

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:	Laneway on Murray Pty Ltd
What licence or permit type are you applying for?	Ongoing Extended Trading Permit
Are you applying for:	☒ New licence ☐ Removal of existing licence Licence/permit type: Ongoing Extended Trading Permit
Premises trading name:	Zypher Lounge
Address of proposed premises:	414 Murray Street Perth WA 6000

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?

Zypher Lounge is a premium hospitality venue operating within the Perth CBD entertainment precinct. The venue operates a structured evening entertainment model, incorporating organised events approximately one to two times per month.

The target client base consists primarily of adults seeking a higher-end hospitality experience, including dining, drinks, and curated entertainment in a controlled environment. The venue attracts a mature clientele who typically book reserved seating or table packages.

The proposed Extended Trading Permit seeks to allow these organised events to continue until 1:00 am, consistent with previous approved one-off Extended Trading Permits.

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?

Zypher Lounge is a centrally located hospitality venue on Murray Street in Perth CBD. The venue operates with a structured internal layout incorporating seated dining and bar service areas designed to facilitate passive supervision of patrons.

The premises include designated seating areas for the majority of patrons during events, with controlled entry and service points. The venue operates with security oversight appropriate to event size and risk profile.

The maximum patron capacity is as per licensed occupancy limits 350.

The venue contributes to the surrounding streetscape by activating the area during evening trading hours and supporting the broader hospitality character of the Perth CBD entertainment precinct.

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.

Not applicable – the application does not relate to 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.

PART 3 – PROFILE OF THE LOCAL COMMUNITY

3.1 Population Characteristics of the Locality

The proposed premises are located at 414 Murray Street, Perth WA 6000 within the Perth Central Business District (CBD). In accordance with the Public Interest Assessment Guidelines, the locality has been assessed as the area within a two (2) kilometre radius of the premises.

As Australian Bureau of Statistics (ABS) demographic data is not published for an exact two-kilometre radius, the applicant has relied on the most relevant ABS Census data for the Perth locality together with demographic information relating to the Perth CBD and surrounding inner-city area.

The locality is characterised by a diverse mix of commercial, retail, entertainment, hospitality, educational, tourism and residential land uses. It is Western Australia's principal business district and entertainment precinct and accommodates a significant resident population together with a substantially larger daily workforce and visitor population.

The demographic characteristics of the locality include:

Characteristic	Locality Profile
Resident population	Approximately 13,670 residents within the Perth suburb, with more than 110,000 residents across the broader Perth City statistical area.
Population growth	The inner-city population continues to increase through ongoing apartment developments, urban renewal projects and residential infill within Perth, Northbridge, East Perth and West Perth.
Median age	Approximately 33 years, reflecting a predominantly working-age population.
Household income	Median weekly household income of approximately \$1,960 within the Perth locality.
Employment	High workforce participation with major employment sectors including professional services, finance, government administration, education, health, retail, tourism and hospitality.
Cultural diversity	A culturally diverse community with a significant proportion of overseas-born residents, international students and temporary workers.
Housing	Predominantly medium and high-density apartment living, with a high proportion of rental accommodation consistent with an inner-city environment.

The locality also experiences a significant non-resident population each weekday due to commuters employed within the CBD together with students attending nearby tertiary institutions and visitors accessing retail, hospitality, entertainment, sporting and cultural facilities.

Evening activity is an established characteristic of the locality. The surrounding area contains numerous restaurants, small bars, taverns, hotels and other licensed premises operating under various licence types and approved trading hours. Accordingly, the locality is recognised as one of Perth's primary hospitality and entertainment precincts.

The applicant submits that the proposed one-hour extension of trading until 1.00 am is consistent with the established character of the locality and will not materially alter the existing pattern of licensed trading within the precinct. Rather, it formalises an operating model that has already been successfully demonstrated through a number of previously approved Extended Trading Permits.

The applicant considers that the demographic profile of the locality, together with the established entertainment function of the Perth CBD and the venue's demonstrated history of responsible operation, supports the grant of the application as being consistent with the public interest.

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 following community buildings and facilities have been identified within approximately a 2-kilometre radius of the proposed premises at 414 Murray Street, Perth WA 6000.

Category	Name	Address
Local Government	City of Perth – Council House	27 St Georges Terrace, Perth WA 6000
Schools / Educational Institutions	Edith Cowan University – City Campus	2 Bradford Street, Perth WA 6000
	North Metropolitan TAFE – Perth Campus	25 Aberdeen Street, Perth WA 6003
	Mercedes College	86 Victoria Avenue, Perth WA 6000
	St George's Anglican Grammar School	50 William Street, Perth WA 6000
Hospitals	Royal Perth Hospital	197 Wellington Street, Perth WA 6000
Aged Care Facilities	Bethanie on the Park	2 Goderich Street, East Perth WA 6004
Churches / Places of Worship	St George's Cathedral	38 St Georges Terrace, Perth WA 6000
	St Mary's Cathedral	Victoria Square, Perth WA 6000
	Wesley Uniting Church	75 William Street, Perth WA 6000
	St Brigid's Church	200 Aberdeen Street, Northbridge WA 6003
Drug and Alcohol Treatment / Community Support Services	Cyrenian House – Northbridge Office	318 Fitzgerald Street, North Perth WA 6006
	Palmerston Association (Perth services)	505 Wellington Street, Perth WA 6000*
	Ruah Community Services	247 James Street, Northbridge WA 6003
Short-Term Accommodation / Refuges	Passages Youth Engagement Hub	20 James Street, Northbridge WA 6003
	The Salvation Army – Perth Outreach Services	18 Stuart Street, Perth WA 6000
Childcare Centres	Goodstart Early Learning East Perth	20 Bennett Street, East Perth WA 6004
	Nido Early School West	22 Delhi Street, West Perth

Category	Name	Address
Community Facilities	Perth	WA 6005
	City of Perth Library	573 Hay Street, Perth WA 6000
	Perth Town Hall	601 Hay Street, Perth WA 6000

The applicant has considered the presence of these community facilities in assessing the potential impact of the proposed extension of trading hours. The application seeks only a one-hour extension until 1:00 am on approved trading days and does not involve any change to the nature of the business or its operating model. Based on the venue's demonstrated history of responsible operation under previously approved Extended Trading Permits, together with its established harm minimisation measures, the applicant considers that the proposal is unlikely to have any material adverse impact on these community facilities or the surrounding locality.

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?

The venue implements a range of harm minimisation strategies consistent with responsible service obligations under the *Liquor Control Act 1988 (WA)*.

These include:

- Mandatory Responsible Service of Alcohol (RSA) training for all relevant staff
- Active monitoring of patron behaviour by staff and security personnel
- Refusal of service to intoxicated patrons
- Entry screening and dress code enforcement
- Use of security staff proportionate to patron numbers and event risk
- Structured seating arrangements for most patrons during events
- Controlled bar service procedures designed to discourage rapid consumption
- Staff training in early identification of intoxication and escalation procedures

The venue's operating model is designed to promote a controlled hospitality environment rather than high-volume or uncontrolled consumption.

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 design and operation of Zypher Lounge supports the maintenance of amenity and good order within the locality.

The premises operates within an established entertainment precinct where late-night hospitality trading is a normal and expected feature of the area.

Operational measures include:

- Security supervision of entry and exit points
- Management of patron dispersal at closing time
- Encouragement of orderly departure behaviour
- Monitoring of noise levels within and immediately outside the premises
- Compliance with capacity limits at all times
- Use of structured event formats with seated patrons reducing uncontrolled movement

Previous approved Extended Trading Permit events over the past 12 months have been successfully managed without known issues affecting local amenity or surrounding premises.

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?

The venue is committed to operating in a manner that minimises any potential disturbance to nearby workers, businesses, or residents.

Measures include:

- Active supervision of patrons during and after events
- Encouraging patrons to leave the premises in an orderly and quiet manner
- Use of security staff to manage external areas during peak departure times
- Prompt response to any operational issues or complaints if they arise
- Maintaining clean and orderly external surrounds
- Ensuring entertainment remains appropriate to the CBD hospitality precinct

The application seeks only a one-hour extension and does not involve any change to patron numbers, entertainment style, or venue operations.

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.

⁶ LC Act s5(1)(c).

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 proposed ongoing Extended Trading Permit contributes positively to Perth's night-time economy and broader hospitality sector.

Zypher Lounge provides structured entertainment events that attract patrons into the CBD, increasing visitation and supporting surrounding businesses including restaurants, transport providers, accommodation, and hospitality venues.

The venue contributes to cultural activation of the precinct by offering curated events that enhance the diversity of Perth's nightlife offerings.

The extension supports tourism and visitor experience by providing additional late-night hospitality options within an established entertainment precinct.

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

This application is based on a demonstrated history of successful operation under multiple approved one-off Extended Trading Permits over the past 12 months.

These events have consistently operated until 1:00 am under responsible management practices, including security oversight and structured patron controls.

The application does not seek to introduce a new style of operation, but rather to formalise an existing and proven trading pattern that has already been assessed and approved by the licensing authority.

The venue will continue to operate in the same manner, with no increase in patron capacity or change in business model.

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.

Elise Fotheringham

30th June 2026

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date