

Annexure 1

Form 2A Public Interest Assessment Additional Information



Applicant:	Endeavour Group Limited
Application:	Application for Conditional Grant of Liquor Store Licence
Premises:	BWS – Beer Wine Spirits Eglinton

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Introduction

1 Background

- 1.1 The Applicant has made an application to the Licensing Authority for the conditional grant of a liquor store licence for premises (the **Proposed Store**) to be located at the new Eglinton Village shopping centre (the **Centre**) being constructed at the corner of Marmion Avenue and Imperial Entrance, Eglinton.
- 1.2 This document provides information required in the Licensing Authority's Form 2A Public Interest Assessment. In particular, it provides information to address the Public Interest Assessment requirement under Section 38 of the Liquor Control Act 1988, together with the Applicant's other material and evidence lodged by the Applicant in support of the Application.
- 1.3 For ease of reference, where appropriate the heading of sections in this document refers to the question number on the Form 2A.

2 Terms

- 2.1 In this document the following terms have the following meanings:
 - (a) "**Act**" means the Liquor Control Act 1988.
 - (b) "**Applicant**" means Endeavour Group Limited.
 - (c) "**Application**" means the application under Sections 47, 62 and 68 of the Act by the Applicant seeking approval for the conditional grant of a liquor store licence for the Proposed Store.
 - (d) "**BWS**" means BWS – Beer Wine Spirits.
 - (e) "**Centre**" means the new Eglinton Village shopping centre located at the corner of Marmion Avenue and Imperial Entrance, Eglinton.
 - (f) "**Market Survey**" means the market survey carried out by Painted Dog for the purposes of the Application.
 - (g) "**Form 2A**" means the Public Interest Assessment Form 2A the WA Licensing Authority requires the Applicant to complete for the Application and to which this document is annexed.
 - (h) "**Licensing Authority**" has the meaning given in the Act.
 - (i) "**Locality**" means the locality of the Application as set out in **clause 5**.
 - (j) "**Proposed Store**" means the proposed liquor store the subject of the Application, being the proposed BWS Beer Wine Spirits Eglinton liquor store.
 - (k) "**Regulations**" means the Liquor Control Regulations 1989.
 - (l) "**Supermarket**" means the Woolworths Supermarket at the Centre.

3 Supporting material

- 3.1 The Applicant has relied upon the following to inform and support this document:
 - (a) MGA Town Planners Report dated October 2025 (**MGA Report**).

- (b) Statement of Anthony Smith (the Applicant's Business Development Manager) dated 20 January 2026.
- (c) Statement of Tim McGrath dated 5 December 2025.
- (d) Harm Minimisation Plan for the Store.
- (e) Market Survey.
- (f) Development Approval for the Centre dated 22 January 2025.

Information responding to Form 2A questions

Part 2 – Manner of Trade

4 Q 2.1: Proposed manner of trade and target client base

4.1 The Proposed Store will be a modern, browse style liquor store that will operate under the Applicant's "BWS" brand.

4.2 BWS is a well-established, reputable and popular national retail liquor brand that is focussed on providing convenience retail packaged liquor services and facilities. Anthony Smith, Business Development Manager for the Applicant, comments on BWS as follows:¹

"Currently our range of BWS stores includes freestanding stores, stores associated with shopping centres; stores associated with a hotel or tavern; and stores associated with Woolworths Supermarkets.

At the core of the BWS brand is convenience. This convenience is provided through aspects such as location, e.g., being located in the local, neighbourhood shopping centre or next to a Woolworths Supermarket, and/or facilities, e.g. having a drive-through service."

4.3 The store will be a small to medium sized store, with a total trading area (including the walk in coolroom) of 125m².

4.4 Key features will include:²

- (a) A product offering of a comprehensive range of approximately 1,303 liquor products featuring a selection of products across all liquor categories, that includes:
 - (i) 172 beer products and 90 cider products (including some products sold in duplication quantities i.e. single, six pack, carton);
 - (ii) 641 wine products (comprising 240 white wines, 245 red wines, 86 sparkling wines and 70 cask wines);
 - (iii) 222 bottled spirit products and 114 "Ready to Drink" products (including some products sole in duplication quantities i.e. single, six pack, carton);
 - (iv) local, Australian and international products; and

¹ Statement of Anthony Smith clauses 3.3 to 3.4

² Floor plan; Statement of Anthony Smith; MGA Report

- (v) around 546 products that are exclusive to the Applicant.
- (b) Free on-site parking in the Centre car park for 250 vehicles with easy access to/from the car park.
- (c) Trolleys from the Supermarket available for customer use to carry their purchases.
- (d) Competitive product prices, with weekly specials and discounts available on bulk purchases.
- (e) Modern, well-laid out premises with wide aisles.
- (f) A spacious walk-in cool-room.
- (g) Numerous refrigerated display cabinets offering a large range of already chilled products.
- (h) A “direct to boot” facility.
- (i) Extensive and effective harm minimisation policies and procedures.
- (j) Qualified and well-trained staff on duty during all trading hours of the store.

Further details are provided in Anthony Smith’s statement (refer clause 5) and the MGA Report (clause 3).

- 4.5 The trading area of the Proposed Store and proposed product range will be smaller than the BWS standard. Anthony Smith explains:³

“The Proposed Store will offer a scaled down version of the standard BWS range. This is because the size of the Proposed Store will be smaller than the usual BWS store (which is generally around 200m²). Around 1,303 liquor products will be offered (compared to the standard product offering of around 1,600).”

- 4.6 The Proposed Store is specifically designed to provide convenience and complementary services to the local community and in particular, customers of the Supermarket at the Centre. Being located in the Centre, within close proximity to the Supermarket, will provide consumers with the opportunity for one-stop shopping for groceries and packaged liquor. As noted by MGA Town Planners:⁴

“A covered pedestrian path will surround the southern and eastern edges of the development, linking the premises to the supermarket entry point, which will be within 30m to the north-west. In addition, a network of pedestrian paths will extend throughout the carpark. These pedestrian paths will facilitate the movement of trolleys between the supermarket, BWS store and carpark, enabling single-trolley and packaged liquor purchases and the safe movement of customers with trolleys.”

- 4.7 Such ease of access is particularly useful for customers when the weather is inclement, people are in a hurry, have mobility issues or are wheeling heavy shopping trolleys.⁵ Below is a plan showing the location of the Proposed Store at the Centre (indicated by the BWS logo).

