



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 bars 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 DLGSC 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 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 portal.dlgsc.wa.gov.au

Part 1 — Application details

Applicant name:

Yeats Pty Ltd

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).

What licence or permit type are you applying for?

Tavern Restricted with **Extended Trading Permit**

Are you applying for:

New licence

Removal of existing licence (which licence/permit type) [Type here]

Premises trading name:

McNally's

Address of proposed premises:

88 Rokeby Road, Subiaco, WA 6008

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?

We propose to operate a tavern under a Tavern Restricted Licence with an option to trade after 12am on Thursdays until 1am, and Friday and Saturdays until 2am. The venue will offer a broad range of drinks, including tea, coffee, local beers, quality wines, freshly made cocktails, and non-alcoholic options, alongside a tapas-style and hearty pub menu. Trading will also extend to public holidays, providing more options for the growing community when many other venues remain closed and locals or visitors have limited places to go.

Our primary client base will be local residents, professionals, and tourists aged 25–69, who make up approximately 60% of Subiaco's population (2021 ABS Census). While this is our focus, the venue will remain inclusive and welcoming to a wide range of patrons with a strong focus on responsible serving of alcohol.

With the Extended Trading Permit to 1am on Thursdays, 2am on Fridays and Saturdays this will allow us to offer a relaxed late night option for tourists who have just arrived and seeking somewhere to go after midnight, post show gatherings, business clients finishing late, as well as locals who are looking to connect. With few venues trading late outside of Northbridge, our tavern will provide a premium alternative in a convenient location. This offering will help ease pressure on existing late night precincts, give people more choice across Perth, and align with the local Councils 10 year strategic plan by supporting a more vibrant nightlife.

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?

The proposed venue will have an estimated capacity of 200–250 patrons. The space will combine modern hospitality amenities with Subiaco’s unique heritage character, featuring:

- Signature food and drinks.
- A reinstated verandah with views overlooking Rokeby Road.
- An exclusive upstairs area with a private bar.
- An indoor, alfresco-style courtyard.
- Live music.
- Ornate mouldings, original features, with modern interior design elements.
- Sustainable design with emphasis on retaining and conserving key heritage features.

The upstairs private bar and function space is designed for small groups, private events, and community gatherings. It provides a flexible area for after work drinks, birthdays, or corporate functions. With a later finish under the Extended Trading Permit, we can offer the space later in the evening, offering a premium yet relaxed setting for socialising and events. This extends evening options for local residents, workers, and visitors, as well as supporting surrounding businesses, and contributing to the vibrancy and economy of Subiaco.

The venues outdoor areas and streetscape presence will enhance Rokeby Road by activating a long-vacant unit and improving street appeal.

Warm lighting, original heritage features with modern decor, and outdoor seating will add charm while aligning with the City of Subiaco’s 10 year Plan Objective 3: enhancing streets and laneways as safe, walkable places.

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.

We do not intend to sell packaged liquor.

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 proposed 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 Australian Bureau of Statistics, ID Community Subiaco Profile and Forecasts, Subiaco is home to around 19,452 people in 2024, up 12.7% since 2021, with further growth of about 25% expected by 2031. With a median age of 40 years. About 23% of households have children, while 36% are single person households. Over half of residents (56%) have obtained a university qualification, and crime rates are lower than the WA average for break-ins, car theft, and violent offences.

Subiaco is an established, professional, and community minded suburb, with many people working in healthcare, education, finance, IT, and creative industries, alongside small business owners, retail, and hospitality workers. The median weekly household income is around \$2,310, reflecting the area's relatively high standard of living.

A late night option under the Extended Trading Permit will give locals and visitors more choice, especially as many venues close early or don't open on public holidays. It offers a premium place to socialise, supports nearby businesses, and adds to the vibrancy of Subiaco in the evenings and on holidays. This aligns with the City of Subiaco's 10-Year Strategic Plan to create safe, inclusive, and lively spaces while strengthening the nighttime economy and encouraging community connection.

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.

