promoting the responsible service and consumption of alcohol through the implementation of practical harm minimisation measures. Beverage service will be managed to discourage excessive consumption while ensuring patrons have access to suitable food and non-alcoholic alternatives throughout the event.

The following controls will apply during all trading hours:

- Alcohol sales will be restricted to a maximum of four (4) alcoholic beverages per transaction.
- Venue Management may reduce the transaction limit to two (2) alcoholic beverages where patron behaviour or operational circumstances require.
- The sale of bottled beverages may be suspended at any time should additional alcohol management measures be considered necessary.
- No promotions or service practices that encourage the rapid or excessive consumption of alcohol will be conducted.
- Food will be available for purchase whenever liquor is being sold.
- Free drinking water will be readily available at all bar service areas.
- The beverage menu will include a range of full-strength, mid-strength and zero-alcohol beverages, together with soft drinks and bottled water.

Any changes to beverage service conditions will be communicated promptly to all Approved Managers and bar staff via the venue's radio communication network to ensure a consistent approach across all service areas.

Mid-Strength, Full Strength, Soft Drink & Water will be available.

The beverage menu has been developed to support responsible alcohol consumption by providing patrons with a range of suitable beverage options throughout the event. A selection of full-strength (5%), mid-strength (3.5%) and zero-alcohol beverages will be available, together with soft drinks and bottled water. Soft drinks will be available at reasonable prices from all bar service areas, while free drinking water will be readily accessible at each bar and from dedicated water stations located throughout the venue.

Security Ratio 1 to 150 at all Service Times

Security services for the event will be provided by Ace Security & Events, who will supply licensed Crowd Controllers in accordance with the requirements of the venue's liquor licence and the *Liquor Control Act 1988 (WA)*.

Licensed Crowd Controllers will be deployed at a minimum ratio of two (2) Crowd Controllers for the first 100 patrons, and one (1) additional Crowd Controller for every 150 patrons thereafter. In addition, a minimum of 10 Unrestricted Approved Managers will be on duty throughout the event, ensuring an Approved Manager is present in every bar service area. Dedicated RSA Supervisors will also be deployed at a minimum ratio of one (1) RSA Supervisor per 1,000 patrons.

Security personnel will monitor patron behaviour, assist with entry screening, support Responsible Service of Alcohol (RSA) practices and respond to incidents as required. All security staff, Approved Managers and RSA Supervisors will be equipped with radios to maintain effective communication and enable the timely coordination of operational responses across the venue.

A comprehensive Security Management Plan will be prepared by Ace Security & Events detailing security deployments, emergency procedures, evacuation arrangements and guard locations. Security resources may be repositioned throughout the event in response to patron movements, crowd behaviour or operational requirements to ensure the continued safety and security of the licensed premises.

Incident Register

Venue Management will maintain an Incident Register throughout the event to record all significant incidents occurring within the licensed premises. This will include refusals of entry, refusals of service, patron removals, security incidents, medical incidents and any other matters considered relevant to the safe operation of the event.

Where required, detailed incident reports will be completed and retained by Venue Management. These records will be made available to an authorised officer upon request in accordance with the requirements of the *Liquor Control Act 1988 (WA)*.

Summary

The Ice Cream Factory is committed to providing a safe, well-managed and enjoyable environment through the responsible sale and service of alcohol. The measures outlined in this Alcohol Management Plan demonstrate a proactive approach to alcohol harm minimisation, with a focus on prevention, early intervention and continuous monitoring throughout the event.

The successful delivery of the event relies on the coordinated efforts of Venue Management, Approved Managers, RSA Supervisors, Security personnel and St John WA. Together, these operational controls support compliance with the *Liquor Control Act 1988 (WA)* while promoting responsible patron behaviour and protecting the safety of patrons, staff and the surrounding community.

