

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 Anketell

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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 Treeby Junction shopping centre (the **Centre**) to be constructed at 789 Thomas Road, Anketell.
- 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 Treeby Junction shopping centre located at 789 Thomas Road, Anketell.
 - (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 for the purposes of Section 38 of the Act, 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 Anketell liquor store.
 - (k) **"Regulations"** means the Liquor Control Regulations 1989.
 - (l) **"Section 36B Submissions"** means the Applicant's submissions addressing the requirements of Section 36B of the Act lodged at the same time as the Application.
 - (m) **"Supermarket"** means the Woolworths Supermarket at the Centre.
 - (n) **"Trade Area Assessment"** means the report by Location IQ dated June 2022.

3 Supporting material

3.1 The Applicant has relied upon the following to inform and support this document:

- (a) MGA Town Planners Report dated May 2026 (**MGA Report**).
- (b) Statement of Anthony Smith (the Applicant's Business Development Manager) dated 15 December 2025.
- (c) Statement of Tim McGrath dated 5 December 2025.
- (d) Harm Minimisation Plan for the Store.
- (e) Market Survey Report.
- (f) Location IQ Trade Area Assessment dated June 2022.
- (g) Development Approval for the Centre dated 9 May 2024.

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 medium sized store, of approximately 200m². Key features will include:²

- (a) A product offering of a comprehensive range of approximately 1,600 liquor products featuring a selection of products across all liquor categories, that includes:
 - (i) 221 beer products and 116 cider products (including some products sold in duplication quantities i.e. single, six pack, carton);
 - (ii) 823 wine products (comprising 308 white wines, 314 red wines, 111 sparkling wines and 90 cask wines);

¹ Statement of Anthony Smith clauses 3.3 to 3.4

² Floor plan; Statement of Anthony Smith; MGA Report clauses 3.7 and 3.8

- (iii) 285 bottled spirit products and 146 “Ready to Drink” products (including some products sold in duplication quantities i.e. single, six pack, carton);
 - (iv) local, Australian and international products; and
 - (v) around 700 products that are exclusive to the Applicant.
- (b) Free on-site parking in the Centre car park for 260 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).

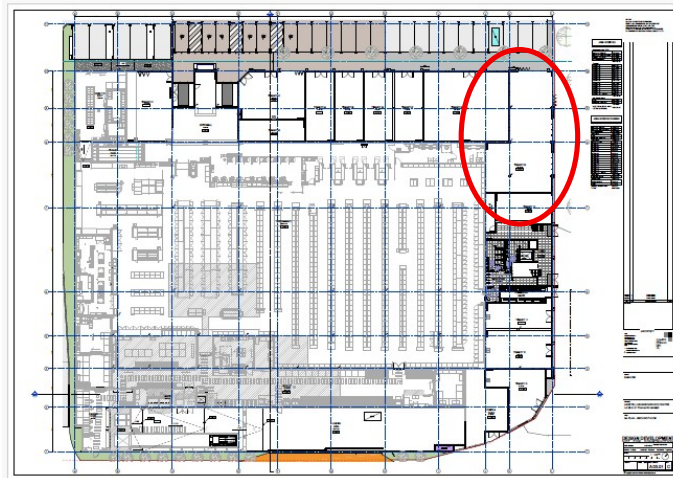
- 4.4 The Proposed Store is specifically designed to provide convenience and complementary services to the local community and in particular, customers of the Supermarket at the Centre. Being located in the Centre, within close proximity to the Supermarket, provides consumers with the opportunity for one-stop shopping for groceries and packaged liquor. As noted by MGA Town Planners:³

“The BWS store will be a browse-only store with its entry fronting the main carpark to the west, and positioned within 50m from the main western entry to the supermarket. This will enable efficient combined grocery and packaged liquor purchases for customers moving trolleys between the supermarket and main carpark.”

- 4.5 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.⁴ Below is a plan showing the location of the Proposed Store at the Centre (indicated by the red oval).

³ MGA Report clause 3.7

⁴ Statement of Anthony Smith clause 5.4



- 4.6 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.⁵ Below are some images showing as an example, how the store will present.



⁵ Statement of Anthony Smith clause 5.5



4.7 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.

4.8 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.⁶ These are shorter hours than the permitted hours and are currently as follows:⁷

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

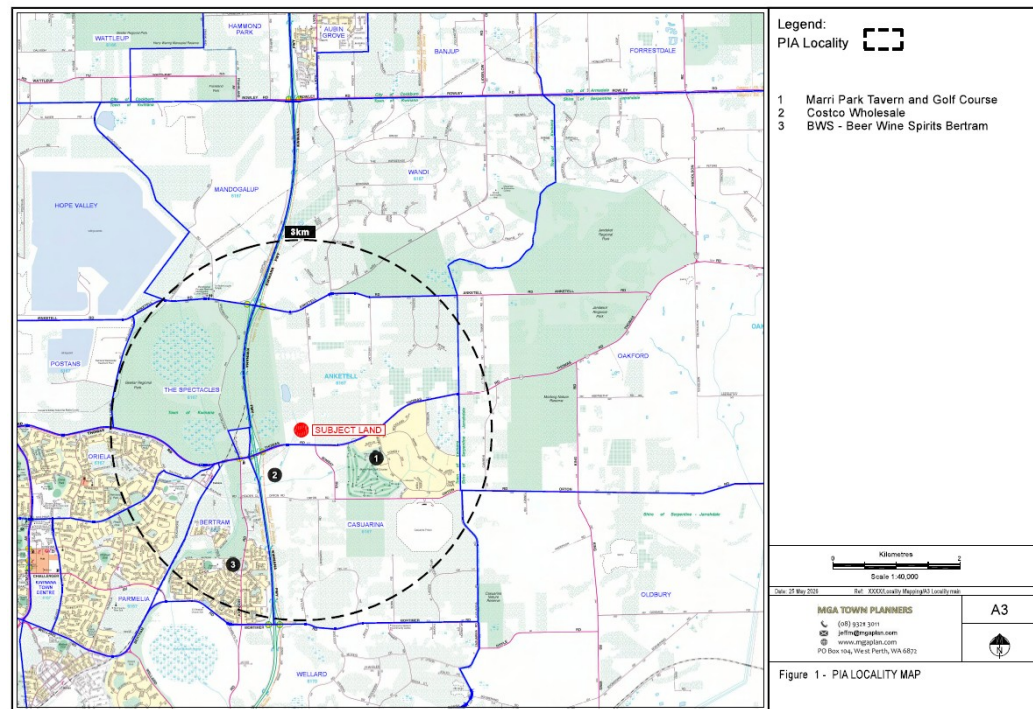
5.2 Part 3 of Form 2 states that if the intended business is not within 15km of the Perth CBD or in a remote area, generally the relevant "locality" is the area within a 3km radius. It also provides that another area can apply where it is considered the specified area is not appropriate. On this basis the Applicant had submitted that the relevant area ought to be the main trade area of the Proposed Store, being the area from where it had been identified the majority of customers would come from and therefore, the area most likely to be impacted if the Application is granted.⁸

