

Public Interest Assessment

Form 2A

Under the *Liquor Control Act 1988* (LC Act), the Director of Liquor Licensing (DLL) has the discretion to grant or refuse any application if the DLL considers this to be in the public interest.¹ The DLL requires certain applicants to fill in this Public Interest Assessment (PIA) form and provide supporting evidence that their application is in the public interest.² If you are applying for the grant of any of the following licences, or the removal of one of these types of existing licence to another premises, you will need to complete a PIA to provide evidence that your application is in the public interest:

- Hotel/Hotel Restricted
- Tavern/Tavern Restricted
- Liquor Store
- Nightclub.³

A PIA is also required if you are applying for an extended trading permit for extended hours, which has a duration of more than 3 weeks⁴, or for a temporary bar (refer to the [Temporary Events Approvals policy](#)). The DLL can also ask for a PIA to be prepared as part of the application for any type of liquor licence or permit.

The DLL will consider the following factors when determining whether granting the application is in the public interest, but this list is not exhaustive:

- the harm that might be caused due to the use of alcohol
- whether there might be a decrease in the amenity, quiet or good order of the locality
- whether people who live or work nearby might suffer offence, annoyance, disturbance or inconvenience
- how it might affect tourism, culture and the community.⁵

The level of detail required will be unique to each PIA. If you do not provide enough information, your application might not succeed or you might be asked to provide further information.

Your completed PIA will be made publicly available and may be advertised on the [LGIRS website](#), allowing the community an opportunity to make submissions on it. Because it will be made public, do not include sensitive or personal information on this form. You can complete this PIA by taking a common-sense approach and you don't need a lawyer or a

¹ LC Act s33(1).

² LC Act s38(3).

³ Liquor Control Regulations (LC Regs) r9EA.

⁴ LC Regs r9F.

⁵ LC Act s5 and s38(4).

consultant to fill it in. The PIA form is a guide, and it is up to the applicant to satisfy the DLL that their application is in the public interest. If you do not have enough space, attach extra pages or prepare a separate submission. If you prepare your PIA as a separate submission, please refer to each of the question numbers on this form, so we know what question you are responding to. Lodge this form by submitting it with your application at our [Portal Homepage](#).

PART 1 – Application Details

Applicant name: Sphile Pty Ltd

What licence or permit type are you applying for? Tavern License

Are you applying for:

New licence

Removal of existing licence

Licence/permit type: [Type here]

Premises trading name: Nannup Brewing Company

Address of proposed premises: 1 Warren Road, Nannup, WA, 6275

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?

We currently run under a Producers License, as the Nannup Brewing Company. We have been running as this business for over four years now. Our producers license is 618215356420. We are a bar, bistro, and microbrewery, offering counter meals and a selection of our brewed beers and local wines and spirits. We have a current capacity of 300 people. We would like to be able to sell alcohol to be consumed off premises, including locally made wines and spirits. Our target client base is broad, as we focus mainly on the Nannup community, regulars, families and regional tourists (day trippers, and others who stay longer in the South West). A lot of regional tourists ask us if we sell any of our liquor as takeaways, so they can take it back to their homes. We would like to be able to facilitate that.

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?

Our capacity, as per our Producers licence, is 300 people. The only change to our existing license, in terms of layout, is to increase the licensed area of the property from the alfresco dining area, down to the beer garden area. The change in this can be seen from the attached two documents. This is currently unused space. We are hoping to allow more seats and standing space in this area.

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.