The following key control measures will be implemented throughout the event:

- Fully ticketed event with controlled patron numbers.
- Controlled entry with identification verification and patron screening.
- Strictly 18+ licensed venue.
- Clearly defined licensed area secured by perimeter fencing.
- Comprehensive CCTV coverage throughout the licensed premises.
- Adequate lighting to support patron safety, security and RSA practices.
- Dedicated RSA Supervisors and Unrestricted Approved Managers on duty throughout trading.
- Licensed Crowd Controllers deployed in accordance with statutory ratios.
- Maximum of four (4) alcoholic beverages per transaction, with the ability to reduce service limits where required.
- No service practices or promotions that encourage the rapid or excessive consumption of alcohol.
- Food available whenever liquor is sold.
- Free drinking water readily available throughout the venue.
- A range of full-strength, mid-strength and zero-alcohol beverages available.
- Dedicated Chill-Out Zone monitored by RSA Supervisors, Security personnel and St John WA.
- St John WA providing on-site first aid services.
- Comprehensive incident reporting and record keeping.
- Compliance with all liquor licence conditions and Local Authority requirements.

Through the implementation of these measures, ICF is confident the event will operate in a safe, controlled and responsible manner while maintaining a strong commitment to alcohol harm minimisation and regulatory compliance.



EVENT MANAGEMENT PLAN

THE ICE CREAM FACTORY EVENT SERIES 2026/ 2027

AMENDMENTS TO THIS EVENT MANAGEMENT PLAN

Version	Date	Prepared By	Amendment Details
V1	August 2025	Jemma Buckley	- Original Copy
V2	September 2025	Jemma Buckley	- Updated specific event details
V3	June 2026	Jemma Buckley	- Updated Season details
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Table of Contents

Event Details	4
About the Event	4
Event Demographic	5
Event Organiser Details	5
Key Stakeholders	5
Site Build, Bump In & Inductions	6
2,500person Capacity - Warehouse Events	7
4,500person Capacity - Full Festival Mode	7
Crowd Management Plan	8
Ingress	8
Queuing Arrangements	9
Egress	9
Conditions of Entry - Searches	9
Security	10
Responsible Service of Alcohol	11
Medical & First Aid	11
Emergency Management	12
Waste Management Plan	12
Ablution Management	13
Food Catering	13
Noise Management	13
Risk Management	14
Insurance	14
Disability & Inclusion	14
Further Information	15



Event Details

Located within the iconic Peter's Ice Cream Factory precinct in Northbridge, the Ice Cream Factory has become one of Perth's premier outdoor live music venues and a significant contributor to the city's entertainment and cultural landscape. Since opening in 2017, the venue has hosted an extensive program of local, national and international artists, attracting patrons from across Western Australia while supporting the continued growth of Perth's live music industry. Now entering its eighth season, the Ice Cream Factory has evolved into a unique destination, transforming the 7,000 square metre venue into a vibrant outdoor festival experience. In addition to world-class live and electronic music performances, the venue features themed event spaces, premium food offerings, pop-up bars, immersive installations and branded activations, creating a welcoming environment that appeals to a broad and diverse audience.

The Ice Cream Factory has built a strong reputation for delivering safe, professionally managed events through experienced planning, effective operational procedures and a commitment to continuous improvement. During the 2025/2026 season, the venue welcomed more than 100,000 patrons across its program of events without any major incidents. This outstanding operational record reflects the experience of Bar Pop Management and its event delivery partners, together with a strong commitment to patron safety, responsible service of alcohol and best-practice event management.

The Ice Cream Factory offers more than a live music event; it delivers a complete entertainment experience that celebrates Perth's vibrant culture. By combining high-quality entertainment with professional event management, the festival continues to provide patrons with a safe, memorable and enjoyable experience while making a lasting contribution to the city's live music and events sector.

About the Event

The Ice Cream Factory is a live music venue operating from the iconic Peter's Ice Cream Factory precinct in Northbridge. Throughout the season, the venue hosts a diverse calendar of live music performances and electronic music events, attracting patrons from across Perth and Western Australia. The event operates under the liquor licence held by Penzance Pty Ltd T/A Coconut Grove Tavern and is managed by Entertainment Enterprises in conjunction with Bar Pop Management. The festival presents a combination of large-scale outdoor events and warehouse performances, with capacities carefully managed to ensure the safe and efficient operation of the venue.