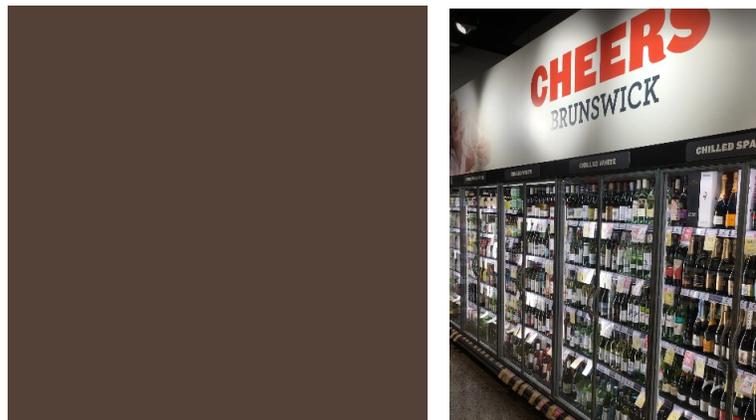
³ Statement of Anthony Smith clause 5.9

⁴ MGA Report clause 3.4

⁵ Statement of Anthony Smith clause 5.4



4.8 The Proposed Store will be fitted out in the BWS corporate livery, which consists of high quality, fixtures and fittings and modern, contemporary décor. It is specifically designed to ensure a safe, secure and pleasant shopping environment.⁶ Below are some images showing as an example, how the store will present.



⁶ Statement of Anthony Smith clause 5.5



4.9 Customers of the Proposed Store will have access to the Applicant’s other services and facilities such as:

- (a) on-line purchasing;
- (b) gift card facilities;
- (c) “Direct to Boot” pick up; and
- (d) home delivery.

4.10 As the Proposed Store is located on the exterior of the Centre, it will be able to trade after the Centre closes. While the Applicant is seeking approval to trade the permitted statutory trading hours in the Application, its actual trading hours will be consistent with the standard BWS trading hours.⁷ These are shorter than the permitted hours and are currently as follows:⁸

Monday to Friday: 8am to 9pm.

Saturday: 8am to 5pm.

Sunday: 11am to 5pm.

5 Q 2.2: Description of the Locality and the Store

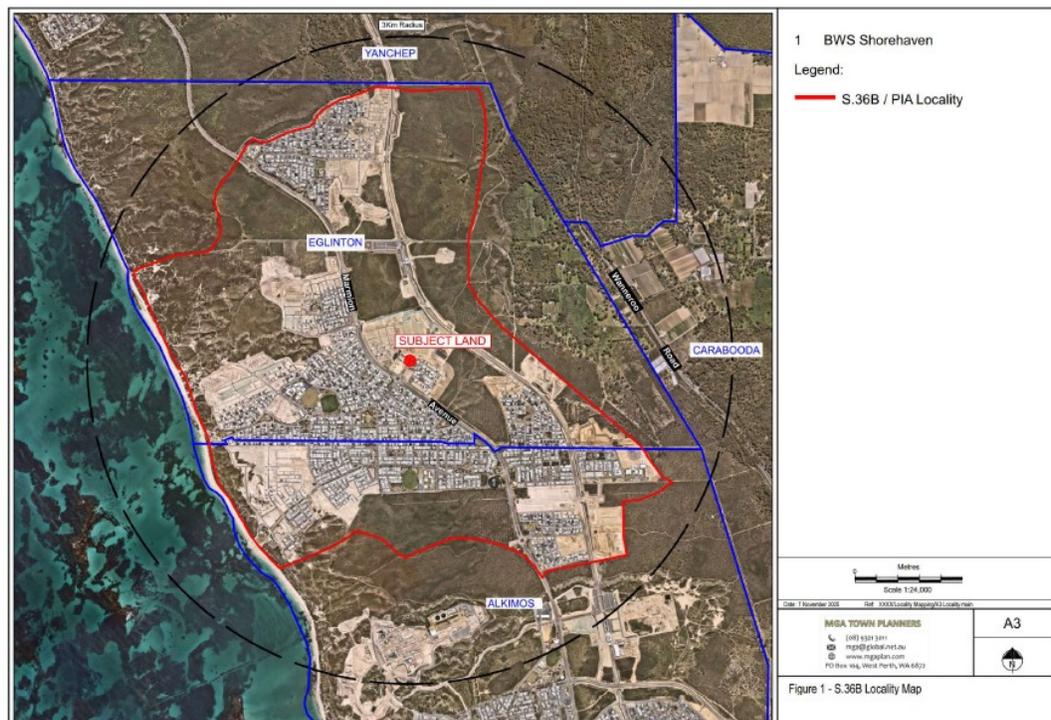
5.1 The Act does not specify the area that should be adopted by an applicant when assessing Public Interest considerations pursuant to Section 38 of the Act, except in relation to amenity issues. Therefore, the critical first step is to identify the overall

⁷ Statement of Anthony Smith clause 5.7

⁸ Statement of Anthony Smith clause 5.7

geographic area that should be used by the Applicant in completing the Public Interest assessment.

- 5.2 Part 3 of Form 2 states that if the intended business is not within 15km of the Perth CBD or in a remote area, generally the relevant “locality” is the area within a 3km radius. However, it also provides that another area can apply where it is considered the specified area is not appropriate.⁹
- 5.3 As a general principle, the “locality” is considered to be the area surrounding the proposed licensed premises, which is most likely to be impacted by an application, if granted. Regard needs to be given to the specific circumstances of the store, including its size and location, and its proposed manner of trade.
- 5.4 For a liquor store licence, such as the Application, a critical factor is liquor will be purchased by a customer who will take the liquor home, or somewhere else, to consume at a later time. This is quite distinct from a premises where liquor is permitted to be consumed on the premises.
- 5.5 The Applicant engage an expert, MGA Town Planners, to ascertain the relevant geographic area for the purposes of the Public Interest assessment for the Application.¹⁰ MGA Town Planners identifies this as the area shown outlined by the red line on the map below (**Locality**).¹¹



- 5.6 As can be seen, the identified Locality is a discreet area, with features such as bush reserves, Mitchell Freeway and the Alkimos waste water treatment facility creating