⁶ Statement of Anthony Smith clause 5.7

⁷ Statement of Anthony Smith clause 5.7

⁸ Trade Area Assessment

- 5.3 However, this was not accepted by the Licensing Authority and it determined that the locality for the purposes of Section 38 is the area within a 3km radius of the Proposed Store (**Locality**).⁹ This area is shown in the map below.



- 5.4 This Locality is the area the Applicant has applied to complete the Public Interest assessment for the Application, as set out in the Form 2A and this document. Separate submissions have been lodged by the Applicant addressing the area comprising the locality for the purposes of Section 36B (refer the Section 36B Submissions).

- 5.5 The Locality includes the suburbs of Wandoo, Anketell, Casuarina, The Spectacles, Bertram and portions of the suburbs of Parmelia and Orelia.¹⁰

- 5.6 Kwinana Freeway slices through the Locality and effectively divides the Locality into two. MGA Town Planners reports:¹¹

“Regional roads passing through the PIA locality include the Kwinana Freeway, being a “primary Regional” road. The Kwinana Freeway passes north-south (almost centrally) through the locality and is a major barrier to east – west movement between suburbs at either side, given the limited number of crossings. It is therefore a prominent feature defining separate communities and local retail catchments.”

- 5.7 A large proportion of the Locality is predominantly zoned “Rural”, with limited urban development, and featuring low-density residential development on large lots.¹²

⁹ Licensing Authority’s email dated 19 June 2026

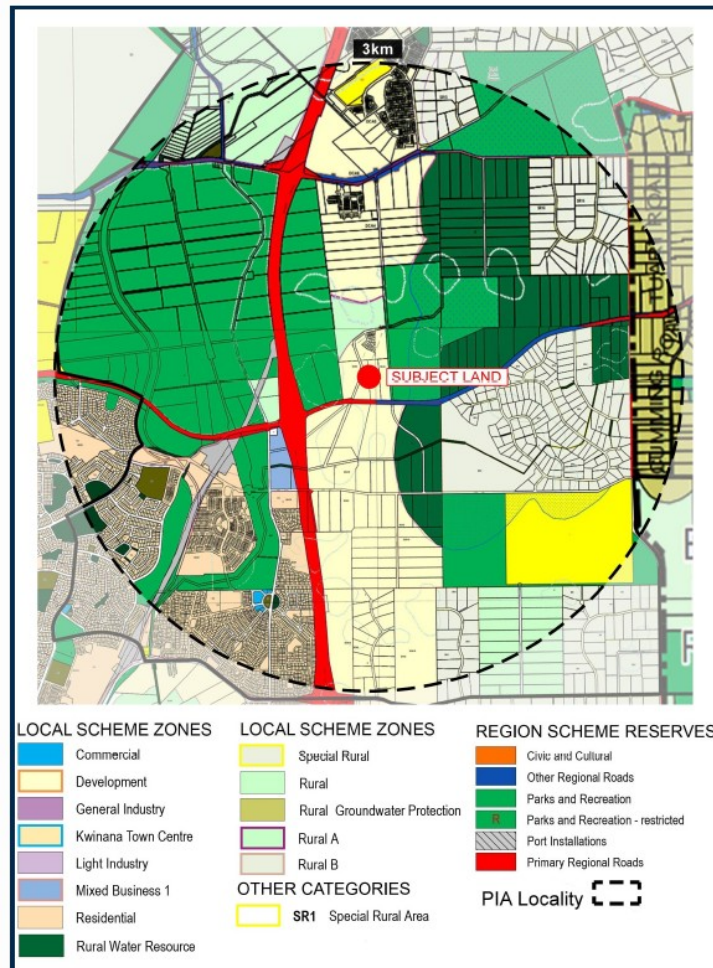
¹⁰ MGA Report clause 4.2 and Figure 1

¹¹ MGA Report clause 4.7

¹² MGA Report clause 4.5

Current development is predominantly in the southern quadrant of the Locality, west of the Kwinana Freeway and along Thomas Road to the east of the Freeway.¹³

- 5.8 The corridor adjacent to the eastern side of the Kwinana Freeway is zoned “Urban Development” which allows for development of this area in the future.¹⁴ The extent of this area and potential future development is shown in pale yellow in the Metropolitan Region Scheme map provided below.¹⁵



- 5.9 Considerable commercial and residential development has occurred on the east side of the Freeway in the area where the Centre (and Proposed Store) will be situated in the last few years. For instance:

- A Costco store and petrol station opened December 2022.¹⁶
- \$6 million in road upgrades have been completed.¹⁷