Venue Address	92–100 Roe Street, Northbridge WA
Licensed Premises	Coconut Grove Tavern, 161 James Street, Northbridge WA
Licensee	Penzance Pty Ltd T/A Coconut Grove Tavern
Venue Owner	Entertainment Enterprises
Event Management	Bar Pop Management
Event Type	Outdoor Live Music & Entertainment Venue
Full Festival Capacity	4,500 patrons
Warehouse Series Capacity	2,500 patrons

Stakeholder Name	Organisation	Title	Email	Contact Number
[REDACTED]	[REDACTED] [REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED] [REDACTED]	[REDACTED] [REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED] [REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED] [REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

Site Build, Bump In & Inductions

The safe construction and dismantling of event infrastructure is a critical component of the overall event delivery. Ice Cream Factory implements strict site management procedures during all bump in and bump out activities to ensure the safety of staff, contractors and members of the public.

All infrastructure deliveries and construction activities will occur between 7:00 am and 5:00 pm during the approved build and pack-down periods. Event Management will coordinate contractor access to the site to ensure vehicle movements, deliveries and construction activities are undertaken in a safe and controlled manner.

All staff, contractors and suppliers are required to complete a site-specific induction prior to commencing work on site. No person will be permitted to undertake work until the induction has been completed and recorded by Event Management. The induction is designed to ensure all personnel understand the site's safety requirements, emergency procedures and operational expectations.

The site induction includes, but is not limited to:

- Site amenities and facilities.
- Site security and access procedures.
- Emergency exits and assembly (muster) points.
- Vehicle access, traffic management and the 10 km/h site speed limit.
- Safe work practices and the safe operation of plant and machinery.
- First aid procedures and the location of medical facilities.
- Fire safety procedures and the location of firefighting equipment.

These procedures assist in ensuring all personnel work safely, understand their responsibilities and contribute to the efficient delivery of the event from construction through to pack down.



Crowd Management Plan

The safety and wellbeing of patrons, staff and contractors is the primary consideration in the planning and operation of the Ice Cream Factory. Effective crowd management is fundamental to the safe delivery of the event and is achieved through careful site design, experienced event personnel and the proactive monitoring of crowd behaviour throughout all stages of the event.

A comprehensive Crowd Management Plan has been developed to promote the safe movement of patrons, minimise congestion and maintain appropriate crowd densities across the venue. The event site has been designed with multiple attractions, including live entertainment, bars, food vendors and activation spaces, encouraging patrons to disperse throughout the venue rather than congregate in a single location. This balanced site design significantly reduces the potential for overcrowding and improves overall patron comfort.

Licensed Crowd Controllers will be deployed in accordance with the venue's liquor licence conditions at a minimum ratio of two (2) Crowd Controllers for the first 100 patrons, followed by one (1) Crowd Controller for every 150 patrons thereafter. At the venue's maximum capacity of 4,500 patrons, a minimum of 32 licensed Crowd Controllers will be on duty. A detailed Security Deployment Schedule identifying staffing levels, operating hours and designated security zones will be prepared prior to each event as part of the Security Management Plan.

Security personnel will continuously monitor patron numbers, crowd behaviour and pedestrian movement throughout the venue. Resources may be redeployed in response to crowd conditions to maintain safe circulation and ensure appropriate supervision of high-traffic areas. All security personnel will maintain radio communication with Event Management, Approved Managers and RSA Supervisors, enabling a coordinated response to any developing issues.

Crowd movement is further supported through clearly identifiable wayfinding signage, site maps, directional markers and Variable Message Signs (VMS) where required. Adequate lighting will be provided throughout the venue to assist patron movement during the hours of darkness, while temporary barriers, hazard tape and other crowd management equipment will remain available on site should additional crowd control measures be required.

Stage front safety is managed through the installation of purpose-built stage barriers positioned across the front of each performance stage. Licensed Crowd Controllers will be stationed between the stage and the audience to monitor crowd behaviour, assist patrons where required and prevent unauthorised access to performance areas. Security personnel working within these high-noise environments will be equipped with noise-cancelling communication headsets to ensure continuous radio communication with the Event Operations Team.

Effective ingress and egress planning is essential to the safe operation of the Ice Cream Factory. The venue has been designed to facilitate the efficient arrival and departure of patrons while maintaining safe pedestrian movement, minimising congestion and supporting emergency access where required.

