

Public Interest Assessment

Form 2A

Under the *Liquor Control Act 1988* (LC Act), the Director of Liquor Licensing (DLL) has the discretion to grant or refuse any application if the DLL considers this to be in the public interest.¹ The DLL requires certain applicants to fill in this Public Interest Assessment (PIA) form and provide supporting evidence that their application is in the public interest.² If you are applying for the grant of any of the following licences, or the removal of one of these types of existing licence to another premises, you will need to complete a PIA to provide evidence that your application is in the public interest:

- Hotel/Hotel Restricted
- Tavern/Tavern Restricted
- Liquor Store
- Nightclub.³

A PIA is also required if you are applying for an extended trading permit for extended hours, which has a duration of more than 3 weeks⁴, or for a temporary bar (refer to the [Temporary Events Approvals policy](#)). The DLL can also ask for a PIA to be prepared as part of the application for any type of liquor licence or permit.

The DLL will consider the following factors when determining whether granting the application is in the public interest, but this list is not exhaustive:

- the harm that might be caused due to the use of alcohol
- whether there might be a decrease in the amenity, quiet or good order of the locality
- whether people who live or work nearby might suffer offence, annoyance, disturbance or inconvenience
- how it might affect tourism, culture and the community.⁵

The level of detail required will be unique to each PIA. If you do not provide enough information, your application might not succeed or you might be asked to provide further information.

Your completed PIA will be made publicly available and may be advertised on the [LGIRS website](#), allowing the community an opportunity to make submissions on it. Because it will be made public, do not include sensitive or personal information on this form. You can complete this PIA by taking a common-sense approach and you don't need a lawyer or a

¹ LC Act s33(1).

² LC Act s38(3).

³ Liquor Control Regulations (LC Regs) r9EA.

⁴ LC Regs r9F.

⁵ LC Act s5 and s38(4).

consultant to fill it in. The PIA form is a guide, and it is up to the applicant to satisfy the DLL that their application is in the public interest. If you do not have enough space, attach extra pages or prepare a separate submission. If you prepare your PIA as a separate submission, please refer to each of the question numbers on this form, so we know what question you are responding to. Lodge this form by submitting it with your application at our [Portal Homepage](#).

PART 1 – Application Details

Applicant name:	Bridgetown Winery PTY. LTD.
What licence or permit type are you applying for?	Tavern license
Are you applying for:	☒ New licence ☐ Removal of existing licence Licence/permit type: [Type here]
Premises trading name:	Bridgetown Winery
Address of proposed premises:	10891 Brockman Highway Maranup 6256 WA

If you are lodging an application for an extended trading permit for extended hours at the same time as an application for the grant of a licence, you should submit separate PIAs for each. This is because the information required for each may be different and the DLL may approve the licence but not the extended trading hours.

PART 2 – Manner of trade

Please provide enough information for us to understand how you are intending to run your business, so we can understand the impact it will have on the community and the potential for it to cause alcohol related harm.

2.1 What is the proposed manner of trade and your target client base?

Our proposed manner of trade is a family-friendly cellar door operating from our winery, showcasing wines produced by members of the Blackwood Valley Wine Association. The venue will provide visitors with a central location to experience and purchase wines from across the Blackwood Valley wine region, allowing tourists to sample a diverse range of locally produced wines while learning about the individual wineries, grape growers and winemakers that contribute to the region.

Our primary target market is wine tourism, including visitors travelling through the Blackwood Valley and South West regions seeking authentic local food and wine experiences. We also aim to establish a loyal local customer base by providing a welcoming venue where residents can meet friends and family and enjoy locally produced wines in a relaxed rural setting.

The principal activities of the premises will be guided wine tastings, the sale of wine by the glass and bottle for consumption on the premises, and takeaway sales of locally produced wines. To accommodate mixed groups of visitors, we also intend to offer a very limited beer selection consisting of up to three canned beers from a local South West brewery, such as Rocky Ridge Brewing Co. The beer offering is intended as a complementary option for patrons who may not consume wine and will remain a minor component of our overall business.

We do not intend to operate as a traditional tavern or drinking venue. The focus of the business will remain on promoting the Blackwood Valley wine industry, regional tourism and responsible wine appreciation. We do not propose to sell spirits or cider, and alcohol service will be accompanied by food options, including locally sourced platters, food trucks and catered meals during events.

2.2 Describe the premises/proposed premises. Include a map of the locality and a floor plan detailing the nature and layout of the premises, highlighting the unique aspects of the proposed facility. What is the maximum number of patrons permitted on the premises? How will the proposed premises contribute to the streetscape and atmosphere of the area? Please refer to the attached locality maps, site plans and floor plans at the end of this submission.