¹³ MGA Report Figures 1, 2 and 6

¹⁴ MGA Report clause 4.12

¹⁵ MGA Report Figure 5

¹⁶ <https://retailworldmagazine.com.au/costco-wholesale-unveils-80-7m-warehouse-at-casuarina-perth/>

¹⁷ <https://www.theurbandevolver.com/articles/wa-perth-saracen-burtonwood-retail-approval>

- (c) A new retail centre containing a service station and fast food outlet recently opened.¹⁸
- (d) Construction of homes in residential estates immediately adjacent to the Centre site, such as “Treeby Park Estate” and “Albero Housing Estate” are underway.¹⁹

- 5.10 Introduction of the Centre is a key part of the Locality’s development and has been formally endorsed under a local structure plan.²⁰ It will provide retail shopping amenities for the growing population, particularly those residents of Anketell and Casuarina as it will be the only activity centre east of the Kwinana Freeway designed to meet the household grocery, convenience and packaged liquor shopping needs of these residents.²¹ As reported by MGA Town Planners, the nearest planned future neighbourhood activity centre east of the Kwinana Freeway is approximately 3.5km to the south.²²
- 5.11 A large range of services and facilities will be offered at the Centre, including: the Woolworths Supermarket, the Premises, around 14 other speciality shops and dining options, and free on-site parking. A concept drawing of the Centre is below.



Source: www.stockland.com.au

- 5.12 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

¹⁸ <https://www.theurbandevolver.com/articles/wa-perth-saracen-burtonwood-retail-approval>

¹⁹ <http://www.saracenproperties.com.au/projects#/anketell/>

²⁰ MGA Report clause 4.13

²¹ MGA Report clause 6.16

²² MGA Report clause 6.16

local shopping needs and convenience goods.²³ The sale of packaged liquor falls within the scope of this.²⁴

- 5.13 Site works for construction of the Centre have commenced with the Centre anticipated to open September 2026.²⁵
- 5.14 Natural and man-made barriers affect the travel patterns of residents in the Locality. As noted above the Kwinana Freeway divides the Locality. There are only two crossings in the Locality that enable residents to travel from the east side of the Freeway to the west side (and vice versa). These are Thomas Road (a Primary Regional Road) and Anketell Road (an Other Regional Road).²⁶ This road network combined with the 'Parks and Recreation' reserves results in traffic being funnelled onto the available roads, which creates greater traffic volumes and congestion.²⁷ This is of particular relevance to residents residing east of the Freeway as these residents do not currently have local shopping facilities and have to travel into Bertram or Kwinana to access these, which is inconvenient. A key issue with the existing available liquor stores in the Locality reported by residents in the Market Survey was having to travel across major roads (refer **clause 13.13(c)**).

6 Q 2.3: Existing licensed premises in the Locality

- 6.1 There are three existing venues in the Locality that are permitted to sell retail packaged liquor to the general public.²⁸ These are:²⁹
- (a) Marri Park Golf Course and Tavern, 34 Marri Park Drive, Casuarina.
 - (b) Costco Casuarina, 137 Market Street, Casuarina
 - (c) BWS – Beer Wine Spirits Bertram, 6 Champion Drive, Bertram.
- 6.2 The geographic location of each of the existing licensed premises is shown on the Locality map at clause 5 and details are provided in the MGA Report (refer section 9). A summary is provided below:
- (a) The Costco store is located just south of the site of the Proposed Store. It operates under a liquor store licence. Costco is a 14,000m² warehouse store designed for bulk and larger quantity purchases, and which sells a variety of products including food, household products and homewares.³⁰ The liquor store is a small area (approximately 400m²) that forms part of the warehouse.³¹ Only a small range of liquor products is available (around 300), with a focus on Costco branded and exclusive products, all of which will be

²³ MGA Report clauses 6.3 and 6.4

²⁴ MGA Report clauses 6.3 and 6.4

²⁵ <https://www.treebyjunction.com.au/shoppingcentre/>

²⁶ MGA Report clauses 4.8 and 4.9

²⁷ MGA Report clause 4.16

²⁸ MGA Report section 9

²⁹ MGA Report section 9

³⁰ Costco Casuarina Public Interest Assessment statement

³¹ Costco Casuarina Public Interest Assessment statement clause 5.3

warm (i.e. none already chilled).³² Purchases are limited to Costco members.
³³

- (b) Marri Park Tavern and Golf Course is located east of the site of the Proposed Store, in a low-density, rural residential precinct. It operates under a tavern licence and focusses on providing on-premises services and amenities to patrons and golfers of the Golf Course. This is illustrated by the venue's website, a screenshot of which is below.³⁴ The venue does not have a dedicated retail packaged liquor area.

The Marri Park Tavern and Golf course, there's no finer place to relax after a good days golfing than inside or outside the Tavern. Be it in the comfort of our Sports bar or the Veranda bar you can savor the taste of one of the many refreshing ales we have on tap. We also have a comprehensive range of premix styles for you to choose from. The Tavern also caters for the sports minded with a TAB to keep the horse followers happy. The Tavern's also has an extensive food menu to help get your energy back after your game, be it good old fashioned "Pub Grub" or something a little more exotic we've got things covered, keep an eye out for our daily specials "great taste and great value" So please come and join us after your round on this beautiful Golf Course and it's surrounds.

