



# 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.<sup>1</sup> 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.<sup>2</sup> 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.<sup>3</sup>

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 weeks<sup>4</sup>, or for a temporary bar (refer to the [Temporary bars policy](#)). The DLL can also ask for a PIA to be prepared as part of the application for any type of liquor licence or permit.

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

- the harm that might be caused due to the use of alcohol
- whether there might be a decrease in the amenity, quiet or good order of the locality

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<sup>1</sup> LC Act s33(1).

<sup>2</sup> LC Act s38(3).

<sup>3</sup> Liquor Control Regulations (LC Regs) r9EA.

<sup>4</sup> LC Regs r9F.

- whether people who live or work nearby might suffer offence, annoyance, disturbance or inconvenience
- how it might affect tourism, culture and the community.<sup>5</sup>

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 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](http://portal.dlgsc.wa.gov.au)

## Part 1 — Application details

<b>Applicant name:</b>	Venueslive Management Services (WA) Pty Ltd
<b>What licence or permit type are you applying for?</b>	Notice of application to add, vary or cancel condition of a licence or permit
<b>Are you applying for:</b>	Variation to existing license
<b>Premises trading name:</b>	Perth Rectangular Stadium
<b>Address of proposed premises:</b>	27 Bulwer Street, PERTH WA 6000

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.

<sup>5</sup> LC Act s5 and s38(4).

## 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 Licensee was awarded the food and beverage contract at Perth Rectangular Stadium (**PRS**) in 2024. The Special Facility's License held by Spotless Catering was transferred to the Licensee with existing conditions. Since providing the food and beverage services at the Licensed Premises for nearly a year, the Licensee has consistently upheld the highest standards of responsible alcohol service, ensuring compliance with all relevant legislation and guidelines which is reflected in our comprehensive staff training programs, harm minimisation strategies, and proactive measures to prevent alcohol-related harm. This application seeks to amend certain conditions of the current license to better align with the evolving needs of PRS and its key hirers, while continuing to prioritise the safety and well-being of all patrons.

The client base of PRS spans a diverse and broad range of audience groups. These include sports supporters and fans of professional sporting teams – such as followers of Perth Glory FC, the Western Force, and from the 2027 NRL season the new NRL's Perth Bears, as well as interstate and international visitors attending major events and other large-scale sporting fixtures. The client base also includes concertgoers and live entertainment audiences, including visitors drawn to globally recognised touring acts, corporate and hospitality clients seeking premium function or box seating experiences, nearby communities, residents and casual spectators seeking accessible, family-friendly events close to the city.

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**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?

PRS is Perth's premier rectangular-stadium, located within the City of Vincent and is approximately 1.6 km from the Perth city centre. The PRS has a long-standing history of hosting professionally managed sporting and entertainment events and is currently the home ground for Perth Glory FC (soccer) and the Western Force (rugby union). It is also planned to be the primary home ground of the Perth Bears when they enter the NRL competition in the 2027 season.

It regularly hosts major national and international sporting fixtures, including FIFA and AFC sanctioned men's and women's soccer tournaments and rugby union events such as the World Rugby Sevens Series, as well as large scale concerts and live entertainment events. The PRS features modern amenities and facilities to meet contemporary event, safety, and crowd management standards, including for major tournaments such as the FIFA Women's World Cup 2023 and the AFC Women's Asian Cup 2026.

The PRS operates as a multipurpose facility servicing a broad cross-section of the community, including families, local and metropolitan patrons, interstate and international visitors, and corporate and hospitality guests. Liquor service at PRS is ancillary to ticketed events and is subject to comprehensive management, security and responsible service of alcohol measures, supporting an orderly and low risk operation of events within the surrounding community.

The PRS's largest event since the Licensee commenced food and beverage operations in 2024 was the NRL Dolphins v Sydney Roosters match which drew around 20,027 spectators. The maximum capacity for concerts is approximately 25,000. Attendance figures vary depending on the specific event configuration, and from time to time special events have accommodated larger attendances within approved operational parameters - for example, a record attendance of approximately 32,000 patrons was achieved during and Ed Sheeran concert in 2015.

Importantly, patron numbers at PRS are managed on an event by event basis through ticketing controls, event-specific management plans, security deployment, and responsible service of alcohol measures, ensuring that liquor service remains

ancillary to the primary purpose of each event and does not adversely impact the surrounding community amenity.