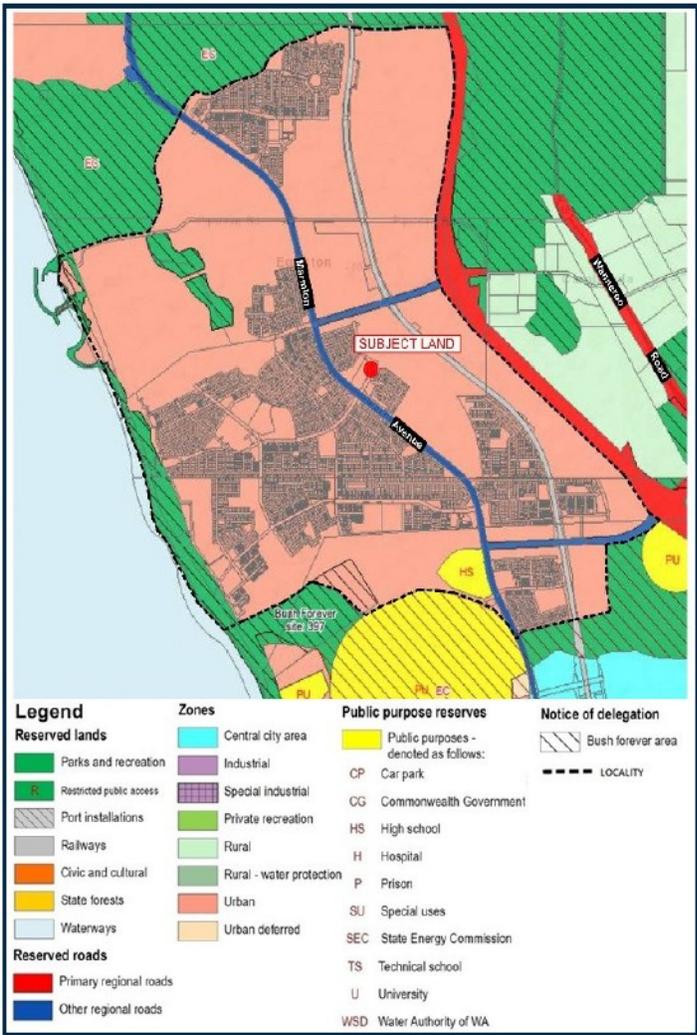
⁹ Form 2A Part 3

¹⁰ MGA Report

¹¹ MGA Report Figure 1 and clause 4

physical barriers and separation.¹² The area includes all the urbanised area contained within the suburb of Eglinton and the northern portion of the suburb of Alkimos. This portion is separated from the remainder of Alkimos by the waste water treatment facility.

- 5.7 The identified Locality is the area adopted by the Applicant in addressing the Public Interest requirement for the Application. It is relevant to note that the Locality captures the same residential population as the area within a 3km radius of the Proposed Store.¹³
- 5.8 Separate submissions have been lodged by the Applicant in relation to the area comprising the locality for the purposes of Section 36B.
- 5.9 Predominantly land in the Locality is zoned “Urban”, accommodating current and future residential development.¹⁴ This is illustrated in the Metropolitan Region Scheme map provided below.¹⁵



¹² MGA Report clauses 2.6 and 4.14

¹³ MGA Report clause 4.6(1)

¹⁴ MGA Report clause 4.9

¹⁵ MGA Report Figure 4

- 5.10 Marmion Avenue passes through the Locality on a north south orientation. MGA Town Planners reports:¹⁶

“Marmion Avenue is identified as an ‘Other Regional’ road, passing north-south through the [Locality], and provides the only connection between the northern part of Alkimos (with the [Locality]) and the balance of Alkimos to the south. The nearest east-west connection to the south linking to Wanneroo Road is Romeo Road, which is external to the [Locality] and links to the point at which the Mitchell Freeway currently terminates. Otherwise, the ‘Other Regional’ roads ... extending between the future Mitchell Freeway reserve and Marmion Avenue, are yet to be established.”

- 5.11 Considerable residential development has occurred in the Locality in the last 10 years as shown in the aerial images below.



Source: MGA Report

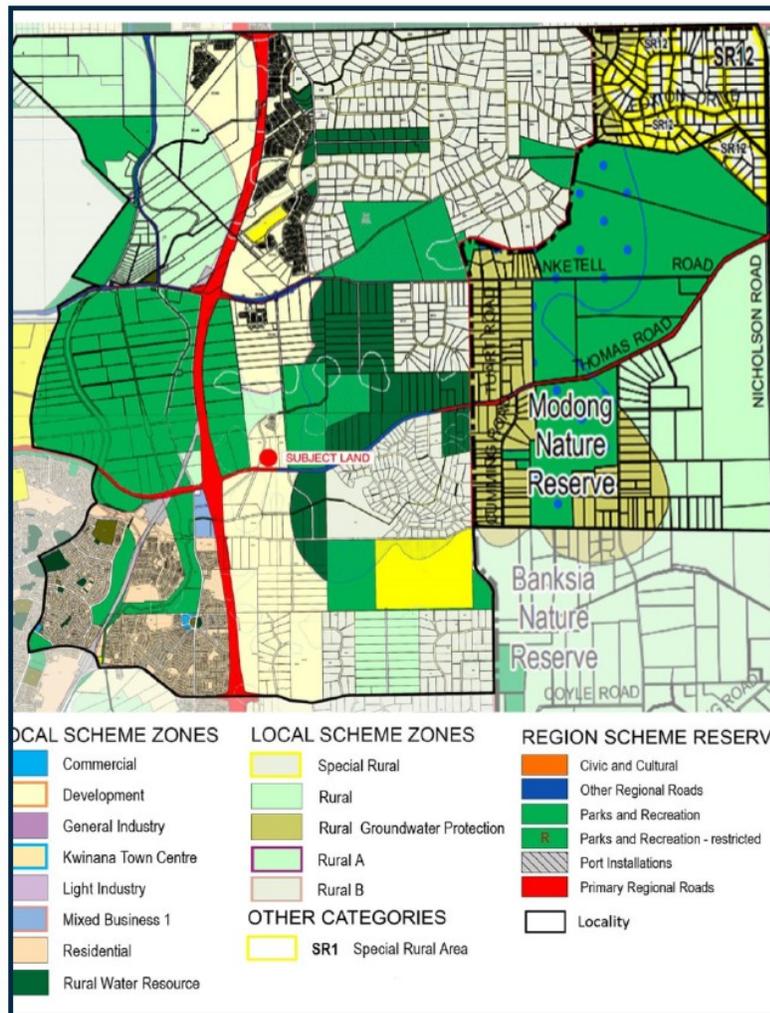
- 5.12 Significant further residential development is expected to occur in the future, especially around the site of the Centre.¹⁷ This is discussed further at **clause 7.3** below.
- 5.13 The Locality has also enjoyed the benefit of major infrastructure projects in recent years, such as extension of the Mitchell Freeway and the northern train line. The Eglinton train station is located approximately 1km north of the Centre and Proposed Store.¹⁸

¹⁶ MGA Report clause 4.16

¹⁷ MGA Report clause 5.6

¹⁸ MGA Report clause 4.18

- 5.14 This development will be continuing, especially in the corridor running alongside the eastern side of the Freeway where the Centre and Proposed Store will be located, being the area shown in pale yellow in the image below.¹⁹



- 5.15 The Centre signifies the commencement of significant commercial development in the area. It is a planned centre and the first of its kind for the Locality. Until now there has only been one activity centre in the area, being a small local activity centre situated at the corner of Shorehaven Boulevard and Marmion Avenue. This centre offers limited amenities. It contains a service station, a hairdresser, a dental care centre and a BWS drive through liquor store (BWS – Beer Wine Spirits Shorehaven). It has been the sole activity centre servicing the community.²⁰ It was constructed in 2016 when the local community and associated development was at its infancy, as shown in the images at **clause 5.11** above.