Bridgetown Winery is located approximately 10 km east of the Bridgetown town centre on the banks of the Blackwood River. The property is set within a working vineyard and offers a peaceful rural setting surrounded by vineyards, native bushland and agricultural land. The cellar door has been designed to complement the natural landscape while providing a welcoming destination for both visitors and the local community.

The premises will comprise a small indoor cellar door and tasting area, with the majority of patron space located outdoors in landscaped gardens and under covered seating areas overlooking the Blackwood River. The indoor capacity is approximately 10 patrons, with significantly larger outdoor areas designed to comfortably accommodate visitors while maintaining a relaxed, spacious environment. The maximum patron capacity is expected to be **200 people** for special events, subject to Shire approval.

The primary purpose of the premises is to operate as a collaborative cellar door showcasing wines produced by members of the Blackwood Valley Wine Association. Patrons will be able to participate in guided wine tastings, purchase wines by the glass or bottle, and enjoy food provided through locally catered platters and visiting food vendors. The venue will also host occasional live music, weddings, community events and private functions in a controlled, family-friendly environment.

The development has been carefully designed to enhance the character of the locality rather than alter it. The cellar door utilises the existing winery infrastructure and blends with the surrounding rural landscape, preserving the scenic values of the Blackwood River and vineyard setting. Improvements associated with the project, including upgraded parking, a safer driveway entrance, accessible toilet facilities and landscaped outdoor areas, will improve visitor safety, accessibility and amenity.

The premises will contribute positively to the atmosphere of the area by creating a destination that celebrates the Blackwood Valley wine region, supports local wineries, promotes regional tourism and provides a welcoming venue where visitors and residents can responsibly enjoy locally produced wines in a unique rural setting. The focus of the venue is on wine appreciation, local produce and the natural beauty of the region, rather than late-night entertainment or high-volume alcohol consumption.

2.3 If you intend to sell packaged liquor, give the names and addresses of all existing licensed premises within the locality. The LC Act puts limitations on how many packaged liquor premises can be in a certain location. Refer to [Outlet Density — Packaged Liquor Premises](#) for more information.

The existing licensed premises within the locality that sell packaged liquor are:

- **Bottlemart** – 78 Hampton Street, Bridgetown (approximately 10 km from the premises).
- **Liquor Barons** – 157 Hampton Street, Bridgetown (approximately 11 km from the premises).
- **Celebrations** (formerly Clovers Liquor) – 20 Gifford Road, Bridgetown (approximately 12 km from the premises).

The proposed packaged liquor offering will be fundamentally different from these existing liquor outlets. Our premises will exclusively retail wines produced by members of the Blackwood Valley Wine Association, showcasing local wineries and promoting the Blackwood Valley as a wine tourism destination. We do not intend to stock mainstream beer, spirits, cider or commercial wine brands for takeaway sale.

The sale of packaged liquor will be limited to locally produced wines available through our collaborative cellar door and will complement our existing business model, which already retails wines produced at Bridgetown Winery. The proposal simply expands the range to include wines from other Blackwood Valley Wine Association members, providing visitors with a single destination to purchase wines that are otherwise only available by travelling to individual wineries throughout the region.

Accordingly, the proposed packaged liquor sales are intended to support regional tourism and local wine producers rather than operate as a general packaged liquor outlet in competition with existing bottle shops.

PART 3 – The profile of the local community

The better you capture the characteristics of the local community, the better the DLL will be able to understand the potential impact the grant of your application could have on the public interest. Your local government may have information about the area around the premises, and you should seek useful data and statistics from a variety of sites, such as:

www.police.wa.gov.au/crime/crimestatistics# and www.abs.gov.au

You need to provide profile information from the *locality* that is within a certain distance to your intended business. If your intended business is:

- within 15km of the Perth CBD, the locality is a radius of 2km of it
- anywhere else (unless remote), the locality is a radius of 3km of it
- in a remote area, you should make a submission on what the appropriate size of the locality should be. Remote areas are those where the nearest town is at least 200km away and Perth is at least 400km away.

If you think the above definitions of locality are not appropriate for your intended business, make a separate submission on what you think the size should be.

3.1 Please outline the population characteristics in the locality. Helpful demographic information will include the total population, estimated population growth, average age, income and employment status, and the type of people who live and work in the community.