6010011254	LIQ-Hotel	Nannup Hotel	Wasil Nicholi Poliwka
6030044941	LIQ-Liquor Store	Nannup Liquor Store	GT & Sons Pty Ltd

6040138322	LIQ-Club	Nannup Sports & Recreation Assn Inc	Nannup Sports & Recreation Assn Inc
6180031211	LIQ-Producer's	Tathra Winery	Markit Systems Pty. Limited
6180096438	LIQ-Producer's	Blackwood Valley Estate	Lloyd Kenneth Douglas
6180097618	LIQ-Producer's	Karrak Estate	Brendan Warren Ashdown & Vanessa Ashdown
6180107491	LIQ-Producer's	Red Gully Wines	Garth R Walter & Kenneth R Walter & Raelene A Walter
6180124751	LIQ-Producer's	Nannup Ridge Estate	Penhall Investments Pty Ltd & Barry Wayne Fitzgerald
6180150525	LIQ-Producer's	Whimwood Estate Wines	Maree Anne Tinker & Steven Edward Johnstone
6190036046	LIQ-Club Restricted	Nannup Bowling Club Inc	Nannup Bowling Club Inc
606217934121	LIQ-Restaurant	The Blackwood	J Jah K Pty Ltd
606219440422	LIQ-Restaurant	Nannup Lavender Farm Cafe	Heather Walford & Robert Marshall
616209895717	LIQ-Wholesaler's	Chestnut Brae	Oasis Ridge Holdings Pty Ltd
618209967617	LIQ-Producer's	Nannup Estate Wines	Mark R Blizard & Alison Blizard
618215356420	LIQ-Producer's	Nannup Brewing Company	Sphile Pty Ltd

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.

The population of Nannup town itself, from the 2021 census, is 959, however 1538 people live in the entire Shire of Nannup. The median age of the Nannup Shire is 56 years old, the median weekly household income is \$1094, and in the Shire's workforce planning, projected population growth is estimated at 0.4% - 1.4%. , As per the Shire of Nannup's Economic Development and Implementation Plan, and the Nannup Investment Prospectus, the key industries in Nannup are: agriculture (especially beef cattle farming), forestry, education, and accommodation/tourism. In the Shire Workforce Plan, it mentions that 32% of the population volunteers in some capacity. The shire is quite rural, with 85% of it covered by forest, and the older age profile of Nannup suggests it's attractive for retirees or those seeking "green changes". There is a mix of residents – retirees, long term locals, and people drawn in for the nature, heritage and slower pace of the area. It is a small and tight knit community, with a really strong community spirit, but with a growing tourism sector.

3.3 List the community buildings in the locality If any of the following are in the locality, please provide their names and addresses: schools and educational institutions, hospitals, hospices, aged care facilities, churches/places of worship, drug and alcohol treatment centres, short term accommodation or refuges, childcare centres, or a local government.

Schools / Educational Institutions

- **Nannup District High School**
20 Grange Road, Nannup WA 6275

Hospitals / Health Facilities

- **Nannup Hospital (WA Country Health Service)**
14 Brockman Street, Nannup WA 6275
- **Nannup Medical Centre**
9 Warren Road, Nannup WA 6275

Aged Care Facilities

- **Nannup Hospital – Aged Care / Residential Care Wing**
14 Brockman Street, Nannup WA 6275
- **Nannup Multi-Purpose Service (MPS)**
11 Carey St, Nannup WA 6275

Childcare Centres

- **Nannup Community Childcare Centre**
14 Grange Road, Nannup WA 6275

Places of Worship

- **St Thomas More Catholic Church**
19 Carey Street, Nannup WA 6275
- **Nannup Community Church**
18 Kearney Street, Nannup WA 6275
- **Uniting Church Nannup**
8 Warren Road, Nannup WA 6275

Local Government

- **Shire of Nannup Offices**
15 Adam Street, Nannup WA 6275

Short-Term Accommodation / Refuges (Public or Community-Linked)

(Note: Nannup does not have crisis accommodation or alcohol/drug treatment centres.)

- **Nannup Caravan Park (Shire-operated)**
18 Brockman Street, Nannup WA 6275
- **Nannup Lodge (historic community accommodation building)**
14 Grange Road, Nannup WA 6275

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?

We have been running successfully for the last four years, and have implemented various strategies in that time. All staff must hold current RSA certification, refresher training is provided regularly, and there is always an accredited Approved Manager on site at all times. Staff are trained to recognise the signs of intoxication, and are empowered and given the confidence and support to refuse service when appropriate. We have clear procedures in place for managing refusals, politely, safely and consistently. It is also our duty of care to assist patrons to get home safely – if that is finding them a lift home locally, or calling taxi services.