- (c) BWS – Beer Wine Spirits Bertram is located on the western side of the Kwinana Freeway, within the suburb of Bertram. It operates under a liquor store licence. It forms part of a small neighbourhood centre designed to service local needs of residents living in Bertram. This centre contains an IGA supermarket and other specialty shops.³⁵
- 6.3 Both the Costco store and Marri Park Course and Tavern are completely different in nature and style to the Proposed Store.
- 6.4 In relation to the BWS – Beer Wine Spirits Bertram store, the store offers the same services and amenities proposed to be offered by the Proposed Store, however, in a very different setting. As noted above the Proposed Store will be located in a brand new, planned and purpose-built shopping centre, that will provide a large range of services and amenities, including a major supermarket. The Centre is strategically located on one of the major roads for the Locality. In contrast, the BWS Bertram store is located in a small, local centre, that is buried in the suburb of Bertram, and only provides a limited range of services and facilities. It is not convenient or easily accessible to residents who live in the portion of the Locality east of the Kwinana Freeway.³⁶ As noted above, it is designed to service its local needs. Furthermore, it is not associated with a major supermarket, unlike the Proposed Store will be.
- 6.5 In addition to the existing premises, a liquor store licence has been conditionally granted for a premises to be known as the Anketell liquor store, located at 676 Albina Avenue, Anketell. As this store is not yet in existence or operational it is not

³² Costco Casuarina Public Interest Assessment statement clause 6.4 and 6.5

³³ Costco Casuarina Public Interest Assessment statement clause 4

³⁴ <https://www.marriparktavernandgolfcourse.club/marri-park-tavern>

³⁵ MGA Report clause 6.11

³⁶ MGA Report clause 6.15

an “existing” premises. Having said that, if and when it opens, the nature of the store and its proposed catchment is different to the Proposed Store. For instance:

- (a) The store is likely to service the retail packaged needs of residents of the suburb of Wandí and “Albero Estate” in northern Anketell.³⁷ In contrast, the main population base to be serviced by the Proposed Store is most likely to come from southern Anketell and Casuarina.³⁸
- (b) It is intended that the store trade as a Bottlemart store.³⁹ This is an established retail brand that offers a different product range to that of BWS. While there may be some overlap of popular, mainstream products, the majority of products are likely to be different, especially given the large proportion of exclusive products to be offered by the Applicant at the Proposed Store.
- (c) The store will be located in the residential area of Albero Estate.⁴⁰ Unlike the Proposed Store, it will not be located in a dedicated shopping centre, anchored by a major supermarket.

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 11,888 people.⁴¹ Between the 2016 Census and the 2021 Census the population experienced little growth.⁴²
- 7.2 Currently 52% of the Locality’s population resides in the suburb of Bertram, as shown in the table below.⁴³

Table 1 – Locality Population by Suburb 2021

SUBURB	2021 Census Population	Proportion of Locality
ANKETELL	277	2.3%
CASUARINA	1,968	16.6%
BERTRAM	6,185	52.0%
WANDI	483	4.1%
PARMELIA	1,099	9.2%
ORELIA	1,876	15.8%
PIA LOCALITY	11,888	100.0%

- 7.3 However, the distribution of the Locality’s population will change in the future as the currently underdeveloped sections of the Locality are developed. Significant future population growth in the Locality is forecast, especially in the suburbs of Anketell

³⁷ Anketell Liquor Store Public Interest Assessment, clause 2.4.1

³⁸ MGA Report clause 6.16

³⁹ Anketell Liquor Store Public Interest Assessment, clause 8

⁴⁰ Anketell Liquor Store Public Interest Assessment, clause 2.4.7

⁴¹ MGA Report clause 5.3 and Table 1

⁴² MGA Report clause 5.3

⁴³ MGA Report Table 1

(where the Proposed Store is located) and Casuarina. Below are the population projections of the suburbs contained in the Locality.⁴⁴

Table 2 – Population by Suburb 2036 (Census, Forecast ID, WAPC)

SUBURB	2021 POPULATION	PROJECTED 2036 POPULATION	POPULATION CHANGE 2021— 2036 (%)
ANKETELL (URBAN)	64	2,008	3038%
CASUARINA (URBAN)	112	2,449	2087%
WANDI (URBAN)	3,604	5,934	65%
WANDI / CASUARINA / ANKETELL (RURAL)	3,668	4,051	10%
PARMELIA	7,008	8,603	23%
ORELIA	4,707	5,323	13%
BERTRAM	6,453	7,146	11%

*“The population projections in **Table 2** reveal that high levels of population growth are projected in the suburbs of Anketell (1,566%) and Casuarina (312%), which surround the subject land, to occur in accordance with approved structure plans in the PIA locality. The highest level of population growth is projected for the suburb of Mandogalup (10,507%), to the north and west of the Kwinana Freeway. The approved development and second stage of commercial development in the subject activity centre will meet the growing demand for goods and services in the PIA locality, predominantly for residents in the suburbs of Anketell and Casuarina.”*

7.4 MGA Town Planners reports as follows:⁴⁵

“The population projections ... reveals that highest rates of population growth are occurring in the suburbs of Anketell and Casuarina, surrounding the subject land, which are currently being developed in accordance with approved structure plans within the PIA Locality. The approved development and second stage of commercial development in the subject activity centre will meet the growing demand for goods and services in the PIA locality, predominantly for residents in the suburbs of Anketell and Casuarina east of the Kwinana Freeway.”