- 5.16 Construction of the Centre is underway, with an opening date schedule for late June 2026. The external structure has been completed and internal works have

¹⁹ MGA Report clauses 4.12 and 4.14

²⁰ MGA Report clause 6.8

commenced and are progressing. Below is an image of the Centre as at December 2025.²¹



- 5.17 Introduction of the Centre is a key part of the Locality's development and has been formally endorsed under both local and WAPC structure plans.²² It will be the first supermarket-based activity centre to be established in the area, specifically designed to meet the household grocery, convenience and packaged liquor shopping needs of the surrounding community.²³ Since 2016 the local community has only had access to had limited shopping facilities, and no access to a major supermarket.²⁴ The closest available major supermarket to residents of the Locality is 4.7km to the south or 7km to the north.²⁵ As reported by MGA Town Planners, while a District Centre is planned to be constructed in the future, there is no indication as to when this will occur.²⁶
- 5.18 A large range of services and facilities will be offered at the Centre, including: the Woolworths Supermarket, the Premises, specialty shops, and a café/restaurant.²⁷ Concept images of the Centre are provided below.

²¹ <https://www.cedarwoods.com.au/eglinton-village/buying/development-updates/>

²² MGA Report clauses 4.7, 4.20 and 4.21

²³ MGA Report clauses 2.15, 6.2 and 6.4

²⁴ MGA Report clauses 6.6 and 6.10

²⁵ MGA Report clause 6.11

²⁶ MGA Report clause 4.22

²⁷ MGA Report clause 3.2



Source: <https://blog.cedarwoods.com.au/eglinton/>

- 5.19 Classified as a “neighbourhood centre” under the WA State Planning Policy 4.2 – Activity Centres for Perth and Peel, the Centre’s role and function is to provide for local shopping needs and convenience goods.²⁸ The sale of packaged liquor falls within the scope of this.²⁹

²⁸ MGA Report clause 6.2

²⁹ MGA Report clause 6.3

6 Q 2.3: Existing licensed premises in the Locality

- 6.1 There is one existing venue in the Locality that is licensed to sell retail packaged liquor to the general public.³⁰ This is the BWS Beer Wine Spirits Shorehaven drive through liquor store, referred to earlier.
- 6.2 The geographic location of the BWS Shorehaven store is shown on the Locality map at **clause 5** and details are provided in the MGA Report (refer section 9), a screenshot of which is provided below:

9.3 BWS Shorehaven

- 9.3.1 The BWS Shorehaven store is contained in a retail building containing two other tenancies, at the corner of Shorehaven Boulevard and Pacific Promenade, near the intersection of Marmion Avenue and Shorehaven Boulevard. The location of this premises was previously shown in Figure 8, and a petrol station exists immediately west of the BWS store. The premises is contained in a small local activity centre.
- 9.3.2 The premises has a double—lane drive—through facility, and a carpark exists to the north of the BWS store that is shared with the two tenancies in the same building. This enables customers to either browse the store, or use the drive—through facility if they choose to do so. The petrol station to the west has a separate vehicle parking area.
- 9.3.3 The trading floor measures approximately 170m² in area, along with a cool room being approximately 65m². There are 18 fridges surrounding the edges of the trading floor, including 8 containing beer, 2 containing cider, 6 double-door fridges containing pre-mixed drinks, and 2 fridges containing chilled wine. Spirits and liqueurs are contained in glass cabinets west of the entry door, in direct view of the counter. The centre of the shop floor also has 2 double—sided displays containing wine.
- 9.3.4 This premises predominantly caters to local residents in the S.36b locality area making single—purpose trips to purchase packaged liquor. The premises is also the only liquor store, and is contained in the only existing activity centre within the locality at this time. Commuters passing by on busy Marmion Avenue would also visit the premises, given its proximity to Marmion Avenue and the drive—through facility available. The BWS Shorehaven store is not co-located with a supermarket.]

- 6.3 Opening in June 2016 the BWS Shorehaven store has been operating for 10 years. At the time the liquor licence for the store was granted, Eglinton and Alkimos were in the early stages of development and the complex where the store is located was the first commercial development to occur in the area.³¹

³⁰ MGA Report section 6

³¹ Statement of Anthony Smith clause 13.2

- 6.4 The store is a purpose built, drive through facility, specifically designed for customers to drive in and be served while they remain in their vehicles.³² Below is a photograph of the store.



Source: Statement of Anthony Smith

- 6.5 By nature, location and design the BWS Shorehaven store caters to a different consumer needs and has a different role and function to the Proposed Store. Anthony Smith comments as follows:

“While the Proposed Store and the BWS Shorehaven stores are both BWS branded stores, they are designed to service distinctly different customer needs. As mentioned above, the BWS Shorehaven store is designed to cater to customers who want quick and/or convenient service. Being able to remain in their vehicle is particularly appealing to customers such as tradies, who often have expensive tools in their vehicle which they don’t want to leave unattended; parents with young children in the car that they do not want to have to get in and out; or people with mobility issues. In contrast, the Proposed Store caters to customers who want to do their liquor shopping at the same time as doing their grocery or other shopping. Namely, in the one trip.”

- 6.6 Furthermore, as noted above, the BWS Shorehaven store is not associated with a major supermarket, unlike the Proposed Store will be.