We do not offer any kind of rapid drinking practises, such as shot promotions or drinking games, and we offer large varieties of low and mid strength beverages, as well as non alcoholic options in beer, wine and spirit formats. Water is provided freely, and we have a food service that runs during trading hours to reduce the risk of intoxication.

We are a relaxed, community-orientated space, with large outdoor areas, and board games available. We position ourselves as a relaxed casual drinking spcce, rather than a high risk late night drinking venue, and the background music as well as the musicians that we hire to perform on the weekend afternoons, is usually folk based, which attracts and supports Nannup's family friendly community identity, rather than anything heavier.

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?

We have been running with very minimal concerns raised by local residents or authorities. We have a good working relationship with the Shire of Nannup, and the WA Police. We have CCTV across the entire premises, monitoring entrances, service areas and external spaces, which deters antisocial behaviours.

The premises was previously used as a café, and was originally built as the Nannup Garage, so it has been a feature in the town for over half a decade. We have not changed much with the design or aesthetic of the building, and the premises is in good repair, and suits the vibe of Nannup. We have good external lighting, which ensures safe access after dark, as well as discouraging vandalism or crime, however we also turn off the festoons in the beer garden at a certain time of the night as to not upset the neighbours or the township with light pollution. Our music entertainment is always on in the afternoons, never late at night, and never facing surrounding buildings. We have signage requesting our patrons to be mindful of the neighbours, with the noise they're making, and to stay within the boundaries of our property.

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?

We are very engaged in the local community, we run events for the community such as trivia nights, themed nights, movie nights, etc, as well as support local charities through donations and free use of our spaces. We have been the choice for end of year Christmas events from the local school, the local CWA, and the Shire of Nannup, just to name a few. We have put a lot of time into being a professional and welcoming space, by keeping the premises well maintained at all times, including regular checks to make sure glass, litter and waste are not left in public areas. Staff regularly move through the spaces to check for this, as well as to monitor patron behaviour indoors and outdoors. This can include informing people where the correct smoking areas are, discourage and disallow people from drinking outside of our licensed areas, and making sure people get home in a safe and quiet manner. Our neighbours have our personal contact numbers, in case the entertainment or patrons here are too loud, and we are in constant conversation with the buildings and residences around us.

We always operate within our approved capacity numbers.

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?

We believe that we have made a positive benefit to the community since starting, allowing the local community to have more spaces to congregate, and to provide another source of employment in the town. This is especially important for a town that is transitioning away from a forestry and agricultural hub.

We have found that people have travelled from out of town just to visit the brewery, which has meant that this allows more visitation to other local businesses in the area.

By being able to sell takeaway alcohol, this allows us to reach a larger clientele – people will take wine and spirits home from local suppliers that we stock, which will hopefully allow us, and Nannup, to market to more people than we otherwise would be able to. People will share Nannup produced drinks with friends, family, neighbours, etc. This will hopefully mean more visitors to the Nannup shire in general.

Other liquor providers in town operate on different hours to us, and we have found that visitors to the brewery are unable to buy any liquor in town on the days when the other providers are closed – such as Sundays. We often have request from visitors to purchase our wines that we stock, which if we were able to sell to them, would mean more sales for those wineries and more local employment in our area. We also have requests for wine tastings from visitors, and we would love to collaborate with local wine suppliers to host tastings nights, where we would then be able to sell the bottles afterwards. Again, creating employment, tourism, and community benefits to the town.

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

We have been running for over four years, and we love that the community has embraced us. We have embraced the community, and feel like a permanent addition to this town. By increasing the size of our licensed areas, and allowing takeaway alcohol, we feel like this is a positive step forward to making our brewery, and footprint on this town, slightly bigger and better. We feel it will benefit the tourism industry here, which is growing bigger and bigger each year, and help to continue to employ

⁶ LC Act s5(1)(c).

the dozens of staff that we have here, who range in ages from 14 to mid 60s, as well as the growing number of wineries and distilleries in the local area.