Effective ingress and egress planning is essential to the safe operation of the Ice Cream Factory.. The venue has been designed to facilitate the efficient arrival and departure of patrons while maintaining safe pedestrian movement, minimising congestion and ensuring emergency access is maintained at all times.

Ingress

Patrons will enter the venue via the main entrance located on Roe Street. The generous frontage of the Roe Street entrance allows multiple queuing lanes to be established, enabling patrons to enter the venue safely and efficiently while maintaining appropriate crowd control.



Temporary CCB fencing will be installed along the Roe Street footpath to create clearly defined queuing lanes prior to entry. The layout has been designed to maintain pedestrian flow within the public realm, ensuring sufficient footpath width remains available for general pedestrian movement, including wheelchair access.

Prior to admission, all patrons will progress through a structured entry process including ticket validation, proof of age verification, security screening and bag inspections in accordance with the venue's Conditions of Entry. These procedures assist in maintaining a safe environment and preventing prohibited items from entering the licensed premises.

Queuing Arrangements

The event site has been designed to encourage the even distribution of patrons across the venue, reducing the likelihood of excessive queuing in any one location. Where queues are anticipated, temporary CCB fencing will be installed to create clearly defined queuing lanes and assist with the safe and orderly movement of patrons.

The primary location where queuing may be required is the Silent Disco, which operates with a maximum capacity of 1,500 patrons. CCB fencing will be configured in a snake formation to efficiently manage patron queues and maximise available space. Security personnel will supervise the queue at all times and may temporarily suspend access to the attraction where necessary to safely manage crowd numbers and prevent congestion.

The Silent Disco will operate with a single entry and exit point, allowing for the controlled distribution and collection of headsets while maintaining effective patron flow.

Egress

Following the peak ingress period, the CCB fencing at the main entrance will be reconfigured to facilitate the safe egress of patrons at the conclusion of the event. The revised layout directs patrons from the venue onto the Roe Street footpath rather than directly onto the roadway, providing a controlled pedestrian environment and reducing potential conflicts with passing traffic.

At the conclusion of the event, Ace Security will undertake a comprehensive venue sweep to ensure all patrons exit the site safely and efficiently in accordance with the Security Management Plan. Security personnel will remain positioned at all exit points to monitor patron egress and ensure that alcohol and event property are not removed from the licensed premises.

As patron numbers reduce, event staff will transition from food and beverage outlets to designated exit points to assist with crowd dispersal. Staff will be clearly identifiable in high-visibility clothing and will provide clear directions to patrons, supporting the orderly movement of crowds towards James Street, Lake Street, public transport services and designated pick-up locations.

These ingress and egress arrangements have been designed to promote safe pedestrian movement, minimise congestion and support the efficient operation of the event while maintaining a high standard of patron safety.

Conditions of Entry - Searches

The Ice Cream Factory operates under clearly defined Conditions of Entry designed to promote patron safety, maintain a secure event environment and ensure compliance with the venue's liquor licence and legislative obligations. Conditions of Entry signage will be prominently displayed at the venue entrance, providing patrons with clear information prior to seeking admission.

Conditions of Entry include, but are not limited to:



- Valid proof of age identification requirements.
- Patron behaviour expectations.
- Responsible Service of Alcohol (RSA) requirements, including the refusal of entry or service to intoxicated persons.
- Prohibited items and prohibited conduct.
- Venue dress standards.
- Mandatory patron search requirements.

Entry to the event is conditional upon patrons consenting to the venue's search procedures. All patrons will undergo a security search prior to admission, which will include a combination of handheld metal detector screening and a physical pat-down conducted by licensed Crowd Controllers. Bag inspections will also be undertaken where required. Patrons who refuse to comply with these search requirements will be refused entry to the event.

In addition to standard entry screening, the venue will implement targeted wandering where considered appropriate. Patrons whose clothing or behaviour is inconsistent with the expected event demographic or prevailing weather conditions may be subject to additional screening using handheld metal detectors.

These procedures form part of the venue's proactive risk management strategy and are designed to prevent prohibited or dangerous items from entering the licensed premises.