7.5 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 just over a third aged between 20 to 39 years of age, which is a higher proportion than Greater Perth proportions;⁴⁶
- (b) has higher proportion children aged 0 to 14 years of age (22.4%) compared to Greater Perth (19.0%) and State rates (19.0%);⁴⁷

⁴⁴ MGA Report clauses 5.4 and 5.5 and Table 2

⁴⁵ MGA Report clause 5.5

⁴⁶ MGA Report clauses 2.10, 5.10 and Table 3

⁴⁷ MGA Report clause 5.7 and Table 3

- (c) has a higher proportion of indigenous persons compared to Greater Perth and WA rates (6.5% for the Locality, 2% for Greater Perth and 3.3% for WA);⁴⁸
 - (d) is largely Australian born, and has a lower proportion of migrants from non English speaking countries compared to Greater Perth and WA proportions (17.8% for the Locality compared to 20.2% for Greater Perth and 17.5% for WA);⁴⁹
 - (e) has a lower proportion of people who do not speak English well or not at all compared to Greater Perth and WA averages (1.3% for the Locality compared to 2% for Greater Perth and 1.7% for WA);⁵⁰
 - (f) is dominated by families (76.4%), at proportions higher than Greater Perth (71.5%), however the proportion of single families was also slightly higher than Perth proportions (18% compared to 15.1%);⁵¹
 - (g) overall the median individual, family and household income levels of residents of the Locality are lower than Greater Perth and WA averages;⁵²
 - (h) has higher levels of residents purchasing their home (55.9%), compared to Greater Perth (41.9%) and WA proportions (40%);⁵³ and
 - (i) has mixed levels of income and levels of advantage, with residents of suburbs east of the Kwinana Freeway having above average levels of relative socio-economic advantage and incomes, with the suburbs of Bertram, Parmelia and Orelia (which are west of the Freeway) having below average levels.⁵⁴
- 7.6 It is important to note that in relation to Casuarina's population, around 1,683 of the 1,986 people are prisoners, residing in the Casuarina Prison.⁵⁵ Also, around 25% of the suburb's population is identified as indigenous and 81.2% are male, which is also likely to reflect the prison population. Prisoners housed in Casuarina Prison will not be able to visit the Centre or the Proposed Store.⁵⁶
- 7.7 The number of indigenous recorded for Casuarina skews the Locality's metrics. The proportion of indigenous persons living in other suburbs within the Locality is consistent with Greater Perth and WA proportions, other than for Parmelia, where the proportion is slightly higher (5.4% for Parmelia compared to 2% for Greater Perth and 3.3% for WA).⁵⁷
- 7.8 It is relevant to note what proportion of a suburb's total population falls within the Locality. This is set out in the table below. As can be seen, less than half of Wandî's, Parmelia's and Orelia's populations reside in the Locality.

Suburb	Population 2021 Census	Population in Locality	Proportion of Suburb's Total Population in Locality
Anketell	277	277	100%
Casuarina	1968	1968	100%

⁴⁸ MGA Report clause 5.12 and Table 3

⁴⁹ MGA Report clauses 5.14, 5.15 and Table 4

⁵⁰ MGA Report Table 4

⁵¹ MGA Report clauses 5.16, 5.19 and Tables 5 and 6

⁵² MGA Report clause 5.22 and Table 8

⁵³ MGA Report Table 8

⁵⁴ MGA Report clauses 5.26, 5.27 and Table 9

⁵⁵ Market Survey slide 12

⁵⁶ MGA Report clause 5.12

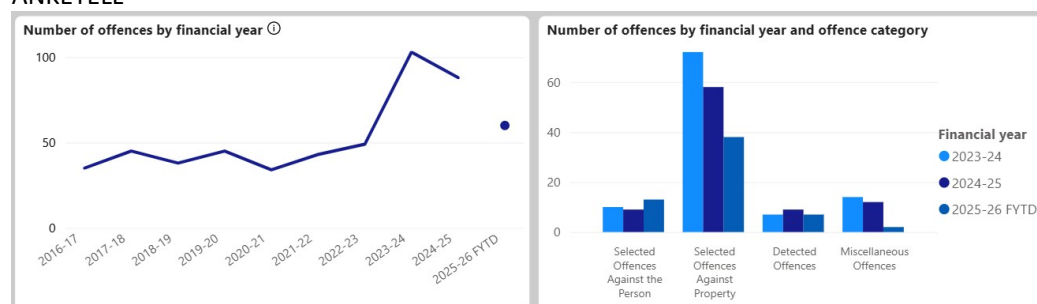
⁵⁷ MGA Report Table 3

Bertram	6185	6185	100%
Wandi	4324	483	11.2%
Parmelia	6184	1099	17.8%
Orelia	4535	1876	41.4%

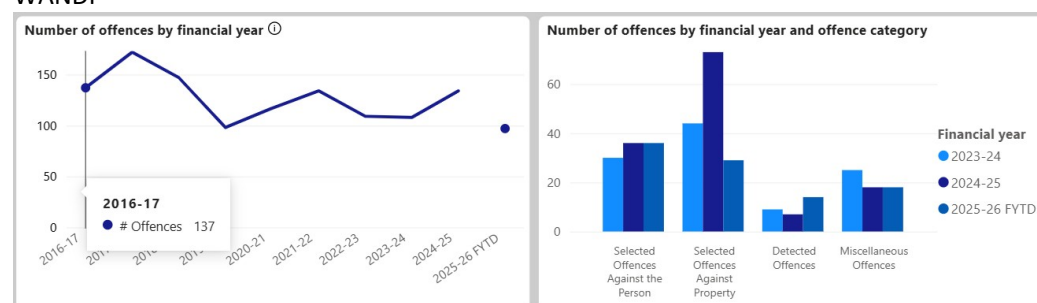
- 7.9 Assessment of the existing liquor related harm and ill health in the Locality is difficult, as there is no publicly available crime and health data specifically relevant to the Locality other than the suburb specific crime data. All other available data is on an aggregated basis.
- 7.10 Available crime data is published on the WA Police website.⁵⁸ The available information is recorded crime statistics and offence on a suburb or regional basis.

Recorded offences for the suburbs in the Locality (Anketell, Wandi, Casuarina, Bertram, Parmelia and Orelia for the 2016/2017 financial year to this financial year to date (with data current to 31 March 2026) are shown in the graphs below. It is imperative to note that the offence rates are actual numbers and not adjusted to population growth.