According to the 2021 Australian Bureau of Statistics (ABS) Census, Bridgetown had a population of 3,168 people, with a median age of 52 years, reflecting an established community with a significant proportion of older residents. The broader Shire of Bridgetown-Greenbushes had a population of 5,238 at the 2021 Census and an estimated resident population of 5,931 in 2025, with projections indicating continued growth over the coming decade.

While the 2021 Census provides the most recent detailed demographic profile, the locality has experienced significant change since that time due to the expansion of the Talison Lithium operation at Greenbushes. The commissioning of Crusher 3 and the Chemical Grade Plant 3 (CGP3) has substantially increased the workforce, with employment reportedly growing from approximately 600 employees in 2024 to around 1,500 employees. This expansion has resulted in a significant influx of workers and their families into the surrounding fatigue management catchment, including Bridgetown, contributing to increased demand for local accommodation, hospitality, retail and community services.

Bridgetown has a diverse resident population comprising retirees, farming families, small business owners, tourism operators, tradespeople, health and education professionals, and employees servicing the mining industry. Many residents commute to Greenbushes for employment with Talison Lithium and its contractors, while others are employed in agriculture, viticulture, forestry, hospitality, retail and tourism. The South-West region also continues to experience steady economic and

population growth, supported by strong employment and investment across mining, agriculture, manufacturing and tourism sectors.

3.3 List the community buildings in the locality If any of the following are in the locality, please provide their names and addresses: schools and educational institutions, hospitals, hospices, aged care facilities, churches/places of worship, drug and alcohol treatment centres, short term accommodation or refuges, childcare centres, or a local government.

There are no schools, educational institutions, hospitals, hospices, aged care facilities, churches or places of worship, drug and alcohol treatment services, short-term accommodation or refuges, childcare centres, or local government facilities located within a 3 km radius of the premises. The surrounding locality is predominantly rural, comprising vineyards, agricultural properties and low-density residential land. An aerial map identifying the locality and surrounding land uses is provided on the last page.

PART 4 – Minimising the potential for alcohol to cause harm

Excessive consumption of alcohol can cause health problems, increase the risk of accidents and contribute to societal problems such as domestic violence. You must demonstrate how the responsible conduct of your business will minimise the potential for alcohol to cause harm. This could be through promoting a culture of responsible consumption of alcohol amongst staff and patrons, having strategies to prevent alcohol being served to juveniles, discouraging rapid or excessive consumption of alcohol, being alert for signs of intoxication and not serving drunk people.

4.1 What strategies will you use to minimise harm from the use of alcohol?

Bridgetown Winery is committed to promoting the responsible service and consumption of alcohol and has developed a comprehensive Harm Minimisation Plan to ensure alcohol is supplied in a safe and responsible manner. The operation of the premises will always prioritise the safety and wellbeing of patrons, staff and the broader community.

All staff involved in the sale or service of liquor will hold a current Responsible Service of Alcohol (RSA) certificate and will receive training in the venue's Harm Minimisation Plan, including recognising signs of intoxication, refusing service where appropriate, preventing secondary supply to minors and managing difficult situations professionally. Staff will not be permitted to consume alcohol while on duty. As the Person Conducting a Business or Undertaking (PCBU), we are committed to meeting our obligations under the *Work Health and Safety Act 2020 (WA)* by maintaining a safe workplace for employees, contractors and visitors.

The primary focus of the venue is the appreciation of premium wines produced within the Blackwood Valley Wine Region. Guided wine tastings are designed to educate visitors about the region, its vineyards, grape varieties and winemaking practices, encouraging patrons to savour wines responsibly rather than consume alcohol for intoxication.

To further minimise the potential for alcohol-related harm:

- Spirits and cider will not be sold.
- Beer will be limited to a small selection of locally produced canned beers for on-premises consumption only and will not be available for takeaway.
- The venue will not promote drinking games, drinking competitions or any activity that encourages rapid or excessive alcohol consumption.
- Complimentary drinking water will be readily available at all times.
- Patrons displaying signs of intoxication will be refused service and, where necessary, asked to leave the premises in accordance with the Liquor Control Act 1988.
- Minors will only be permitted on the premises when accompanied and appropriately supervised by a responsible adult, and will not be permitted to purchase or consume alcohol.

The overall operation of the premises is intended to provide a relaxed, family-friendly wine tourism experience where responsible consumption is actively encouraged. The emphasis is on showcasing the wines, producers and natural environment of the Blackwood Valley rather than promoting alcohol consumption itself.