ICF is aware of the legislative powers available to Western Australia Police to conduct weapon detection operations within designated areas surrounding licensed venues. The venue's search procedures complement these broader public safety initiatives and demonstrate a shared commitment to providing a safe environment for patrons, staff and the wider community.

Security

The safety and security of patrons, staff and contractors is a priority for the Ice Cream Factory. Security services will be provided by Ace Security & Events, an experienced and licensed security provider with extensive experience managing major events and licensed venues throughout Western Australia.

Licensed Crowd Controllers will be deployed in accordance with the venue's liquor licence conditions at a minimum ratio of two (2) Crowd Controllers for the first 100 patrons, followed by one (1) Crowd Controller for every 150 patrons thereafter. At the venue's maximum capacity of 4,500 patrons, a minimum of 32 licensed Crowd Controllers will be on duty. Security personnel will work alongside Venue Management, Approved Managers and RSA Supervisors to monitor patron behaviour, manage crowd movements, conduct entry screening, respond to incidents and support the safe operation of the event.

All security personnel will be clearly identifiable in Ace Security uniforms and equipped with radios, allowing continuous communication with Event Management, Approved Managers, RSA Supervisors and other key operational staff. Security resources may be repositioned throughout the event in response to crowd behaviour, patron movements or operational requirements to ensure appropriate coverage across the venue.

The venue operates a comprehensive Closed Circuit Television (CCTV) system as an additional security measure. CCTV provides continuous coverage of the venue entrance, public bar areas and licensed premises, assisting Venue Management and Security personnel to monitor patron behaviour, respond

SHOW ID
The Ice Cream Factory is 18+
All guests are required to show a valid identification (ID) as proof of identity and must produce one of the following acceptable forms of ID:

- A current Passport with a photograph
- A current Australian Drivers Licence with a photograph
- A Western Australian Proof of Age card

ENJOY RESPONSIBLY
The Ice Cream Factory is a Licensed area and as such, alcohol may only be consumed with the following provisions:

- Alcoholic beverages must not be taken from the Venue / Licensed Premises
- No external alcoholic beverages will be permitted entry to the Venue / Licensed Premises
- Intoxicated persons will be refused entry/evicted from the Venue
- It is an offence to purchase liquor for or to supply liquor, to a minor

DON'T GET TOO LIT
Ice Cream Factory management reserves the right to refuse admission to and eject from the Event without compensation for any Entrant, whose conduct is, or deemed to be unlawful, disorderly or offensive, or who is not entitled to attend that event. This can include those who are intoxicated, violent, quarrelsome, disorderly or maybe drug-affected or in possession of illegal drugs/substance drugs.

LOOK SUAVE
Ice Cream Factory management reserves the right to refuse admission or service to any person or persons failing to comply with the following dress requirements:

- Footwear to be worn at all times
- A patron wearing any 'colours' or 'insignia' signifying belonging to any Outlaw Motor Cycle clubs (OMC's) or other groups as designated by Police, is prohibited from entering, or being in the Venue. This includes coats, T-shirts, scarfs, waistcoats, caps, patches etc that indicate a patron belongs to any of such OMC's or groups.

DRESS STANDARDS - OUTLAW MOTORCYCLE GANGS
The following dress standard applies during the permitted trading hours:
(i) Jackets or any other clothing or accessory, or any clearly visible body marking, bearing patches or insignia of any Outlaw Motor Cycle Gangs not limited to, but including, the following listed Outlaw Motor Cycle Gangs, are not permitted to be worn or to be visible on the licensed premises:

(i) Coffin Chesters;	(x) Hell's Angels	(xi) Mongols;
(ii) Club Deroces;	(xi) Finks;	(xii) Lone Wolf;
(iii) Gods Garbage;	(vii) Rebels;	(xiii) Bandidos and
(iv) GypsyJokers;	(viii) Comancheros;	(xiv) Brothers 4 Life.
(v) Outlaws;	(x) Rock Machine;	

BUY TICKETS, BE COOL
Ice Cream Factory Management may cancel, interrupt or stop the Event due to dangerous situations, adverse weather or any other causes beyond its reasonable control, and such cancellation, interruption or stopping of the Event shall not entitle the Patron to make any claim whatsoever against the event organizer. Patrons evicted or refused entry due to disorderly conduct or inappropriate behaviour deemed by management are also not entitled to any compensation or refund.