ANKETELL

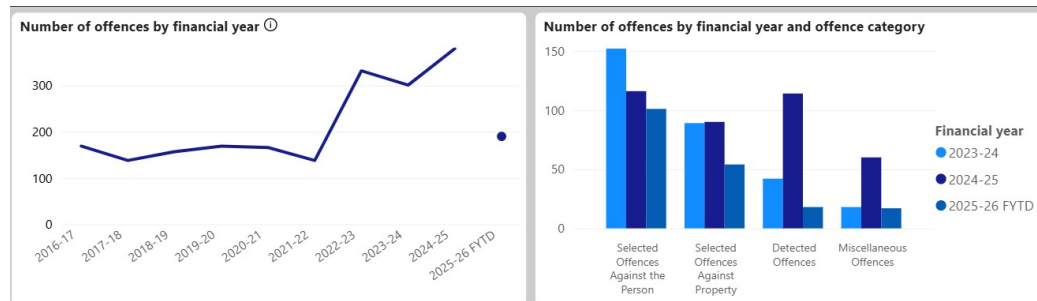


WANDI

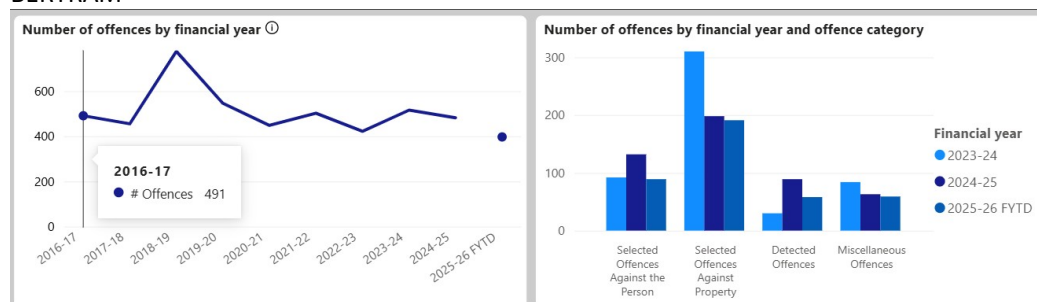


⁵⁸ <https://www.police.wa.gov.au/Crime/CrimeStatistics#/>

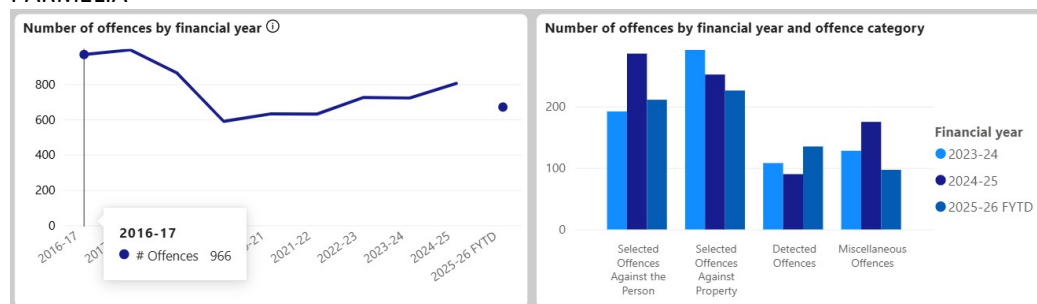
CASUARINA



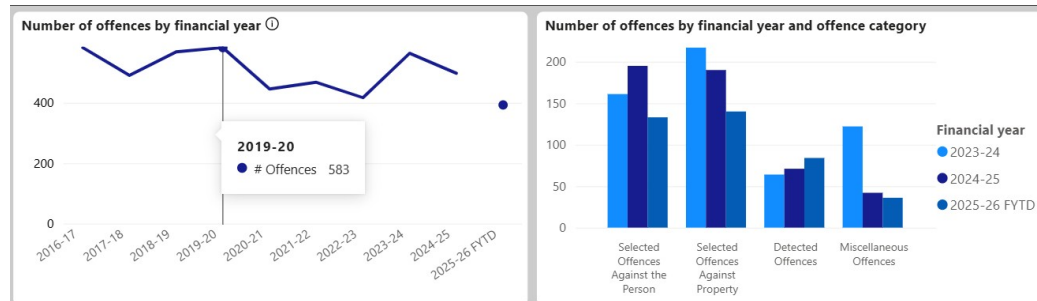
BERTRAM



PARMELIA



ORELIA

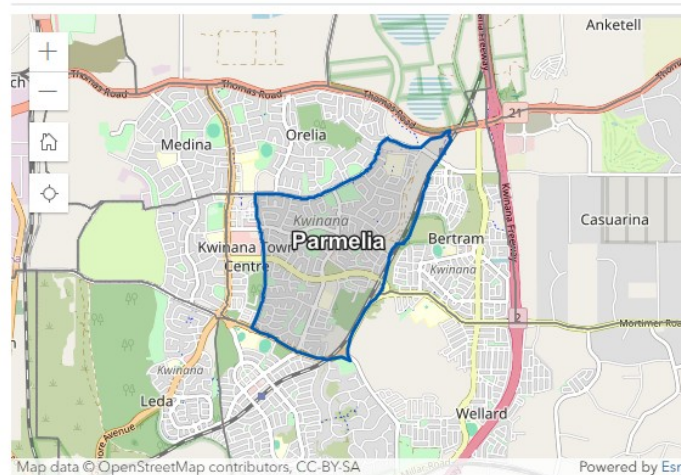


Source: WA Police Crime Statistics Portal (www.police.wa.gov.au)

7.11 It is observed that:

- Overall all offences in all suburbs have been trending down since the 2023/2024 financial year.
- Parmelia experienced the greatest number of offences. This suburb is located west of the Kwinana Freeway, closer to the Kwinana town centre than the

Proposed Store and Centre, as shown in the image below. The total population of Parmelia as at the 2021 Census was 6,184 people.⁵⁹ Less than a fifth of the suburbs' population resides in the Locality (refer **clause 7.8** above).⁶⁰ MGA Town Planners reports that residents of this suburb are closer to the alternative existing BWS Bertram liquor store and are more likely to visit this store (or the stores in the Kwinana town centre).⁶¹



Source: ABS 2021 Census All Persons Quickstats

- (c) In all suburbs Offences Against Property is the highest recorded offence type in all suburbs apart from Wandi and Casuarina, where Offences Against the Person were the highest. As identified earlier, Wandi's population only comprises 4.1% of the Locality's population and Casuarina's population is skewed by the prison.

