

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:	FM Cristinelli 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 Licence/permit type: [Type here]
Premises trading name:	Rocky Gully General Store _____ _____
Address of proposed premises:	9522 Muirs Highway, Rocky Gully WA 6397 _____ _____

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?

Specifically, regarding alcohol I hope to retail packaged liquor either as single units, multiple units or by the carton. It is proposed to showcase local wines. Hours of trade are currently planned to be Monday through to Saturday 8am to 6pm. Eftpos and cash are the only sales transaction types. The target client base is the local community, surrounding residents and passing trade.

Please see attached for reference: Attachments F,G,H,I,J and L

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 building is a contemporary 1950's service station and general store. The theme chosen for the refurbishment enhances this form with a modern take on style from the time period. It complements the street scape and atmosphere of the surrounding area. The maximum number of patrons permitted on the premises is 10.

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.

There are no other licenced premises in the locality.

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.

Total population at the 2021 census was 92, population growth would be minimal, median age is 49, median weekly income is \$900. There are 37 full or part time workers, 6 unemployed full or part time workers with the balance of population either retired or under 15 years of age. The community consists of farms, vineyards and a Form 24 4 variety of horticultural activities which provide most of the employment for the locality.

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 only community buildings are the St Johns Ambulance. Local Fire brigade and CWA rooms.

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?

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 have always been central to the Rocky Gully community. From the early settlement days the building has been the towns sole fuel outlet.

Over the last 35 years it has also expanded to include the post office and general store. These additions were done in something of an adhoc fashion and ultimately became run down over time. It became something of a negative space and poor reflection of a strong, vibrant and involved community.

Located centrally within the Rocky Gully townsite and directly facing Muir Highway it is the one and only surviving retail business. Its redevelopment and success are paramount to the locality, as such, due consideration was given to all aspects of amenity and consequent integration to the surrounds. All features, facilities and services that contribute physical or material comforts and benefits to users have been considered in line with the history, surrounds, purpose and future of the location.

From the tangible, such as form, colour, texture, open space, seating and access to the intangible aspects such as views, air quality and genuine hospitality we have made it a priority to enhance the amenity of central Rocky Gully during every step of the transformation.

The negative aspects are hard for me to identify if anything having a completely refreshed store in the centre of town may shine something of a light on the need to address street verges and amenities The shine of Plantagenet are up for that conversation and commitment as they put down 5 year planning strategies during 2022 for all of the small townships within the shire

Please also see attached for reference: Attachment K

Streetscaping is integral in shaping a community's identity, therefore it is rightly subjected to stringent approval processes. Despite the process, care in designing the streetscape element of the project's plan is paramount to its success. A well-designed streetscape encourages connection, understanding and a sense of community for those who frequent the space. We are working closely with the Shire of Plantagenet and our designers to create an environment encouraging these outcomes within the relevant guidelines.

Beyond the contributions to the community, improved streetscapes have been found to provide countless benefits.

1. Creating local, green jobs
2. Increasing the property values of homes and businesses.
3. Providing spaces that encourage healthier and more active lifestyles.
4. Reducing air pollution by sequestering harmful carbon emissions.
5. Be educational and interactive

I do believe that by creating a safe space for one end ail is important.

I am of the belief that if anything vandailism litter, crimlnal acts and related anti social behaviour will be reduced further from the already low levels of occurrence.

Having a well-lit forecourt with excellent vision lines internally and being open seven days a week gives a sense of security on its own for not only my staff and I but also travellers and locals alike.

This business will be a safe haven and an important logistical and fatigue break point roughly halfway between Mt Barker and Manjimup {160IKm between towns}.

Internal and external security cameras and movement sensors are to be installed for everyone's safety and the benefit of law enforcement. i am currently receiving quotes from experts in the security field and look to heed their advice in choosing the types of equipment and their placement / location on the premises.