Part 3 – The Profile of the local community

7 Q 3.1: Population characteristics in the Locality

- 7.1 The population of Locality recorded at the 2021 Census was 6,691 people.³³ Between the 2016 Census and the 2021 Census the population grew 85.6%, from 3,606 persons.³⁴

³² Statement of Anthony Smith clause 13.3

³³ MGA Report clause 5.3 and Table 1

³⁴ MGA Report clause 5.3

7.2 Currently 55.4% of the Locality’s population resides in Eglinton, with the remainder in the northern portion of Alkimos which is contained in the Locality, as shown in the table below.³⁵

Table 1 – S.36b Locality Population by Suburb (2021)

SUBURB	2021 CENSUS POPULATION	PROPORTION OF S.36b LOCALITY POPULATION
EGLINTON	3,708	55.4%
ALKIMOS	2,983	44.6%
S.36b LOCALITY	6,691	100.0%

7.3 Significant future population growth in the Locality is forecast, especially in Eglinton with an increase of 507.1% projected by 2036.³⁶ A large proportion of this growth will be around the Centre site.³⁷ In particular medium and high density residential developments are planned for land to surround the Centre, predominantly in the form of single dwellings and town houses.³⁸

7.4 A demographic profile of the Locality’s population is provided in the MGA Report. Analysis of this reveals the population:

- (a) is relatively youthful, with 37% aged between 20 to 39 years of age, which is higher than Greater Perth (28.4%) and State (27.5%) proportions;³⁹
- (b) has a higher proportion children aged 0 to 14 years of age (27.2%) compared to Greater Perth (19.0%) and State rates (19.0%);⁴⁰
- (c) has a lower proportion of indigenous persons compared to Greater Perth and WA rates (1.7% for the Locality, 2% for Greater Perth and 3.3% for WA);⁴¹
- (d) is largely Australian born, with a larger proportion of migrants from English speaking countries (such as England, New Zealand and South Africa) compared to Greater Perth and WA proportions);⁴²
- (e) has a lower proportion of people who do not speak English well or not at all compared to Greater Perth and WA averages (0.8% for the Locality compared to 2% for Greater Perth and 1.7% for WA);⁴³
- (f) is dominated by families (80.3%), at proportions higher than Greater Perth (71.5%) with a higher than average proportion of these families being couple families with children (50.1% for the Locality compared to 45.7% for Greater Perth);⁴⁴

³⁵ MGA Report Table 1

³⁶ MGA Report clause 5.6 and Table 2

³⁷ MGA Report clause 5.7

³⁸ MGA Report clause 4.23

³⁹ MGA Report clause 5.10 and Table 3

⁴⁰ MGA Report clause 5.9 and Table 3

⁴¹ MGA Report clause 5.14 and Table 4

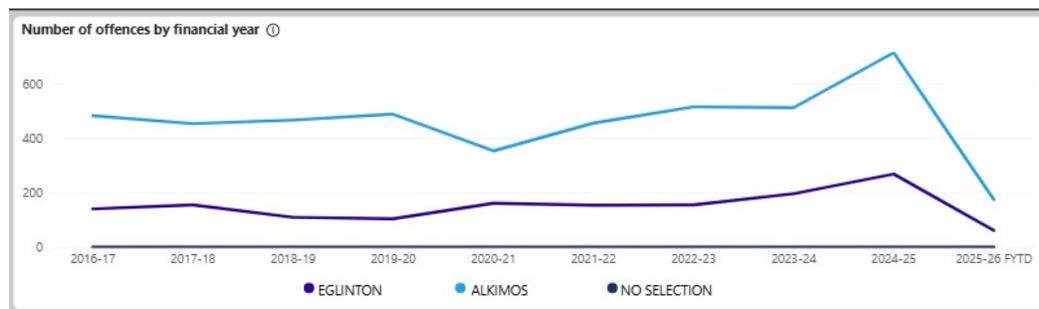
⁴² MGA Report Table 4

⁴³ MGA Report clause 5.18 and Table 5

⁴⁴ MGA Report clause 5.21

- (g) overall the median individual, household and family income levels of residents of the Locality are higher than Greater Perth and WA averages,⁴⁵ and
- (h) has average or higher levels of relative socio-economic advantage.⁴⁶

- 7.5 Overall it is evident from the above that the Locality can be characterised as containing first home owners and young families.⁴⁷ This is consistent with a newly developed greenfield area.⁴⁸
- 7.6 Assessment of the existing liquor related harm and ill health in the Locality is difficult, as there is no publicly available crime and health data specifically relevant to the Locality other than the suburb specific crime data. All other available data is on an aggregated basis.
- 7.7 Available crime data is published on the WA Police website.⁴⁹ The available information is recorded crime statistics and offence on a suburb or regional basis.
- 7.8 Recorded offences for the suburbs in the Locality (Eglinton and Alkimos) for the 2015/2016 financial year to the 2025/2026 financial year to date are shown in the graph below. It is imperative to note that the offence rates are actual numbers and not adjusted to population growth. This is especially relevant given the Locality’s significant population increase between 2016 and 2021 (refer **clause 7.1** above). It is also important to note that only a small portion of the suburb of Alkimos is included in the Locality.



Source: WA Police Crime Statistics Portal (www.police.wa.gov.au)

- 7.9 The highest category of recorded offences for both suburbs were offences against property.
- 7.10 It is observed that:
- (a) Offences were fairly constant until 2020/2021, then levels started trending upwards, spiking in 2024/2025. Offences have been trending down in the last financial year.
 - (b) Eglinton, which contains the largest proportion of the Locality’s residents, has a relatively low level of offences.

⁴⁵ MGA Report Table 9

⁴⁶ MGA Report clause 5.31 and Table 10

⁴⁷ MGA Report clauses 5.12 and 5.27

⁴⁸ MGA Report clause 5.12

⁴⁹ <https://www.police.wa.gov.au/Crime/CrimeStatistics#/>

7.11 No information is given as to the level or extent to which the recorded offences are associated with the consumption of packaged liquor.

8 Q 3.3: Specified community places

8.1 The Form 2A requires the names and addresses of any of the following that are located in the Locality: 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. These are set out in the table below.⁵⁰

Category	Name	Address
AA meeting places	None identified	
Aged Care Homes	None identified	
Alcohol/women's health/refuges/homelessness service	None identified	
Childcare	Alkimos Family Day Care	87 Celeste Street, Alkimos
	Amberton Beach Family Day Care	25 Gamboge Street, Eglinton
	Sparrow Early Learning	3/3 Bulwark Avenue, Alkimos
	Keiki Early Learning	91 Shorehaven Blvd, Alkimos
	Eglinton Beach OSH (Primary School)	61 Cerulean Drive, Eglinton
	Busy Bees Amberton Beach	101 Heath Ave, Eglinton
	Buttercups Childcare	121 Aduro St, Eglinton
	Panda Early Learning Centre	1 Cushing Road, Alkimos
	Childcare Health Facilities	None identified
Churches	Haven Baptist Church	91 Shorehaven Blvd, Alkimos
	Alkimos Baptist Church	50 Scotthorn Drive, Alkimos
Hospitals	None identified	
Local Government office	None identified	
Schools	Eglinton South West Primary School	61 Cerulean Drive, Eglinton
	Shorehaven Primary School	91 Shorehaven Blvd, Alkimos

⁵⁰ MGA Report Table 15

	Northshore Christian Grammar School	50 Scotthorn Drive, Alkimos
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- 8.2 Alkimos Family Day Care and Amberton Beach Family Day Care are the closest of the above premises to the Proposed Store, both located 1.2 km away. These plus all other premises are well removed and separated from the Proposed Store by existing / future dwellings and the established road network.⁵¹

Part 4 – Minimising the potential for alcohol to cause harm

9 Q 4.1: Strategies used to minimise harm from the use of alcohol

- 9.1 If the Application is granted, the Applicant will be permitted to sell and supply retail packaged liquor to the general public.