PART 5 – Impact on the amenity, quiet or good order of the locality

A well designed premises will make it easier to prevent negative impacts on the locality. For example if a premises is:

- in good repair, well lit, with operational CCTV and designed to allow passive surveillance of areas such as the car park and entrances, it will tend to discourage anti-social behaviours such as vandalism or crime
- designed with sufficient parking and with good transport options available, it will allow patrons to leave the area quickly rather than potentially inconveniencing the neighbours
- provided with sound insulation sufficient for the proposed entertainment, it will prevent the surrounds from being exposed to unacceptable noise.

5.1 How will your premises design protect the amenity, quiet or good order of the locality?

The premises has been designed to provide a safe, secure and welcoming environment for patrons while protecting the amenity, quiet enjoyment and good order of the surrounding rural locality.

The premises is fitted with comprehensive security lighting and a professionally designed CCTV system operating on a UniFi platform with an Uninterruptible Power Supply (UPS) backup to ensure continuous operation during power interruptions. CCTV cameras provide coverage of the bar service area, outdoor entertainment spaces and the main car park. Footage is retained for a minimum of 30 days, with event recordings triggered by both motion and sound. The layout of the service areas has been designed to maximise passive surveillance, providing staff with clear visibility of patrons throughout the licensed areas. Patron Wi-Fi will also be available with appropriate security and bandwidth restrictions.

Vehicle and pedestrian safety has been a key consideration in the design of the premises. A new driveway has been constructed in a location that provides excellent sight distance for vehicles approaching from both directions. The entrance has been designed to comfortably accommodate cars towing caravans and larger recreational vehicles, reflecting the significant number of tourists who visit the region.

The main car park has been designed to separate vehicle movements from pedestrian areas wherever practicable and includes accessible parking provisions. Additional overflow parking is available during the drier months, with plans to construct an all-weather hardstand to further improve parking capacity and safety. Solar-powered bollard lighting will also be installed as future funding becomes available to improve visibility during evening trading.

The venue is predominantly an outdoor cellar door located within a rural setting where sound can travel through the surrounding valley. Recognising this, noise management has been incorporated into the operation of the premises. Standard trading hours will conclude by **8:00 pm**, with only occasional special events extending until **11:00 pm**. Live entertainment will be limited, and management will actively monitor noise levels to ensure they remain respectful of neighbouring properties.

Bridgetown Winery has established strong relationships with neighbouring landowners, many of whom have been directly involved in the development of the winery and continue to support its operation. Maintaining these positive relationships is considered essential to the long-term success of the business. The venue is intended to provide a relaxed, family-friendly atmosphere that complements the rural character of the locality rather than detracting from it.

PART 6 - Impact on the people who live or work nearby, and whether they might suffer offence, annoyance, disturbance or inconvenience

You need to demonstrate how your business will be a responsible member of the community and minimise negative impacts on the people who live or work nearby. For example, this could include:

- keeping the premises and surrounds clean and tidy, monitoring patron behaviour and discouraging anti-social behaviour
- ensuring that any entertainment is in keeping with the locality, that those present are within the allowed accommodation numbers and licensed crowd controllers are used if required
- asking departing patrons to keep the noise down so they do not disturb the neighbourhood
- being responsive to any complaints from neighbours and working with them to resolve issues.

6.1 What actions will you take to minimise the impact on people who live or work nearby?

Bridgetown Winery is committed to being a responsible member of the local community and maintaining positive relationships with neighbouring landowners. Our nearest residence is located approximately 500 metres from the licensed premises. Throughout the development of the winery, our neighbours have been highly supportive and have assisted with the establishment of the business. Preserving these strong relationships is considered essential to the ongoing success of the winery.

The operation of the premises has been planned to minimise any potential disturbance to neighbouring properties. Standard trading will conclude by **8:00 pm**, with only occasional special events extending until **11:00 pm**. Where possible, event planning will consider the circumstances of nearby residents, including known night-shift workers, to minimise inconvenience. Music volumes will be actively monitored throughout events and management will respond immediately should any concerns arise.

Management will maintain open communication with neighbouring landowners and will respond promptly and respectfully to any complaints or concerns. Any issue raised will be investigated without delay and appropriate measures implemented to resolve the matter wherever reasonably practicable.

Environmental stewardship is a core value of Bridgetown Winery. The property is located on the banks of the Blackwood River, and maintaining the natural beauty and environmental integrity of the area is a priority. The premises and surrounding grounds will be kept clean and well maintained at all times. Regular inspections will be undertaken during and after trading to ensure litter is removed and that rubbish does not leave the property or impact surrounding roads, neighbouring land or nearby public areas.