7.12 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.⁶²

Category	Name	Address
AA meeting places	None identified	
Aged Care Homes	None identified	
Alcohol/women's health/refuges/homelessness service	None identified	

⁵⁹ <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51210>

⁶⁰ MGA Report Table 1

⁶¹ MGA Report clause 2.13

⁶² MGA Report Table 12

Childcare	Cuddles Early Learning & Childcare Bertram	1 Ascot Way, Bertram
	Goodstart Early Learning Bertram	23 Protector Way, Bertram
Childcare Health Facilities	None identified	
Churches	Iglesia Ni Cristo Church	14 Hero Crescent, Bertram
	One Heart City Church	1 Hero Crescent, Bertram
Hospitals	None identified	
Local Government office	None identified	
Schools	North Parmelia Primary School	35 Durrant Avenue, Parmelia
	Bertram Primary School	Champion Drive, Bertram

- 8.2 Cuddles Early Learning & Childcare Bertram is the closest of the above premises to the Proposed Store, located 2.4 km away.

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.⁶³ 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:⁶⁴

"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."

⁶³ Statement of Anthony Smith clause 6.5(e)

⁶⁴ Statement of Anthony Smith clauses 8.1 and 8.2

- 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.⁶⁵
- 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 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.⁶⁶
- 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.⁶⁷

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.

⁶⁵ Statement of Anthony Smith clause 9

⁶⁶ Statement of Anthony Smith clause 7.9

⁶⁷ Statement of Anthony Smith clause 11

10.3 Where possible, prevention of crime principles through design have been incorporated into the design of the Proposed Store.⁶⁸ 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.
- (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

⁶⁸ Statement of Anthony Smith clause 7.2

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 dedicated liquor store 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.⁶⁹ 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.⁷⁰
 - (b) These consumer segments choose where they buy their liquor based on different purchase drivers.⁷¹
 - (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.⁷²
- 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

⁶⁹ Statement of Tim McGrath clause 3

⁷⁰ Statement of Tim McGrath clause 4.1(a)

⁷¹ Statement of Tim McGrath clause 4.1(b)

⁷² Statement of Tim McGrath clause 4.1(c)

from a supermarket retailer such as BWS, Liquorland, Aldi or IGA.⁷³ 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 location, and can support an inference as to the existence of relevant consumer requirements.⁷⁴
- 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 21 July to 11 August 2025.⁷⁵ Only one member of the eligible households aged 18 years of age or older was eligible to complete the survey.
- 13.8 When the Market Survey was commissioned the catchment area of the survey was based on the main trade area, being the area the Applicant considered appropriate for the purposes of Section 38. However, as noted earlier, the Licensing Authority did not accept this and required the Locality to be the area within a 3km radius of the Proposed Store (refer **clause 5.2**). This area is almost entirely contained within the main trade area. Consequently, the Market Survey has captured the views of residents of the Locality, as well as residents of the broader community located immediately adjacent to the Locality.⁷⁶
- 13.9 All households in the survey catchment area were invited to participate, except for those located in Casuarina. As noted earlier, around 85% of Casuarina's population resides in the Casuarina Prison. Prisoners are not eligible to participate in the survey and who would not be able to patronise the Proposed Store.⁷⁷
- 13.10 As part of the Market Survey respondents were asked to indicate where they lived in the survey catchment area.⁷⁸ This was so that residents of the Section 36B Locality area could be separately identified to enable the Applicant to specifically address Section 36B requirements (refer the S36B Submissions).
- 13.11 In total 485 participants completed the survey.⁷⁹ Of these, 392 lived within the main trade area, and most of these live in the Locality.⁸⁰ 70% of residents purchase packaged liquor, with 51% buying liquor at least monthly.⁸¹ Therefore the Market Survey provides a compelling and robust representation of consumers living in the Locality and demonstrates a demand for retail packaged liquor services in the Locality.

⁷³ 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"

⁷⁴ *Woolworths Ltd v Director of Liquor Licensing* [2013] WASCA 227 per Buss J at [76] and [77]

⁷⁵ Market Survey slide 9

⁷⁶ Market Survey slide 13

⁷⁷ Market Survey slide 12

⁷⁸ Market Survey slide 13

⁷⁹ Market Survey slide 9

⁸⁰ Market Survey slide 14

⁸¹ Market Survey slide 18

13.12 Key insights from the Market Survey are provided below:⁸²

Limited access and a desire for enhanced convenience leaves needs unmet

- Access to liquor stores within the S36B locality is limited, with no options co-located with a supermarket in the total trade area.
- Convenience is the top reason for preferred store choice in the total trade area, mainly because it is closer to home or work. This is the same for residents within the S36B locality.
- Crossing major roads and limited access to conveniently located liquor stores on the commute are the main pain points. Many residents make dedicated trips for liquor, and about half of regular purchasers report unmet needs.

High community support reflects demand for better convenience and proximity

- About 80% of the total trade area support the proposed BWS store; support rises to about 90% across the total trade area when undecided residents are asked to choose. Overall support for the store is higher amongst S36B locality residents, at 80%, than the remaining trade area, at 74%.
- Supporters within the S36B locality cite convenient location, accessibility, and co-location most appealing, this is consistent across the total trade area. Those who shop one-stop rate co-location as the most important feature.