The Shire of Plantagenet are well aware of this development and have recently run public planning meetings to hear from residents and consequently put in place a series of improvements to the town overall. These include

6. Updating the Public toilets directly across the road
7. Improving the immediate streetscape
8. Adding more street lighting around the town
9. Increasing the number of available rubbish bins

Violent Crimes specifically have historically been few and far between within the Rocky Gully locality. A crime is a fact; a matter of law and it is not an opinion. The causes of crime are complex; Poverty, parental neglect, low self-esteem, alcohol and drug abuse can be connected to why people break the law. Some are at greater risk of becoming offenders because of circumstance.

Again, I can't control what people do in their own homes or outside the perimeter of my land but I can actively influence behaviour within it. People are ultimately responsible for their own actions. Whilst I am in no way a criminologist I am part of a community with a low tolerance toward crime and will work with the relevant authorities if and when asked. Again there will be no tolerance for rude or inappropriate behavior from individuals or groups against either my staff or the general public. incidents of such a nature will be reported at haste and to the relevant authorities.

By creating employment opportunities within my business and consequently supporting other local businesses in turn their viability is improved, this can only lead to further employment opportunities by extension.

I feel this is very relevant to the question as so many causes of crime revolve around people's financial position and mental health.

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?

I am very conscious of the potential negative consequences of alcohol and have spent many hours researching this aspect of the business. From when I first built the business plan these issues have been considered, namely

10. premise security in Start up Ccsts
11. Noted in the industry analysis
12. Operations Plan

I have drafted a series of Policies and procedures for the business to operate under, please note the attached initial policies relevant to the liquor store (subject to approval).

To address the question directly; I believe due to our predicted hours of operation 8am to 6pm Monday to Saturday ,there is a reduced risk of both noise and anti social behavior occurring on the premises overall As much as I cannot be held accountable for what people do in their own homes or outside the boundary of my business it is in my direct interest to actively report any continued or illegal occurrences.

Whilst there is potential for noise and anti-social behaviour I genuinely believe this is very low and could well be reduced further with the introduction of better lighting and

meetings of people are incredibly important in small communities some of the key benefits include:

13. getting to meet new people.
14. learning about different cultures. leading to greater understanding between people living in different societies or from different backgrounds.
15. development of social skills and consequent social status
16. to be aware of local issues and become involved in local clubs and groups

Cultural exclusion is real in many isolated regional towns across the country, it is something that shouldn't happen in Rocky Gully given the popularity Muir Highway and the diverse mix that transits the route and work seasonally in the area. The Local community does and should be encouraged to mix with people from diverse backgrounds with different lifestyles which through demonstration effect may lead to the development of improved lifestyles and practices from the tourists' examples. There can be an improvement in local life through better local facilities and infrastructure (developed to sustain tourism) which could lead to better education, health care, employment opportunities and income. Having more cultural and social events available for local people such as entertainment, exhibitions etc can only increase social awareness. Importantly the conservation of local and cultural heritage of an area and rebirth of its crafts traditions and ancestral heritage are encouraged when given the opportunity and space that events create.

The introduction and development of tourism allows local people an opportunity for economic and educational growth that would not otherwise be available In addition it allows both the tourist and the local community a chance to experience other cultures which broadens understanding". Tourism generated income and consequent employment can be tremendously beneficial to local communities. Tourism generated income can be used to better education, improve infrastructure, to fund conservation efforts and to promote more responsible tourism.

The personal benefits of increasing employment as a result of Tourism are numerous, many are in fact are traits of the Act Belong Commit campaign. This charitable non-government initiative has been run over recent years to address our states growing mental health issue with an overriding positive message around getting individuals involved in their community. I support it.

Here are some benefits I feel are relevant.

- 17. Keeps you busy, challenges you and gives you the means to develop yourself
- 18. Gives you a sense of pride, identity and personal achievement
- 19. Enables you to socialize, build contacts and find support
- 20. Provides you with income to support yourself and explore your interests
- 21. Builds up your skills and knowledge
- 22. Can improve your physical and mental health
- 23. Increased happiness due to sense of belonging
- 24. Security from a steady and reliable income
- 25. Increased self-esteem due to a daily purpose and contribution to society

Our business will initially seek two employees to service operational requirements. As we scale up to include a fully functioning cafe this number should double to four within the first 12 months. The Cafe and Fuel Station will be open 7 days a week and as such may require additional staff dependent on level of trade and hours of availability" This is a real positive for the local community in that it opens up tangible benefits to those employed and opportunities for the next generation to gain experience in the service and retail industries. The requirements to gain recognized training and accreditation in the service of alcohol (RSA), Barista courses and the like will be assets our staff have meaningfully gained whilst employed in our business and are skills they take with them.