Other licensed premises within a 3km radius:

Nannup Hotel - HOTEL

Nannup Liquor Store - LIQUOR STORE

Nannup Sports & Recreation Assn Inc - CLUB

Nannup Bowling Club Inc - Club Restricted

The Blackwood - Restaurant

Mission Statement

At Nannup Brewing Company, our goal is to offer more than just a drink; we provide a local, craft experience that reflects the spirit of our town. While Nannup is already home to established venues, we feel there is a significant opportunity to better serve both our residents and the growing number of tourists visiting the region.

A key point of difference for us is consistency. We understand that for Nannup to thrive as a tourism destination, visitors need to know they can rely on local businesses to be open when they arrive. Currently, there can be some uncertainty regarding the opening hours of existing takeaway outlets. By granting a takeaway license to the Brewery, we can provide a dependable and stable service schedule, ensuring that no matter when someone visits our town, they have access to high-quality, locally-made products.

Furthermore, our takeaway offering isn't intended to compete with the bulk-retail model of a standard liquor store. Instead, we act as a 'cellar door' for wines and spirits, allowing guests who have enjoyed our local supplier's alcohol on-site to take that specific experience home with them. This supports the local economy and ensures that Nannup Brewing Company can serve as a reliable anchor for the town's tourism trade, year-round.

Points of Difference

The only two premises that allow the sale of packaged liquor, are the Nannup Hotel and the Nannup Liquor Store.

The other premises, are Club or Restaurant, which only allow sales of alcohol on the licensed premises.

We differ to the hotel and the liquor store, as we do not want to be a liquor store (we have a distinct lack of storage for that purpose and have no plans to operate in that way), our

interest is in selling local alcohol such as wine and spirits primarily to people passing through. We have requests for this daily. We try to operate as a “destination” for people to travel into Nannup to experience and have a drink or lunch/dinner at, and we want to allow customers to purchase that specific experience, if it’s a certain glass of local Sauvignon Blanc, spirits or a local cider, to be able to share with others late when they get home, be it Perth, Sydney, or globally.

We want to offer spirit and wine tastings from local suppliers, which the hotel and the liquor store do not provide. Our staff can provide technical knowledge about the local alcohol, the ingredients, flavour profiles, etc, (eg a “cellar door” experience), which is something a standard retail outlet rarely offers. We would like to target the “specialty” or “craft” products that may not be stocked in a general liquor store, or the hotel. Local wineries such as Ampersand Winery for example, are very interested in having wine tasting days at our brewery, and we are a local stockist for them. This would allow a unique experience for locals and tourists, while also allowing our staff to be educated on different styles of local wines and can pass this information on to customers. We have attached a letter of support from local wineries who want to offer these experiences.

Ampersand and Whimwood wineries, for example, offer cellar door sales but are out of town and have varied opening hours. Ampersand and Whimwood do also allow website sales, where after taking home bottles from our brewery, customers would then in the future be able to continue to purchase wines in cases if they like, from the wineries later. This helps create more business and opportunity for these businesses.

We offer opening hours that are slightly past the opening hours of the Nannup Liquor Store (Bottlemart), as they are open until 6pm throughout the week and 7pm on Fridays and Saturdays. They are closed on Sundays. We would offer slightly longer opening hours to allow travellers who arrive after this time to purchase takeaway alcohol - we have requests often from people who arrive late to the caravan park, or any of the short stay accommodations in town, after driving in from out of town, who are unable to buy wine or local beers to have over their evening.

The Nannup Hotel is generally closed Mondays and Tuesdays throughout the year, while we are open every day consistently until 8:30pm.

PART 8 – Declaration

I declare that the contents of this document and attachments are true, correct and complete and that I have made all reasonable inquiries to obtain the information required.

I acknowledge that under section 159 of the *Liquor Control Act 1988* it is an offence to provide false, misleading or incomplete information in this document.

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date