- Patron may be refused entry if they are in possession of stolen/fraudulent or cancelled tickets
- Patrons bringing personal belongings into the Ice Cream Factory do so at their own risk. The Ice Cream Factory will not be held responsible for any damages to, loss or theft of a patron's personal belongings
- The movement of patrons within the Ice Cream Factory site will be subject to the monitoring of CCTV cameras.
- By entering the Ice Cream Factory, you consent to being filmed and/or photographed. Photography and Videography filmed in the venue may be used for social media and advertising for the venue. It's ok, we'll throw a filter on you babes.

to incidents and support post-event investigations where required. The CCTV system is maintained in accordance with the Director's *Security Licensing Conditions* policy, with recorded footage retained for a minimum of 28 days and made available to authorised officers upon request.

A detailed Security Management Plan will be prepared by Ace Security & Events prior to each event, outlining security deployments, operational procedures, emergency response arrangements and communication protocols. This plan forms an integral part of the overall Event Management Plan and supports the safe and professional delivery of the event.

Responsible Service of Alcohol

The Ice Cream Factory is committed to the responsible sale, supply and consumption of alcohol. A comprehensive Alcohol Management Plan has been prepared for the event and should be read in conjunction with this Event Management Plan. The Alcohol Management Plan details the venue's responsible service procedures, patron welfare strategies and alcohol harm minimisation measures.

Key Responsible Service of Alcohol (RSA) measures include:

- Fully ticketed event with controlled patron numbers.
- Controlled entry with identification verification and patron screening.
- Strictly 18+ licensed venue.
- Dedicated RSA Supervisors and Unrestricted Approved Managers on duty throughout trading.
- Maximum of four (4) alcoholic beverages per transaction, with the ability to reduce service limits where required.
- No service practices or promotions that encourage the rapid or excessive consumption of alcohol.
- Food available whenever liquor is sold.
- Free drinking water readily available throughout the venue.
- A range of full-strength, mid-strength and zero-alcohol beverages available.
- Dedicated Chill-Out Zone monitored by RSA Supervisors, Security personnel and St John WA.
- St John WA providing on-site first aid services.
- Comprehensive incident reporting and record keeping.

Further information regarding Responsible Service of Alcohol procedures, management of intoxicated patrons, beverage service controls and alcohol harm minimisation strategies is contained within the Alcohol Management Plan.

Medical & First Aid

The health and wellbeing of patrons, staff and contractors is a key priority for the Ice Cream Factory. Medical services for the event will be provided by St John WA, with the level of medical resources tailored to the size and nature of each event.

For Full Festival events, a minimum of four (4) St John WA medics will be on site at all times, operating from a dedicated First Aid facility. Medical personnel will respond to incidents, provide first aid treatment and coordinate with emergency services where further medical assistance is required.

For Warehouse Series events, a fully equipped first aid post will be established, including a defibrillator (AED) and all necessary first aid equipment to respond to medical incidents. The level of medical staffing and equipment will be appropriate to the event capacity and risk profile.

The St John WA First Aid area will also support the venue's patron welfare strategy, working closely with Event Management, Security personnel and RSA Supervisors to assess and assist patrons requiring medical attention or welfare support. A detailed Medical Plan, including staffing levels,



treatment procedures and emergency response protocols, will be prepared by St John WA prior to each event.

Emergency Management

The safety of patrons, staff and contractors is the highest priority during all events at Ice Cream Factory. A comprehensive Emergency Management Plan has been developed to provide clear procedures for responding to emergencies, minimising risk and ensuring the safe evacuation of the venue where required.

The Emergency Management Plan addresses a range of potential incidents, including fire, medical emergencies, severe weather, structural failures, utility outages, security incidents and other unforeseen events. The plan outlines the roles and responsibilities of Event Management, Security personnel, St John WA, contractors and other key stakeholders, together with established communication and evacuation procedures.