The community buildings in the local government of the City of Subiaco are:

Healthcare

- **St John of God Subiaco (Private)** 12 Salvado Road, Subiaco WA 6008
- **Subiaco Private Hospital** 1 Salvado Road, Subiaco WA 6008
- **King Edward Memorial Hospital** 374 Bagot Road, Subiaco WA 6008
- **The Marian Centre** 187 Cambridge Street, Wembley WA 6014
- **Fresh Start Recovery** 65 Townshend Road, Subiaco WA 6008

Schools & Education

- **Subiaco Primary School** 271 Bagot Road, Subiaco WA 6008
- **Bob Hawke College (Secondary)** 200 Roberts Road, Subiaco WA 6008
- **Jellybeans Childcare** 7 Nash Street, Daglish WA 6008
- **Subicare Early Learning Centre** 295 Bagot Road, Subiaco WA 6008

Aged Care

- **Bethanie Subiaco Residential** 45 Bishop St, Jolimont WA 6014
- **Brightwater Onslow Gardens** 39 Hamersley Rd, Subiaco WA 6008
- **St Luke's Aged Care Home** 429 Rokeby Rd, Shenton Park WA 6008

Places of Worship

- **St Andrew's Anglican Church** 259 Barker Road, Subiaco, WA 6008
- **Subi Church** 260 Bagot Road, Subiaco WA 6008

Short Term Accommodation

- **The Vibe Hotel** 9 Alvan Street, Subiaco WA 6008
- **Staywest Apartments** 222 Hay Street, Subiaco WA 6008
- **Dowler Apartments** – Various locations throughout Subiaco

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?

This is a place for connection where friends, neighbours, and the wider community can gather to enjoy good company, tasty food and drinks. We focus on responsible service rather than encouraging fast or excessive drinking. Patrons are informed of food options available, and drinking water is always accessible. With creative mocktails and non-alcoholic drinks this provides appealing alternatives to alcohol.

We do not offer drink promotions, oversized cocktails or pitchers to prevent rapid or excessive consumption. Staff are trained to monitor drinking behaviour and respond professionally in a polite manner if someone shows signs of intoxication, suggesting water, a mocktail, or information on food options available to them. Underage patrons are strictly monitored, with valid ID required for anyone who looks under 25.

All staff are RSA-certified and encouraged to undertake further training, including higher level qualifications such as an Approved Manager Certification. This ensures Staff and management can respond quickly and effectively to recognise signs of intoxication or potential risky behaviour, particularly during late night trading.

Our goal is to provide a relaxed, enjoyable space where people can socialise, enjoy drinks responsibly, and feel safe particularly during late night hours.

- Professional licensed Security Staff are scheduled during peak trading days and times
- 24 Hour CCTV in both indoor and outdoor area's
- Staff and Management patrols of the venue
- Controlled bookings in the upstairs private bar/function space to prevent overcrowding
- Information readily available of safe transport options, including taxis and rideshares
- Ongoing reviews and assessments for improvements such as adjust staffing, security, and service practices as needed.

With already successfully running another hospitality venue in Leederville, this brings proven, hands-on experience in managing safe, responsible, and community focused venue. This background provides confidence that the same high standards of harm minimisation and responsible service will be applied here.

These measures will ensure a safe, welcoming environment for our patrons, allowing guests to enjoy socialising responsibly while offering a premium venue to the broader Subiaco community.

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 venue is located on Rokeby Road in Subiaco's entertainment district, surrounded by shops, cafes, restaurants, bars, and other small businesses. Noise consideration has been a key focus during planning and fit out, and the buildings location is already in an active, well-lit area, consistent with the rest of the precinct.

The unit had been vacant for several years, therefore opening a new venue will help bring life to the space and reduce the chance of antisocial behaviour. The premises has been fully renovated to a high standard, with a complete fit-out including a new shopfront, a reinstated original style verandah, and interior and exterior design that blends heritage features with modern elements, enhancing the character of the street.

The main public area at the rear is fully sealed, with a kitchen and storeroom separating the bar from the rear wall. A 24-hour CCTV coverage of both indoor and outdoor areas to monitor and maintain security. Licensed security staff are scheduled during peak trading times and will remain on site after alcohol service ends to monitor patrons, manage exits, prevent loitering, and ensure the surrounding area remains safe and orderly.

Most patrons are expected to arrive on foot or via rideshare and taxis. Staff will have transport information readily available. Security and management patrols will monitor the entrances and exit points, ensuring guests depart in an orderly manner.