- 9.2 The Proposed Store will be operated in accordance with the Applicant's comprehensive management and harm minimisation policies and procedures.⁵² These will ensure the store is properly managed and supervised at all trading times in accordance with all relevant laws. As noted by Anthony Smith:⁵³

"EGL takes its role as a retailer of alcohol very seriously. It is our stated ambition to be the industry leader in the responsible retailing of liquor and we devote considerable time, money and other resources to provide the infrastructure, systems and strategies to ensure that the alcohol we sell is sold responsibly. All aspects of our liquor operations are stringently controlled and supervised.

EGL goes above and beyond the legislated requirements for the responsible service of alcohol. We aim to operate our liquor business beyond legal compliance to a standard of industry leadership. We are committed to the responsible service and supply of alcohol and all aspects of our liquor operations are subject to a set of responsible service policies. We are proud of our outstanding record of responsible service of alcohol throughout Australia."

- 9.3 All staff who employed by the Applicant to work at the Proposed Store must be suitably qualified before they commence work, and will undergo thorough and comprehensive training on the responsible service of liquor prior to and during their employment.⁵⁴
- 9.4 Details of the Applicant's responsible service of liquor and harm minimisation measures are provided in Anthony Smith's statement (refer clause 8). The Licensing Authority has on several occasions acknowledged the Applicant's sound management practices and responsible service of liquor.
- 9.5 If the Application is granted the Proposed Store will be operated in accordance with the Applicant's strict and comprehensive harm minimisation policies and procedures

⁵¹ MGA Report clause 8.3 and Table 13

⁵² Statement of Anthony Smith clause 6.5(e)

⁵³ Statement of Anthony Smith clauses 8.1 and 8.2

⁵⁴ Statement of Anthony Smith clause 9

that are standard to all its stores throughout WA and Australia. The Applicant has proven that such measures are effective and minimise the risk of adverse issues.

- 9.6 It will also be closely monitored by the Applicant in the first few months after it opens so the Applicant can assess and identify what, if any, additional security and safety measures, over and above the Applicant's standard measures are required.⁵⁵
- 9.7 Not only does the Applicant have the means, resources and commitment to put in place appropriate measures and controls that will minimise the risk of liquor related harm occurring from the operation of the Proposed Store (if the Application is granted), it has systems in place to ensure any issue that does arise is dealt with appropriately.⁵⁶

Part 5 – Impact on the amenity, quiet or good order of the Locality

10 Q 5.1: Design of the Store to minimise amenity impacts

- 10.1 Given the Proposed Store will be a walk in liquor store located in the Centre, with no drive through facility, operation of the store is unlikely to cause any adverse amenity impacts.
- 10.2 The siting of the Proposed Store in the Centre is appropriate as it will be in a dedicated retail area. It will integrate into the Centre in terms of land-use, access, servicing and car parking and is unlikely to generate additional amenity impacts such as noise, traffic, parking congestion, etc. It will simply form part of the ordinary, everyday functions of the Centre. In particular:
- (a) Deliveries will take place during the day to a designated loading area.
 - (b) All packaging and waste will be disposed of by the Applicant in a controlled and responsible manner and in compliance with all local government and other laws.
 - (c) All waste bin collections will take place from within the designated loading area and will comply with the local government's and Centre management's requirements.
- 10.3 Where possible, prevention of crime principles through design have been incorporated into the design of the Proposed Store.⁵⁷ This includes location of the cash desk near to the entrance/exit of the store which enables staff to easily monitor and be aware of who is coming in and out of the store. Other design features include:
- (a) Bright lighting throughout all areas of the Store.
 - (b) A "back to base" security alarm system.
 - (c) An entry buzzer to alert staff to persons entering or exiting the Store.

⁵⁵ Statement of Anthony Smith clause 7.9

⁵⁶ Statement of Anthony Smith clause 11

⁵⁷ Statement of Anthony Smith clause 7.2

- (d) Glass spirits located in shelving units with lockable perspex covers that only staff can access.
- (e) Roller shutters installed at the public entry point to the Store.
- (f) High quality CCTV system.

Further details are provided in Anthony Smith's statement (clause 7).

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

11 Q 6.1: Actions take to minimise the impact on people who live or work nearby

- 11.1 As stated above, the Applicant will operate the Proposed Store in strict compliance with the Applicant's management policies and procedures. This ensures the store will operate in harmony with its local community.
- 11.2 Similar to amenity impacts, as the Proposed Store will be a walk in liquor store located within the Centre, operation of the store is unlikely to cause any offence, annoyance, disturbance etc. within its immediate vicinity. This is amplified by the fact that consumption of liquor will not be permitted on the premises (other than for tastings).
- 11.3 The layout and configuration of the store, the Applicant's management policies and procedures and security measures will ensure that the Proposed Store will be effectively and fully controlled and supervised during all trading hours. The harm minimisation strategies to be put in place will minimise the risk of liquor related harm.

Part 7 – Impact on tourism, culture and the community

12 Q 7.1: Tourism, cultural and community benefits resulting from the grant of the Application

- 12.1 The Store will principally cater to the packaged liquor needs of customers of the Centre, and in particular, customers of the Woolworths Supermarket. It will provide choice and convenience to packaged liquor consumers to residents of the Locality and visitors to the area, including tourists. Although it is acknowledged that the Locality is not a tourist destination.
- 12.2 Currently if residents of, or visitors to, the Locality want to purchase packaged liquor there is only one outlet available to them. The grant of the Application will introduce greater choice and diversity in the range of stores available to consumers. In particular, it will provide consumers with the choice and opportunity of one-trolley shopping for groceries and packaged liquor within close proximity to their home – an amenity which is currently not available.