In addition our suppliers and contractors (many of which will be local) also benefit from the ongoing economic demand and stimulus our business creates. This has already shown to be true during the redevelopment planning and construction phases - flow on benefits are clearly evident to other small business and trades alike. As further supply contracts are entered into some credence can be given to our real support of other local business in the longer term and the flow on employment opportunities this perpetuates

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

[Type here]

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.



Signature of applicant/s

8/10/2025

Date

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date

1. Intended Manner of Trade

The applicant proposes to operate the licensed premises as part of the Rocky Gully General Store, a small-scale rural retail outlet providing essential goods and services to the local community and surrounding district.

The sale of liquor will be conducted as a secondary and complementary activity to the core business of a general store. Liquor sales will not be the primary focus of the business and will be integrated into the existing retail offering in a controlled and responsible manner.

Liquor will be sold strictly for off-premises consumption and in accordance with the conditions of the licence, the Liquor Control Act 1988, and all relevant regulations and guidelines. Trading hours for liquor sales will align with approved hours and will not extend beyond what is appropriate for the locality.

The manner of trade will emphasise:

- Responsible retailing of alcohol
- Community convenience
- Harm minimisation
- Compliance with all statutory obligations

2. Facilities and Services to Be Provided

The licensed area will be located within the existing general store premises and will be clearly defined. Liquor will be displayed in a designated section that is visible from the main service counter to ensure effective supervision by staff at all times.

Facilities and services will include:

- A modest, curated range of packaged liquor (including beer, wine, cider and spirits) suitable for household and social consumption
- Secure storage and controlled display of liquor products
- Point-of-sale systems that support age verification and transaction monitoring
- Staff trained in Responsible Service of Alcohol (RSA)
- Clear signage relating to age restrictions and responsible consumption

No entertainment, bar facilities, or consumption areas will be provided. The premises will not operate as a tavern, bar, or hotel, and no on-site drinking will be permitted.

3. Target Client Base

The target client base consists primarily of:

- Local residents of Rocky Gully and surrounding rural areas
- Farming families and agricultural workers
- Visitors, tourists, and travellers passing through the district
- Customers already attending the general store for groceries, fuel, and other essential goods

The applicant does not seek to attract high-volume or late-night alcohol purchasers, nor does the proposal target young people or vulnerable groups. The scale and nature of the liquor offering is intentionally limited to meet everyday community needs rather than encourage excessive consumption.

4. Public Interest Considerations

The grant of this application is considered to be in the public interest for the following reasons:

Improved Community Access and Convenience

Rocky Gully is a small rural locality with limited access to retail services. Granting this licence will allow residents to purchase liquor locally rather than travelling significant distances to other towns, improving safety, reducing travel-related risk, and enhancing quality of life.

Support for a Sustainable Local Business

The addition of liquor sales will support the long-term viability of the general store, helping to maintain an essential service for the community. Sustainable local businesses contribute positively to rural resilience, employment, and economic stability.

Low Risk Profile

The proposed manner of trade is low-risk, with liquor sales being secondary, limited in scale, and subject to strict supervision and harm minimisation measures. There will be no on-premises consumption, no extended trading hours, and no entertainment-related risks.

Commitment to Harm Minimisation

The applicant is committed to responsible alcohol management practices, including refusal of service to intoxicated persons, strict age verification, staff training, and compliance with all licence conditions. These measures align with the objects of the Liquor Control Act 1988 to minimise alcohol-related harm.