Some concerns regarding traffic congestion and parking

- Most residents have no concerns, although a minority raised traffic and parking.
- These can be mitigated through a traffic management plan, clear site access, and adequate on-site parking prior to opening.

Most residents intend to use the store when it opens

- About 75% say they are likely to shop at the proposed store, with about 50% very likely. This is consistent across both the S36B locality and the remaining trade area.
- Intent is highest among regular liquor shoppers, current BWS customers, and those who currently make separate dedicated trips to buy liquor.
- About 90% of residents who already shop in one trip, and more than 80% of those who would like to, say co-location with Woolworths would better meet their needs.

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

- (a) There is a demonstrated, unmet need for a convenient liquor store that is co-located with a supermarket across the Locality's residents.⁸³
- (b) The liquors store most patronised, and preferred by, residents of the Locality are Dan Murphy's Kwinana, BWS Bertram and Bottlemart Aubin Grove.⁸⁴ Both the Dan Murphy's and Bottlemart store are located outside of the Locality.⁸⁵ Store preference is driven by convenience to work or home.⁸⁶

⁸² Market Survey slide 3

⁸³ Market Survey slides 25, 29 and 30

⁸⁴ Market Survey slides 21 and 22

⁸⁵ Market Survey slide 19

⁸⁶ Market Survey slide 25

- (c) Many residents have issues with the existing liquor stores they currently patronise, all of which are outside the Locality except for the BWS Bertram store. These issues include: having to travel across major roads to access from their home; being difficult to access on their journey to or from their job; small /limited product range and not being located with a supermarket.⁸⁷
- (d) 35% of residents currently purchase packaged liquor “often” or “always” at the same time as purchasing groceries, at a liquor store located with a supermarket.⁸⁸
- (e) Purchasing packaged liquor when purchasing groceries all in the one trip is the preferred way to purchase packaged liquor for 62% of residents.⁸⁹ However, only 35% of residents currently purchase liquor in this manner, which indicates a significant gap in the market.⁹⁰ This is confirmed by 3 in 10 residents reporting they feel their needs are not being met when it comes to one-stop-shopping.⁹¹ This is particularly relevant given residents only have this amenity outside of the Locality.⁹²
- (f) Being accessible and easy to get to was ranked as the most important feature of a liquor store by residents.⁹³ This was followed by convenient trading hours; availability of free on-site parking; and competitive prices and weekly specials.⁹⁴
- (g) Three out of four residents considered being co-located with a supermarket was an important feature.⁹⁵ 100% of residents who currently prefer one stop shopping reported that a deficiency of their current preferred store was that it was not co-located with a supermarket.⁹⁶
- (h) There is strong support for the Proposed Store with 78% of residents indicating they support the proposal.⁹⁷ The highest level of support is from residents who: currently buy liquor weekly (98%) or fortnightly (97%); already shop at a BWS store (94%); or currently or prefer to shop for liquor and groceries at the same time.⁹⁸
- (i) The convenience of having a BWS store near to where the resident worked or lived was ranked as the number one most appealing feature of the Proposed Store.⁹⁹ This was followed by:¹⁰⁰
 - (i) Being easily accessible/convenient to get to.
 - (ii) Being located with a Woolworths Supermarket where supermarket/grocery shopping can also be done.
 - (iii) BWS’s competitive pricing and weekly specials.

⁸⁷ Market Survey slide 27

⁸⁸ Market Survey slide 29

⁸⁹ Market Survey slide 31

⁹⁰ Market Survey slide 32

⁹¹ Market Survey slide 33

⁹² MGA Report section 10

⁹³ Market Survey slide 38

⁹⁴ Market Survey slide 38

⁹⁵ Market Survey slide 39

⁹⁶ Market Survey slide 40

⁹⁷ Market Survey slide 46

⁹⁸ Market Survey slides 49 and 50

⁹⁹ Market Survey slide 51

¹⁰⁰ Market Survey slide 51

- (j) The majority of residents expressed no concerns with the Proposed Store.¹⁰¹ Of the small number that had concerns, these related mainly to concerns about accessibility, with some claiming there were already enough liquor outlets in the area already.¹⁰²
- 13.14 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.¹⁰³
- 13.15 While there is a consumer requirement for packaged liquor in the Locality, currently the current retail packaged liquor services are limited. There is only one dedicated retail packaged liquor store that offers a full range of packaged liquor services and facilities (being the BWS Bertram store). This store is not located with a major supermarket which means if a person wants to buy liquor at the same time as doing their major weekly grocery shopping he/she has to travel outside of the Locality. The grant of the Application would be consistent with, and reflect, contemporary shopping behaviours and expectations. It will also add an alternative packaged liquor outlet into the Locality at which consumers of the Locality can shop, depending on the purchase needs and requirements at the time. This is consistent with the proper development of the liquor industry.
- 13.16 The Market Survey findings demonstrate the residents of the Locality have a specific requirement for:
- (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.
- 13.17 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.¹⁰⁴ While not having district centre status, the Centre is the only activity centre east of the Kwinana Freeway designed to meet the household grocery, convenience and packaged liquor shopping needs of the emerging communities in Anketell and Casuarina.¹⁰⁵ It will also be the only centre anchored by a major supermarket.
- 13.18 The BWS Bertram store is located on the western side of Kwinana Freeway. This is not close nor convenient to residents living in the Locality east of Kwinana Freeway.

¹⁰¹ Market Survey slide 57

¹⁰² Market Survey slide 57

¹⁰³ Statement of Anthony Smith clause 4.5; Statement of Tim McGrath clause 5.4(c); Market Survey

¹⁰⁴ *Woolworths Ltd v Director of Liquor Licensing* [2013] WASCA 227, per Buss JA

¹⁰⁵ MGA Report clause 7.17

This is unreasonable especially given contemporary shopping expectations as noted above.

13.19 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.