Emergency exits are clearly identified on the Site Plan and will remain well lit, clearly signed and free from obstruction throughout the event. All emergency exits will be attended by licensed Crowd Controllers to assist with patron safety and facilitate an orderly evacuation if required. In the event of an emergency, Event Management and security personnel will direct patrons via the designated emergency exits to the nominated assembly areas in accordance with the Emergency Management Plan.

Fire extinguishers will be strategically located throughout the venue, including at each stage, all bar service areas and within the food vendor precinct, enabling a rapid response to any minor fire incident.

All event staff, security personnel and contractors will receive a pre-event briefing on emergency procedures, with additional briefings conducted where required to address site-specific operations or temporary event infrastructure. Detailed evacuation procedures and emergency response protocols are contained within the Emergency Evacuation Plan and Show Stop Plan, which should be read in conjunction with this Event Management Plan.

Waste Management Plan

Ice Cream Factory is committed to maintaining a clean, safe and environmentally responsible event site. A dedicated Waste Management Plan has been developed and submitted to the City of Perth, outlining the procedures for waste collection, recycling and site cleaning throughout the event.

Veolia has been engaged to provide all waste and recycling services for the event, including the supply, collection and servicing of waste bins throughout the venue. Bar Pop Management will ensure an adequate number of waste and recycling bins are strategically located across the site, with a particular focus on food vendor precincts, bar service areas and other high-traffic locations. Event cleaning personnel will monitor bin capacity throughout the event to ensure bins are emptied regularly and the venue remains clean and well presented.

Professional cleaning services will be provided by COGS, who will undertake continuous cleaning throughout event operations, together with comprehensive pre-event and post-event cleaning of the venue.

Ice Cream Factory is committed to reducing its environmental impact through sustainable waste management practices and is estimated to divert approximately 70% of event waste from landfill. In partnership with the Scouts through the Containers for Change program, approximately 80,000 eligible beverage containers are collected each season, supporting recycling initiatives while providing a valuable fundraising opportunity for the local community.

The Waste Management Plan should be read in conjunction with this Event Management Plan and provides further detail regarding waste collection, recycling, cleaning operations and environmental management procedures.

Ablution Management

Ice Cream Factory is committed to providing clean, accessible and appropriately serviced ablution facilities for all patrons. Toilet facilities have been planned in accordance with the Guidelines for Concerts, Events and Organised Gatherings, with additional facilities provided to cater for events where alcohol is being consumed.

The venue provides the following ablution facilities:

Public Facilities

48 Female toilets

8 Male toilets

25 metres of urinal facilities

2 Accessible toilets

Back-of-House Facilities

12 dedicated staff and artist toilets located within the back-of-house area.

Toilet facilities are conveniently located throughout the venue and are clearly signed, well lit and easily accessible. Professional cleaning services provided by COGS will continuously service all amenities throughout the event, ensuring they remain clean, fully stocked and maintained to a high standard.

The provision and ongoing maintenance of these facilities supports patron comfort, public health and the safe operation of the event.

Food Catering

Ice Cream Factory provides food services throughout all event operating hours to support patron welfare and the responsible consumption of alcohol. A dedicated on-site food vendor operates during both Warehouse and Festival events, ensuring patrons have access to quality food whenever alcohol is being sold.

The food vendor is required to comply with the Food Act 2008 (WA) and all relevant City of Perth food safety requirements, including the maintenance of any approvals or permits required to operate.

The food outlet is centrally located and easily accessible from both the Warehouse and Outdoor Festival areas, providing convenient access for all patrons throughout the venue. The availability of food throughout trading hours forms an important component of Ice Cream Factory's Responsible Service of Alcohol and patron welfare strategies.

Noise Management

Ice Cream Factory is committed to minimising the impact of event noise on surrounding residents and businesses while delivering a high-quality entertainment experience. The venue operates in accordance with the conditions of its Section 19B Approval issued by the City of Perth, with a dedicated Noise Management Plan supporting all event operations.

For all outdoor events, dedicated sound technicians continuously monitor and manage sound levels throughout the event to ensure compliance with the approved noise conditions and minimise noise spill beyond the venue. The Warehouse has also undergone extensive acoustic treatment, including the installation of acoustic panelling, to further reduce noise impacts on neighbouring properties.