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?

Licensed security staff will be scheduled during busy periods and remain present until after operating hours during peak times to manage crowds, prevent loitering, and discourage antisocial behaviour.

Staff will receive training to guide patrons calmly and respectfully out of the area at closing time or as needed, ensuring an orderly and safe departure for all patrons.

Noise levels will be regularly monitored throughout the venue by management, with extra attention and stricter controls during late night trading after midnight.

Should any complaints arise, management will review, act accordingly and respond promptly to resolve the issue. All concerns raised will be recorded and reviewed by management and the owner to identify ways to improve our practices and ensure the comfort and well being of the local community.

While renovating and constructing the unit, we have actively engaged with residents and local businesses, building strong relationships and taking on board community feedback through its progression. This connection will continue once the venue is open, with a focus on operating respectfully and in harmony with those who live and work nearby.

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?

Granting the Extended Trading Permit would bring real benefits to tourism, culture, and the local Subiaco community. Opening after midnight provides a premium location for people working outside the standard business hours, finishing evening events, arriving late, or staying in nearby hotels, giving options and a reason to stay longer in Subiaco, supporting the nighttime economy.

The venue has worked closely with the City of Subiaco to retain as much of the heritage features as possible during renovations, allowing both locals and visitors to enjoy the building's original character with a modern twist.

This approach aligns with the City of Subiaco's 10-Year Strategic Plan, which aims to enhance streets and laneways as vibrant, safe, and inclusive spaces, support local businesses, and encourage local engagement. By bringing people into the area later in the evening, the venue helps keep Subiaco lively, connected, and culturally vibrant for everyone.

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

The grant of the Extended Trading Permit will allow the venue to operate responsibly after midnight, providing significant benefits to the Subiaco community, visitors, and the broader Subiaco entertainment precinct. Late night trading creates a premium, inviting venue for patrons finishing evening events such as performances at the nearby Regal Theatre, recently arriving to the area and staying in nearby hotels, or seeking a place to gather on public holidays, allowing them to stay longer in Subiaco and support the local nighttime economy.

The venue also helps reduce pressure on other late night areas, such as Northbridge, by offering a high-quality, well managed alternative within Subiaco. During late night hours, management, trained staff, and licensed security will ensure patrons depart safely, monitor noise, and prevent loitering. Well lit entrances and exits, guidance on transport options, and ongoing harm-minimisation measures further support safety and community amenity.

With the already successfully running another hospitality venue in Leederville, this will be the second owner-operated business, bringing proven experience in managing safe, vibrant, and community-focused spaces. This experience ensures a strong emphasis on responsible service, safe patron departure, and ongoing harm minimisation.

This approach aligns with the City of Subiaco's 10 Year Strategic Plan, which aims to create vibrant, safe, and inclusive streets and laneways, support local businesses, and encourage local engagement. By combining a premium offering with responsible late-night trading, highly trained staff, and strong security measures, the venue enhances Subiaco's vibrancy while maintaining a secure, orderly, and culturally engaging environment for residents, visitors, and workers including providing a much needed premium option on public holidays.

⁶ LC Act s5(1)(c).

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.



07/10/2025

Signature of applicant/s

Date

Source Referencing

3.1

ABS Statistics - 2021 Census All persons QuickStats

<https://www.abs.gov.au/census/find-census-data/quickstats/2021/LGA57980>

Forecast ID – Population household and dwellings. <https://forecast.id.com.au/subiaco/population-households-dwellings>

Forecast ID – population growth <https://forecast.id.com.au/subiaco/population-summary>

Profile ID – Estimated Population <https://profile.id.com.au/subiaco/highlights>

Open Stats - Crime Dashboard Subiaco <https://openstats.com.au/dashboards/crime/suburb/subiaco/>

City of Subiaco – Community Safety Framework

<https://www.subiaco.wa.gov.au/subiacowebsite/media/media/Governance/Reports%20and%20corporate%20documents/Other%20documents/Community-Safety-Framework.PDF>

2.1, 2.2 & 7.2

City of Subiaco – 10 Year Plan

<https://www.subiaco.wa.gov.au/getattachment/Your-Council/Who-we-are/Our-vision/City-of-Subiaco-Council-Plan.pdf?lang=en-AU>