For larger events where higher patron numbers are anticipated, licensed crowd controllers will be engaged where required by legislation or where management considers it appropriate to assist with patron safety, orderly behaviour and the efficient dispersal of patrons at the conclusion of the event. Staff will also encourage departing patrons to respect neighbouring properties by leaving the premises quietly and responsibly.

PART 7 – Impact on tourism, culture and the community

When making licensing decisions under the LC Act, the DLL is required to consider the proper development of the liquor industry, the tourism industry and other hospitality industries in the State.⁶ This is your opportunity to expand on how the grant of your application would result in positive developments to tourism, culture and the community. This could include increased local employment opportunities, the provision of unique entertainment or food options, and the creation of new leisure opportunities in the area.

7.1 Are there any tourism, cultural and community benefits that would result from the grant of your application?

The grant of this application will deliver significant tourism, cultural and community benefits by creating a collaborative cellar door that showcases the wines of the Blackwood Valley Wine Association. To our knowledge, this will be the first cellar door in Western Australia to bring together multiple independent wineries under one roof, providing visitors with a unique opportunity to experience the diversity of an entire wine region in a single location.

The Blackwood Valley is home to a number of highly regarded boutique wineries producing premium, award-winning wines. The proposed cellar door will provide a central location where tourists can discover, sample and purchase wines from across the region while learning about the individual wineries, grape growers and winemakers behind each label.

The proposal directly supports the objectives of regional tourism by encouraging visitors to spend more time in Bridgetown and the wider Blackwood Valley. Increased visitation is expected to generate flow-on economic benefits for local accommodation providers, cafés, restaurants, retail businesses, fuel stations and other tourism operators. Located approximately 10 km from Bridgetown on the tourist route connecting Bridgetown and Nannup, the premises is well positioned to attract both destination visitors and travellers exploring the South-West.

Beyond tourism, the proposal strengthens the cultural identity of the Blackwood Valley as an emerging premium wine region. Rather than individual wineries competing for a limited market, the collaborative cellar door provides a platform for local producers to collectively promote the region, encouraging visitors to explore the vineyards, history, food and agricultural heritage that make the Blackwood Valley unique.

⁶ LC Act s5(1)(c).

The premises will also create additional employment opportunities through hospitality, tourism and event operations while supporting local caterers, food trucks, musicians, artists and service providers. Weddings, community events, educational wine tastings and seasonal celebrations will provide new leisure opportunities for both residents and visitors in a family-friendly rural setting.

Ultimately, the purpose of this application extends beyond the sale of liquor. The proposed cellar door is intended to become a destination that celebrates the Blackwood Valley wine region, supports local producers, encourages regional tourism and contributes positively to the economic, cultural and social development of Bridgetown and the surrounding community.

7.2 If you have any other information to provide in support of your application, include it here.

The strength of community support for this proposal has already been independently demonstrated through our successful application under the **Regional Economic Development (RED) Grants Program**. A key factor in securing this competitive grant was the collaborative, community-focused nature of our business model and the demonstrated economic and tourism benefits it will deliver to the Blackwood Valley region.

As part of the RED Grant application, numerous letters of support were provided by local businesses, community organisations, industry representatives and members of the public. These letters are attached in support of this application and demonstrate overwhelming support for the proposed collaborative cellar door and its potential to strengthen tourism, support local producers and contribute to the regional economy.

Under our existing Producer's Licence, we are limited to providing complimentary tastings of Bridgetown Winery wines and selling our own products by the bottle. The grant of a Tavern Licence will enable us to expand this successful model by showcasing wines produced by other members of the Blackwood Valley Wine Association, creating a genuine regional cellar door that benefits multiple local businesses rather than a single producer.

Throughout the planning of this proposal, we have been conscious of complementing, rather than competing with, existing businesses within Bridgetown and the surrounding district. The proposed cellar door fills a gap in the regional tourism offering by providing visitors with a central location to experience the Blackwood Valley wine region before encouraging them to explore individual wineries and other local businesses throughout their stay.

Our vision is to create a welcoming destination where locals and visitors alike can experience the wines, people, landscapes and hospitality that make the Blackwood Valley unique. We believe the grant of this application will deliver lasting economic, tourism, cultural and community benefits while supporting the responsible and sustainable growth of the region.



PART 8 – Declaration

I declare that the contents of this document and attachments are true, correct and complete and that I have made all reasonable inquiries to obtain the information required.

I acknowledge that under section 159 of the *Liquor Control Act 1988* it is an offence to provide false, misleading or incomplete information in this document.

B. Couper
Signature of applicant/s

19/10/2026
Date

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date