13 Q 7.2: Other information to support the Application

- 13.1 Buss J in *Woolworths Ltd v Director of Liquor Licensing* [2013] WASCA 227 stated that it is a notorious fact that, in contemporary Australian life, one-stop shopping in large suburban shopping centres is of great importance. The Proposed Store will introduce this amenity into the Locality.
- 13.2 The Applicant is an experienced, successful retailer that devotes considerable resources to identifying and understanding what consumers want. It carries out regular research to obtain insights into consumer purchasing patterns, motivations and trends in retail packaged liquor.⁵⁸ This research also obtains information on the profile of liquor consumers; the different types of consumer segments that exist; what consumer expectations and preferences are within each consumer segment; and how consumers rate the features of different retail liquor brands. It is essential for EGL's strategic planning and to ensure the products and services it offers are relevant to consumer needs and requirements.
- 13.3 Tim McGrath, Head of Customer Advocacy for the Applicant reports key research findings include:
- (a) There are five distinct consumer segments for packaged liquor in the Australian retail liquor market and that each has unique priorities and purchasing habits.⁵⁹
 - (b) These consumer segments choose where they buy their liquor based on different purchase drivers.⁶⁰
 - (c) There is need for a variety of packaged liquor outlets, as different store formats are chosen to suit different consumer segments and shopping missions.⁶¹
- 13.4 In short, consumers have a variety of packaged liquor requirements and want, and expect, a range of retail packaged liquor outlets to cater to their different needs and wants from time to time.
- 13.5 It is also clear that a significant and distinct proportion of consumers use and want a liquor store that offers the convenience of being able to shop for liquor at the same time as doing their grocery shopping. Roy Morgan reports that in an average four week period a total of 40.5% of Australian consumers purchased packaged liquor from a supermarket retailer such as BWS, Liquorland, Aldi or IGA.⁶² These findings echo the Applicant's general research findings as well as the research completed by the Applicant for the purposes of the Application.
- 13.6 BWS – Beer Wine Spirits is a highly sought after and popular liquor store brand by packaged liquor consumers. Its key appeal is convenience, and the ability for customers to get their shopping done quickly. The popularity of a business model in other localities is relevant to consider in the context of an application in another

⁵⁸ Statement of Tim McGrath clause 3

⁵⁹ Statement of Tim McGrath clause 4.1(a)

⁶⁰ Statement of Tim McGrath clause 4.1(b)

⁶¹ Statement of Tim McGrath clause 4.1(c)

⁶² Roy Morgan Media Release 22 May 2020 "Supermarket Retailer's capture largest (and growing) and share of packaged alcohol market but wine clubs attract 'big spending' customers"

location, and can support an inference as to the existence of relevant consumer requirements.⁶³

- 13.7 The Market Survey was commissioned by the Applicant to ascertain the views of residents in the Locality of the Proposed Store. It involved an opt-in online survey conducted from 24 November 2025 to 5 January 2026.⁶⁴ All households in the Locality were invited to participate by way of a mail-drop invitation delivered by Australia Post. Only one member of the eligible households aged 18 years of age or older was eligible to complete the survey. As the mail-drop area did not (and could not be) perfectly aligned with the Locality boundaries, a small proportion of the invitations were delivered to households adjacent to, but not within the Locality.⁶⁵
- 13.8 In total 323 participants completed the survey.⁶⁶ 95% of these live within the Locality and 5% outside.⁶⁷ 72% of participants purchase packaged liquor.⁶⁸
- 13.9 Key insights from the Market Survey are provided below:⁶⁹

Limited local access and a strong preference for convenience indicate unmet needs

- Access to takeaway liquor within the defined Locality is limited, with no liquor stores co-located with a supermarket in the immediate area. This points to a clear unmet need in Eglinton.
- A significant gap in the market exists, with twice as many residents wanting to purchase liquor with their groceries in a single trip than are currently able to.
- Convenience is the main driver behind store preference, especially for stores that are closer to home or align with regular shopping routines. This is also the core appeal of the proposed BWS.
- Many residents currently make dedicated trips to purchase liquor, often traveling to Alkimos, Butler or Yanchep. These regular journeys highlight the lack of convenient local options.
- BWS is already the most frequently shopped brand in the area. Access to the BWS brand is the top reason residents say they would visit the proposed store.

Strong community support reflects demand for improved convenience and proximity

- Nearly 90% of residents support the proposed store when undecided participants are prompted. Support is strongest among those who regularly purchase takeaway liquor.
- Support is driven by the proposed store's convenient location, ease of access, and co-location with grocery shopping, especially among those living within the defined Locality.
- Residents who already complete their shopping in one trip consistently rate supermarket co-location as the most valued feature. These residents are more likely to support the proposed store.
- Most residents report no concerns about the proposal. A small minority feel the area already has enough liquor options.

There is clear intent to shop at the proposed BWS once operational

- 80% of residents say they would be likely to shop at the proposed store if it opened. This figure is even higher among those living in the defined Locality.
- Likelihood to shop is highest among regular takeaway liquor purchasers, current BWS customers, and those who prefer to combine liquor and grocery shopping or shop online.
- Residents in the Locality are four times more likely to find the proposed store convenient compared to those outside it.
- About two-thirds believe the proposed store would better meet their needs. This is especially true among BWS customers and those who like to do all their shopping in one location.
- Over 90% agree the proposed BWS would better meet their needs than at least one existing store. This demonstrates a strong case for unmet demand and improved service delivery.

⁶³ *Woolworths Ltd v Director of Liquor Licensing* [2013] WASCA 227 per Buss J at [76] and [77]

⁶⁴ Market Survey slide 8

⁶⁵ Market Survey slide 13

⁶⁶ Market Survey slide 8

⁶⁷ Market Survey slide 13

⁶⁸ Market Survey slide 15

⁶⁹ Market Survey slide 3

13.10 Other findings of the Market Survey reveal, amongst other things, that:

- (a) There is a demonstrated, unmet need for a convenient liquor store and for residents to be able to also for buy liquor and groceries at the same time within the Locality.⁷⁰
- (b) On average residents of the Locality shopped at 3 different stores over the last 12 months.⁷¹ However the BWS Shorehaven store, being the only existing liquor store in the Locality, was the most frequented.⁷² This store preference is predominantly driven by convenience to residents' work or home.⁷³
- (c) Many residents have issues with the existing liquor stores they currently patronise, all of which are outside the Locality except for the BWS Shorehaven store. Key issues include: having to travel to another suburb to purchase takeaway liquor / it's too far away; not located next to, or co-located with, a supermarket or other shopping facilities; and not having a good range of liquor products / limited product range.⁷⁴
- (d) 31% of residents currently purchase packaged liquor "often" or "always" at the same time as purchasing groceries, at a liquor store located with a supermarket, with 41% purchasing in this way "occasionally".⁷⁵
- (e) The Market Survey clearly demonstrates that the opportunity for one stop / one trolley shopping for liquor and groceries is an amenity desired by residents of the S36B Locality, that is not being satisfied by the sole, existing outlet.⁷⁶ This is confirmed by a significant number of residents (77%) indicating a strong preference to be able to buy packaged liquor at the same time as they do their grocery shopping and the fact that a proportion of residents already shop in this manner (31%).⁷⁷ However, as noted above, this amenity is not currently available in the S36B Locality. This discrepancy indicates a mismatch between current behaviours and preference. That is, residents want one stop/one trolley shopping for liquor and groceries, but currently don't shop in that manner as it is not currently available to them in their local area.⁷⁸ The closest co-located liquor store and major supermarket is 4.7km to the south of the S36B Locality or 7km to the north.⁷⁹ As observed by Painted Dog:⁸⁰