A dedicated community complaint line operates throughout all events, allowing any concerns to be responded to promptly by Event Management and the sound production team. Since commencing operations in 2017, Ice Cream Factory has successfully delivered hundreds of events and has received fewer than a handful of noise complaints, demonstrating the effectiveness of its noise management practices and ongoing commitment to the surrounding community.

Risk Management

A comprehensive Risk Management Plan has been developed for Ice Cream Factory to identify, assess and manage the risks associated with the planning and delivery of events at 92–100 Roe Street, Northbridge. The plan has been prepared in accordance with the principles of AS ISO 31000:2018 – Risk Management Guidelines and is reviewed regularly to ensure it remains relevant to the event and any changing operational requirements.

The objectives of the Risk Management Plan are to:

- Identify hazards and assess the risks associated with the event.
- Implement appropriate control measures to eliminate or minimise identified risks.
- Provide effective response procedures for incidents and emergencies.
- Support the safe management of patrons, staff, contractors and neighbouring properties.
- Assist emergency services through the provision of relevant operational information.
- Facilitate the safe and orderly evacuation of the venue should it become necessary.
- Monitor and review risk controls to ensure their ongoing effectiveness throughout the event lifecycle.

Risk management is an ongoing process undertaken before, during and after each event. Risks are assessed according to their likelihood and potential consequence, with appropriate treatment measures implemented through operational planning, communication, training, site design and continuous monitoring.

The Risk Management Plan forms part of the suite of event management documents and will be distributed to key stakeholders for review prior to the commencement of the event.

Insurance

Ice Cream Factory is covered by a \$20 million Public Liability Insurance Policy. A current Certificate of Currency can be provided to stakeholders and regulatory authorities upon request.

All contractors, suppliers, exhibitors and service providers engaged for the event are required to maintain their own appropriate Public Liability Insurance for the activities they undertake. Evidence of current insurance may be requested by Event Management prior to commencing work on site.

Disability & Inclusion

Ice Cream Factory is committed to providing an inclusive, welcoming and accessible environment for all patrons. Event Management aims to ensure that people living with disability have equitable access to the venue, its facilities, services and event experiences wherever reasonably practicable.

Accessibility and inclusion measures include:

- Step-free public entry points and accessible pathways throughout the venue.
- A lift servicing the three-storey scaffold amphitheatres, ensuring patrons can access all public viewing levels.
- Dedicated accessible viewing platforms overlooking both the Outdoor Main Stage and the Warehouse Stage, providing clear sightlines for patrons with accessibility requirements.
- Designated ACROD parking bays located on Lake Street, subject to availability.
- Accessible toilet facilities conveniently located within the venue.
- Accessible service counters at ticketing, food and beverage outlets where practicable.



- Recognition of the Companion Card scheme, with complimentary admission provided to registered carers.
- Trained Assistance Dogs are welcome throughout the venue in accordance with applicable legislation.

Ice Cream Factory is committed to providing the same high standard of customer service to all patrons. Event staff and contractors are available to provide assistance where required, ensuring patrons can safely access and enjoy all areas of the venue, including entertainment spaces, food and beverage outlets and public amenities.

Patrons are encouraged to provide feedback regarding accessibility and inclusion through the venue's communication channels. Feedback is reviewed by Event Management as part of the venue's commitment to continuous improvement. Accessibility arrangements are reviewed prior to each event to ensure facilities and services continue to meet the needs of all patrons.

Further Information

Ice Cream Factory is committed to delivering safe, professionally managed events that provide an exceptional experience for patrons while minimising impacts on the surrounding community. This Event Management Plan, together with the supporting Security Management Plan, Emergency Management Plan, Alcohol Management Plan, Risk Management Plan, Waste Management Plan and Noise Management Plan, provides a comprehensive framework for the safe planning, operation and delivery of all events held at the venue.

Through experienced event management, strong stakeholder collaboration and a commitment to continuous improvement, Ice Cream Factory has established a proven track record of successfully delivering large-scale events. The operational procedures outlined within this plan are regularly reviewed and refined to ensure compliance with legislative requirements, industry best practice and the expectations of regulatory authorities.

For further information regarding any component of this Event Management Plan, please contact Ice Cream Factory Management.