Alignment with Community Expectations

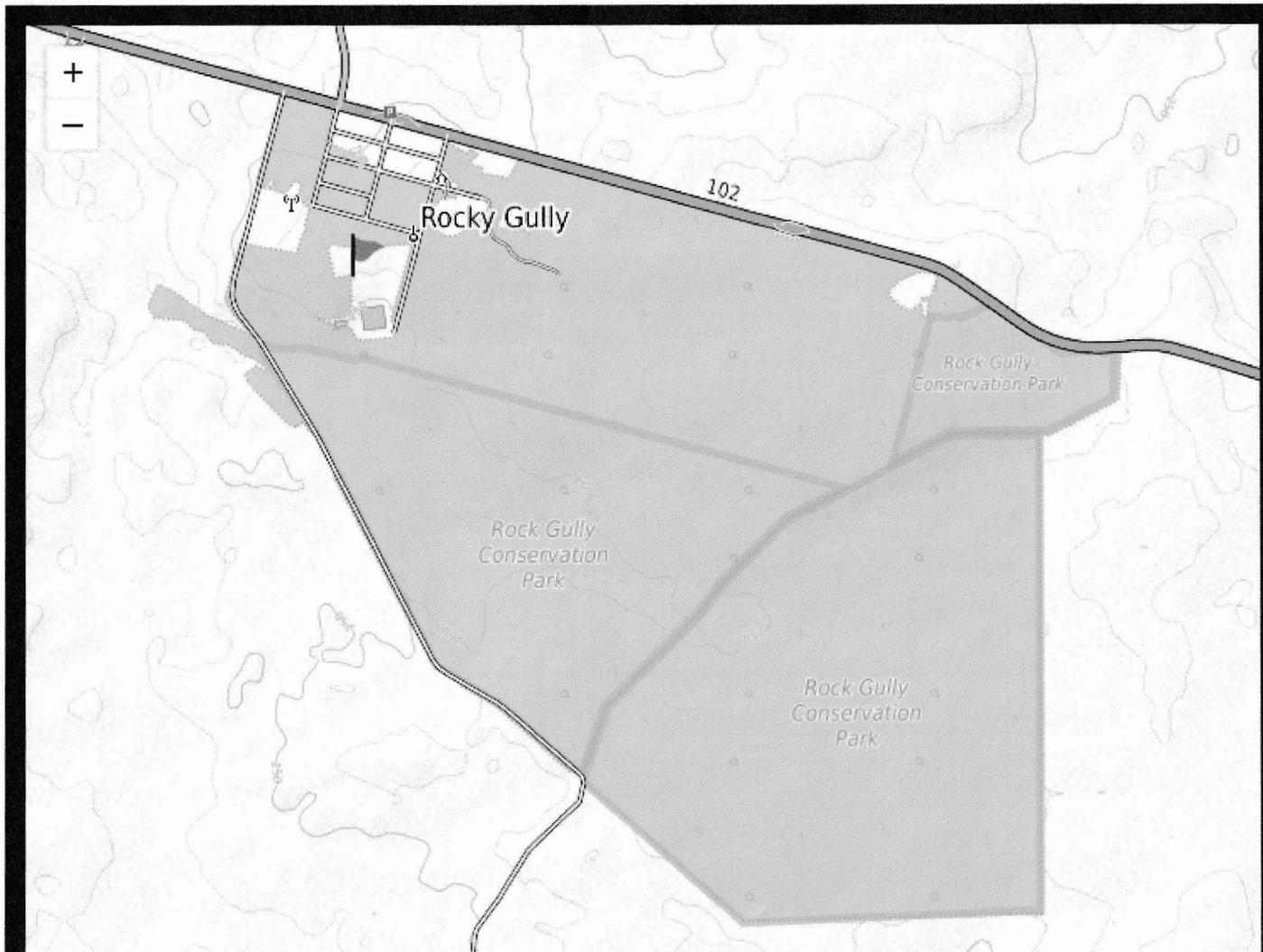
Community feedback and market research undertaken as part of this application indicate support for a local liquor outlet operating as part of a general store, provided it is responsibly managed and appropriately scaled.



AUSTRALIA

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Rocky Gully

Town

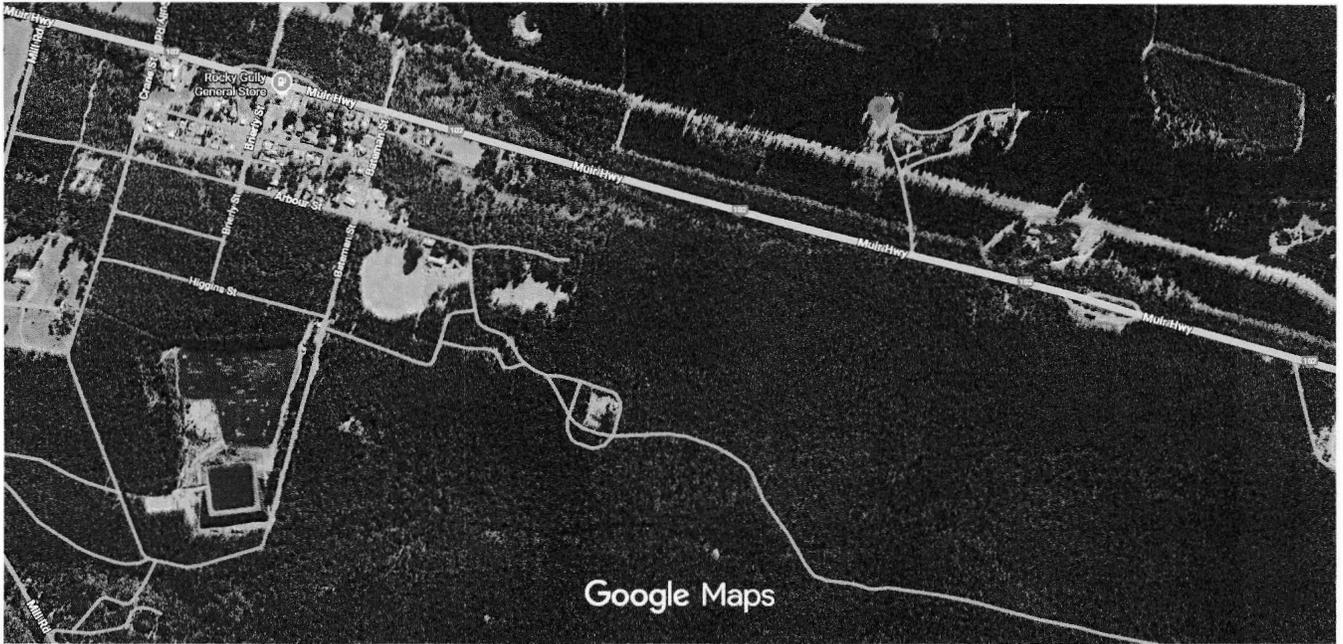
Address

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Impact on Amenity in the Locality

The proposed liquor licence is not expected to have any adverse impact on the amenity of the Rocky Gully locality. The business will operate as a small, community-focused retail outlet providing packaged liquor for off-premises consumption only, consistent with the rural and low-density character of the area.

Rocky Gully is a sparsely populated rural locality with limited commercial services and no nearby licensed premises offering packaged liquor. Residents currently travel significant distances to access these goods, increasing inconvenience and travel-related risks. The proposal is intended to enhance local amenity by improving access to lawful liquor purchases within the community rather than creating a new destination venue or entertainment precinct.

The premises will operate within reasonable trading hours appropriate to a rural general store and will not involve on-site consumption, late-night trading, amplified music, or entertainment. As such, there will be no increase in noise, anti-social behaviour, or disruption to nearby residents. The scale of operations is modest and aligned with existing retail activity already occurring at the site.

Traffic and parking impacts are expected to be negligible, as the majority of customers will be local residents already frequenting the general store for everyday goods. No additional infrastructure changes are required, and the proposal will not place pressure on local services or public spaces.

A range of harm minimisation and responsible service measures will be implemented, including strict ID verification, staff training, refusal of service protocols, and clear signage. These measures further mitigate any potential amenity impacts and support the responsible sale of alcohol.

Overall, the proposed licence is considered compatible with the existing land use and character of Rocky Gully and is expected to maintain and modestly enhance local amenity by providing a convenient, regulated service without introducing adverse social or environmental impacts.