"While many residents feel they can manage with current options, this does not reflect their preferred way of shopping or the convenience they would like to have locally."
- (f) Availability of free on-site parking and a well organised store were the most important features of a liquor store sought by residents.⁸¹ This was followed

⁷⁰ Market Survey slides 42, 43, 44 and 58

⁷¹ Market Survey slide 19

⁷² Market Survey slide 19

⁷³ Market Survey slide 34

⁷⁴ Market Survey slide 33

⁷⁵ Market Survey slide 37

⁷⁶ Market Survey slide 34

⁷⁷ Market Survey slides 37, 41, 43, 44 and 45

⁷⁸ Market Survey slides 45 and 46

⁷⁹ MGA Report clause 6.11

⁸⁰ Market Survey slide 40

⁸¹ Market Survey slide 49

by a safe shopping environment; convenient trading hours; and having access to a large range of brands, products and styles to choose from.⁸²

- (g) There is strong support for the Proposed Store with 82% of respondents indicating they support the proposal (and almost 90% when undecided participants are prompted).⁸³ The highest level of support is from residents who: currently buy liquor weekly (96%) or fortnightly (95%); or already shop at a BWS store (96%).⁸⁴
- (h) No longer having to travel out of Eglinton was ranked as the number one most appealing feature of the Proposed Store.⁸⁵ This was followed by:⁸⁶
 - (i) Being co-located with a Woolworths Supermarket where supermarket/grocery shopping can also be done.
 - (ii) The convenience of having a BWS near to work / home.
 - (iii) Being easily accessible / convenient to get to.
- (i) The majority of residents expressed no concerns with the Proposed Store.⁸⁷ Of the small number that had concerns, the main concern raised was that there were already enough liquor stores in the area. These concerns were expressed predominantly by people who are not BWS customers or who rarely or never purchase packaged liquor.⁸⁸
- (j) 80% of residents stated they were quite or very likely to purchase liquor from the Proposed Store if it were to open.⁸⁹
- (k) A large proportion of the Locality's population (73%) consider the Proposed Store will be more convenient compared to the liquor store they currently shop at.⁹⁰

13.11 It is clear from the general research completed by the Applicant as well as the Market Survey that modern consumers in Australia have a range of requirements in relation to retail packaged liquor and demand, and expect, range, choice and diversity of outlets to meet these requirements. In particular, that a large proportion of packaged liquor consumers like to shop for packaged liquor at the same time as they complete their grocery shopping. The Applicant's research for the Application confirms that residents of the Locality are no different.⁹¹

13.12 While there is a consumer requirement for packaged liquor in the Locality, currently there is only one retail packaged liquor outlet. It is not located with a major supermarket which means if a person wants to buy liquor at the same time as doing their grocery shopping he/she has to travel outside of the Locality.

13.13 The Market Survey findings demonstrate the residents of the Locality have a specific requirement for:

⁸² Market Survey slide 47

⁸³ Market Survey slides 3 and 56

⁸⁴ Market Survey slides 56 and 57

⁸⁵ Market Survey slide 60

⁸⁶ Market Survey slide 60

⁸⁷ Market Survey slide 67

⁸⁸ Market Survey slide 67

⁸⁹ Market Survey slide 71

⁹⁰ Market Survey slide 80

⁹¹ Statement of Anthony Smith clause 4.5; Statement of Tim McGrath clause 5.4(c); Market Survey

- (a) A liquor store located within close proximity to their home.
- (b) A liquor store that provides facilities and services such as the Proposed Store will provide.
- (c) A liquor store located near to a supermarket that enables one stop shopping for groceries and liquor.
- (d) A BWS branded store.

13.14 It has been recognised by the Supreme Court of Western Australia that it is a “notorious fact” that a large proportion of consumers in Australia like to purchase packaged liquor at the same time as doing their grocery shopping, especially at regional and district shopping centres.⁹² While not having district centre status, the Centre will be the principal activity centre in the Locality for the foreseeable future and it is specifically designed to meet the household grocery, convenience and packaged liquor shopping needs of the local area.

13.15 Significant population growth is forecast for the Locality, particularly near to where the Proposed Store will be located.⁹³ As well as catering to the existing requirements of residents, the Proposed Store will also cater to the needs of the future population living in the Locality. It is unreasonable to expect that these residents are required to either travel out of the Locality to obtain the amenity of being able to purchase packaged liquor while doing their shopping at the Centre.

13.16 In conclusion, the Applicant submits that:

- (a) the grant of the Application is consistent with the objects of the Act;
- (b) the specific circumstances of the Application and material facts established by the Applicant support the grant of the Application; and
- (c) the grant of the Application is warranted and in the public interest, and given the above, the Application ought to be granted.

⁹² *Woolworths Ltd v Director of Liquor Licensing* [2013] WASCA 227, per Buss JA

⁹³ MGA Report clause 5.6 and Table 2



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 may also ask for a PIA to be prepared as part of any application under the LC Act, and will ask for one if it would assist in deciding whether the grant of the application is in the public interest.

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: *Endeavour Group Limited*

What licence or permit type are you applying for? *Liquor store licence (conditional grant)*

Are you applying for:

- New licence
- Removal of existing licence (which licence/permit type)

Premises trading name: *BWS – Beer Wine Spirits Eglinton*

Address of proposed premises: *Eglinton Village Shopping Centre, Corner of Marmion Avenue and Imperial Entrance, Eglinton*

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 Applicant proposes to operate a BWS – Beer Wine Spirits branded liquor store to sell and supply retail packaged liquor to the general public who live, work or reside in the local community, in accordance with Section 47 of the Liquor Control Act 1988.

Further details are provided in Annexure 1.

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?

Refer Annexure 1.

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.

Refer Annexure 1.

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.

Refer Annexure 1.

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.

Refer Annexure 1.

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?

Refer Annexure 1.

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?

Refer Annexure 1.

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?

Refer Annexure 1.

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?

Refer Annexure 1.

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

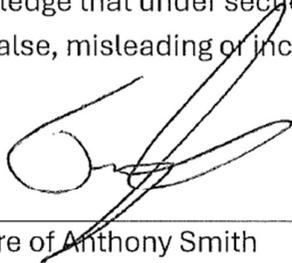
Refer Annexure 1.

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.



Signature of Anthony Smith
Business Development Manager
Endeavour Group Limited

10/2/2026
Date:
