



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.

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).

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:	Druyul Pty Ltd
What licence or permit type are you applying for?	LIQUOR STORE
Are you applying for:	<input checked="" type="checkbox"/> New licence <input type="checkbox"/> Removal of existing licence (which licence/permit type)
Premises trading name:	DRUK LIQUOR
Address of proposed premises:	UNIT 3B / 8 HASLER ROAD, OSBORNE PARK WA 6017

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?

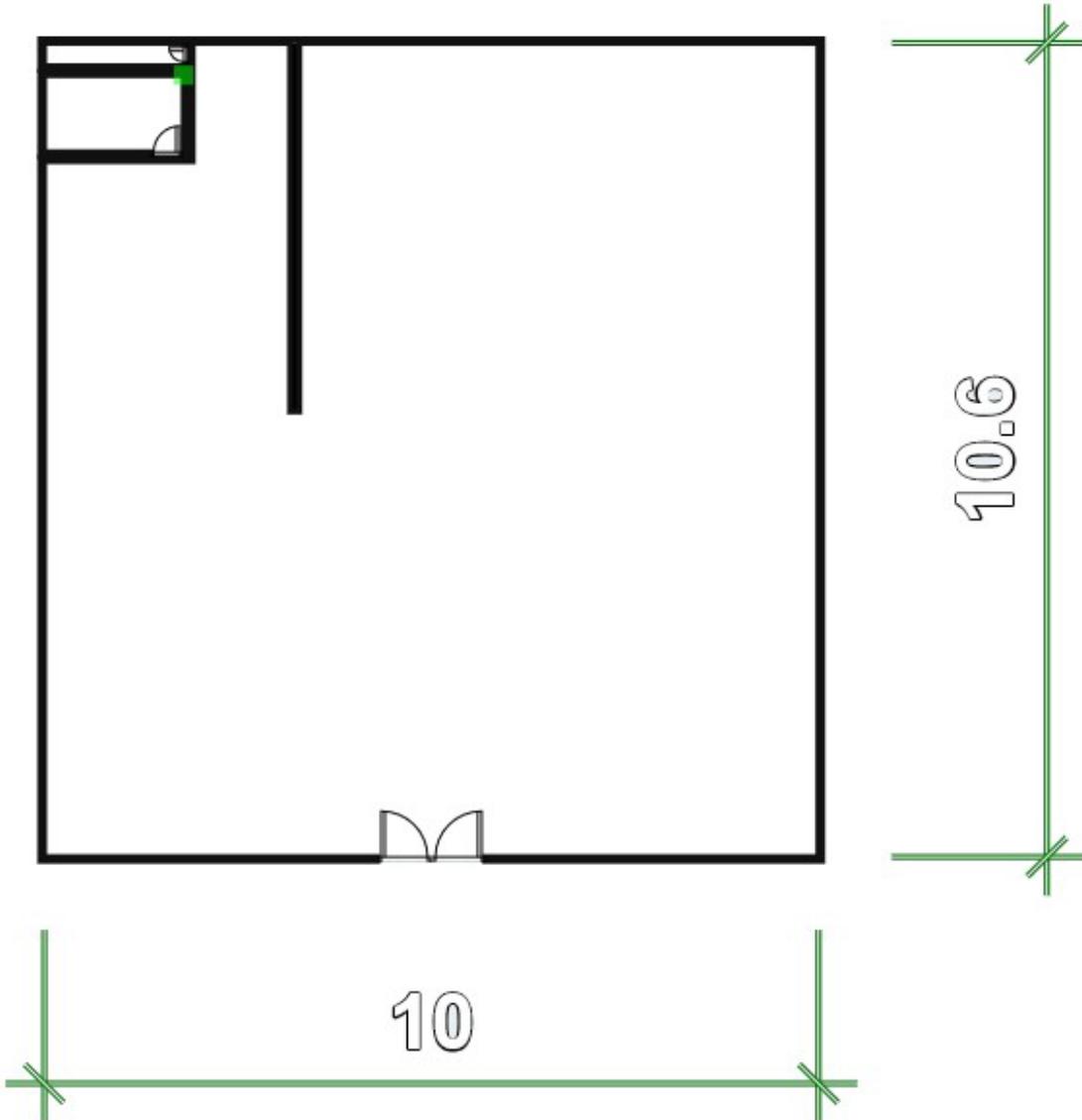
The business will import premium Bhutanese beer into Australia, ensuring compliance with all customs, excise, and alcohol licensing regulations. The imported beer will be stored in a licensed warehouse facility and distributed through both wholesale and retail channels. Distribution will be carried out to liquor wholesalers, bottle shops, bars, restaurants, and other licensed venues. In addition, direct marketing will be undertaken to promote Bhutanese beer as a unique, cultural, and premium product within the Australian market.

The target client base :

- Our Bhutanese Community
- Licensed liquor wholesalers and distributors across Australia.
- Independent and chain bottle shops seeking to diversify their product offerings.
- Bars, pubs, and restaurants interested in offering unique international beverages.

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?

Unit Floor Plan



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 will be mostly selling to our Bhutanese restaurants (licenced), following are some names:

Event House

Dragon Chef

Raven's Point

Himalayan Fusion

Fusion Flames

Druk Zomsa

Blue Poppy

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.

As of 2025, Osborne Park, WA, is a growing, dynamic suburb with a projected population of around **5,250 people** by 2035. The population is notably younger than the Perth average, is culturally diverse, and a significant proportion of households are renters.

Key Population Characteristics in 2025

Demographics and Age

- **Projected Growth:** The population is forecast to reach 5,250 by 2035, reflecting a steady 4% increase.
- **Median Age:** The average (median) age of residents is approximately **34 years**, which is younger than the broader City of Stirling average of 38. The predominant age group is 30-39 years.
- **Household Size:** The average number of people per household is low, at approximately **1.9 people** per dwelling, suggesting a community with a high proportion of lone-person or group households.

Cultural Diversity

- **Place of Birth:** A substantial portion of residents were born overseas. The top five non-Australian birthplaces are Bhutan (11%), India (6%), England (4%), and Italy (2%).
- **Language:** A variety of languages are spoken at home, with a significant percentage of residents speaking a language other than English.

Housing and Lifestyle

- **Housing Type:** The area features the third-highest proportion of semi-detached townhouses in the City of Stirling, offering a modern, low-maintenance lifestyle.

- **Home Ownership:** A majority of households (around 55-49.5%) are privately rented, with only 18.2% of homes fully owned and 28.3% being purchased with a mortgage.
- **Household Income:** The median weekly household income is around **\$1,478**.

Employment

- **Occupation:** The main occupations of residents are professionals (22.8%), technicians & trades workers (16.1%), and clerical & administrative workers (13.6%).
- **Employment Status:** 66.4% of the labour force is employed full-time, with an unemployment rate of 5.2%.
- **Key Industries:** Top industries for employment include Health care and social assistance (11.3%), Retail trade (11.1%), and Manufacturing (9.7%).

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.

Schools : there is only one schools that is Chrysalis Montessori
Churches: there are no churches within 2 kms radius
There is one Psychology Centre,BSS Psychology, The Garden Office Park, Building C, Level 3/355 Scarborough Beach Rd, Osborne Park WA 6017

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?

To Minimise harm, we will follow the following strategies

Strict ID and Age Verification

- Always request and check valid photo identification for anyone who appears under 25.
- Refuse service to minors under 18 years of age.
- Display clear signage stating that underage sales are prohibited.

Refusal of Service to Intoxicated Persons

- Train all staff to recognise signs of intoxication.
- Do not sell or supply alcohol to anyone who is visibly intoxicated.
- Support staff to confidently refuse service when needed.

Staff Training and Compliance

- Ensure all staff hold a valid **Responsible Service of Alcohol (RSA)** certificate.
- Conduct regular refresher training on liquor laws, store policies, and safe service practices.
- Keep detailed incident logs for refusals and disturbances.

Responsible Marketing and Promotions

- Avoid promotions that encourage excessive or rapid drinking (e.g. bulk discounts or “two-for-one” deals).
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- Do not advertise alcohol in a way that targets minors or suggests alcohol leads to success or social acceptance.
- Display “**Drink Responsibly**” and “**No ID, No Sale**” signage.

Safe Store Environment

- Maintain good lighting, CCTV, and staff presence to deter antisocial behaviour.
- Manage queues and ensure customers behave appropriately on the premises.
- Report violent or disorderly conduct to authorities when necessary.

Community Engagement and Education

- Provide information about safe drinking and support services (e.g., DrinkWise, Alcohol Think Again).
- Collaborate with local councils, police, or community programs promoting responsible drinking.

Limit Bulk Sales When Appropriate

- Be cautious when selling large quantities of alcohol, especially to individuals showing signs of risky consumption.
 - Keep records of suspicious or refused bulk purchase requests.
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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 carefully designed to ensure it operates in a way that protects the amenity, quiet, and good order of the surrounding community. The store layout provides clear visibility for staff to monitor customer behaviour at all times, with security cameras installed throughout the interior and exterior areas.

The entry and exit points are designed to minimise noise and disturbance to neighbouring properties. All deliveries will take place during standard business hours to avoid disruption. The store does not permit loitering, and clear signage will remind customers to respect nearby residents and businesses.

Lighting around the premises will be adequate for safety without creating glare or nuisance. Waste management practices will ensure the area remains clean and tidy at all times.

The design supports efficient supervision, responsible service of alcohol, and quick response to any potential disturbances. Together, these measures will help maintain a safe, quiet, and orderly environment consistent with the expectations of the local community.

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?

Following action will be taken to minimise the impact on people who live or work nearby

Noise Control:

- Ensure all loading, deliveries, and waste collection occur during normal business hours to avoid noise disturbances.
- Keep background music inside the store at a low level and ensure doors remain closed to contain noise.

Customer Behaviour Management:

- Display clear signage reminding customers to be considerate of neighbours when entering or leaving the premises.
- Do not allow loitering, drinking, or antisocial behaviour outside the store.
- Refuse service to intoxicated persons and those causing disturbances.

Cleanliness and Waste Management:

- Maintain the area around the store in a clean and tidy condition at all times.
- Provide secure waste disposal and promptly remove litter or empty containers from around the premises.

Security and Monitoring:

- Install CCTV to deter antisocial behaviour and assist with incident management.
- Ensure staff are trained to handle difficult situations professionally and to contact police if necessary.

Community Engagement:

- Respond promptly and respectfully to any concerns raised by nearby residents or businesses.
 - Work cooperatively with local authorities and community groups to maintain a safe and positive environment.
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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?

Since we will be importing and selling our Bhutanese Liquor which is not available here in Australia, and since the one of the main ingredients in the beer is our natural spring water which makes it even better and unique, so it will definitely benefit not only our Bhutanese community but Australians will also get opportunity to taste our Bhutanese liquor

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

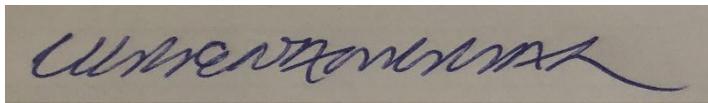
We would be very grateful if the Department could kindly look into the matter and grant the licence, since Bhutanese Liquor would be a good addition to the Community and to the state as well.

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.



UGYEN NAMGYEL

08/11/2025

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date