It is noted that potential upgrades to PRS are under consideration, though not yet confirmed, to support the planned entry of the Perth Bears into the 2027 season NRL competition. Any upgrades may result in changes to patron capacity or PRS configuration. In the event that capacity increases or operational parameters are amended, all activities would remain subject to relevant approvals and ongoing compliance with liquor licensing, safety and community amenity requirements.

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**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.**

Not applicable. The Licensed Premises does not sell packaged liquor, and this application does not seek approval for the sale of packaged liquor. Liquor service is limited to on-premises consumption ancillary to ticketed events only.

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## 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](http://www.police.wa.gov.au/crime/crimestatistics) and [www.abs.gov.au](http://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.

PRS is located within the City of Vincent. The City of Vincent is a densely populated inner city area close to the Perth central business district. As of June 2024, the estimated residential population was approximately 41,479 (reference [Home | City of Vincent | Community profile](#)), having grown over the previous year consistent with broader growth trends in the Perth metropolitan area. The City of Vincent is characterised by a relatively high population density, reflecting its inner city location and prevalences of median and higher density residential development. Census data (ABS Census 2021) indicates that the City of Vincent has a median age of 36 years, which is lower than the Western Australian median and reflects a strong representation of working-age adults. Available data shows a median weekly household income as \$2,209 and a median weekly rent of approximately \$400 (ABS Census 2021), with a mix of owner-occupiers and renters. Residents are employed across a broad range of occupations, including professional, managerial, administrative and service industries, representing culturally diverse backgrounds.

**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.

Category	Facility Name	Type	Distance from PRS	Description
Education	Mount Lawley Senior High School	Secondary School	~1.5 km	Public secondary school offering a range of academic and vocational programs.
	Perth College	Private Girls' School	~1.8 km	Independent Anglican girls' school providing comprehensive education.

Healthcare	Perth Children's Hospital	Hospital	~2.5 km	Specialist paediatric hospital offering comprehensive healthcare services for children.
	Royal Perth Hospital	Hospital	~2.5 km	Major public hospital providing a wide range of medical services.
Aged Care	Bethanie Joondalup	Aged Care Facility	~2.5 km	Provides residential aged care services, including dementia care.
	Juniper Hilltop	Aged Care Facility	~2.8 km	Offers residential aged care with a focus on community and well-being.
Places of Worship	St Mary's Cathedral	Catholic Cathedral	~1.5 km	Historic cathedral serving the Catholic community with regular services.
	Perth Mosque	Mosque	~1.8 km	Active mosque offering daily prayers and community events.
Childcare Centres	MercyCare Early Learning Centre	Childcare Centre	~1.6 km	Provides early childhood education and care services.
	YMCA Early Learning Centre	Childcare Centre	~1.9 km	Offers quality childcare and early learning programs.
Local Government	City of Perth Administration Centre	Local Government	~1.2 km	The administrative hub for the local government, providing various community services.
Community Centres	Northbridge Piazza	Community Facility	~1.0 km	Outdoor community space hosting events and activities.
	Citiplace Community Centre	Community Facility	~1.3 km	Offers a range of community programs and services.
Support Services	Multicultural Services Centre WA	Community Support	~2.0 km	Provides support services for migrants and refugees.
	Youth Legal Service	Legal Support	~1.2 km	Offers free legal advice and support to young people.

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## 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?

PRS hosts a large number of patrons across sporting and entertainment events throughout the year. The Licensee recognises that a responsible and well managed approach to the sale and supply of alcohol is essential to minimising alcohol related harm and ensuring the safety and amenity of patrons, staff and the surrounding community. Alcohol service at PRS is governed by the Licensee's Alcohol Management Operations and Harm Minimisation Plan, which has been developed in accordance with the requirements of the Liquor Control Act 1988 and reflects the Techniques of Effective Alcohol Management (TEAM) approach. The Plan prioritises harm minimisation, public safety (including safety of staff and patrons), and compliance with regulatory and legislative requirements.

Key harm minimisation strategies include:

- **responsible service of alcohol:** all alcohol service staff are appropriate trained and required to comply with responsible service obligations, including the refusal of service to intoxicated persons

- **Age verification and access controls:** systems are in place to ensure the sale of alcohol to persons aged 18 years and over, including ID checks and controlled service points.
- **Alcohol as ancillary to events:** alcohol consumption is secondary to the primary purpose of attending ticketing sporting and entertainment events. Emphasis is placed on the overall event experience rather than the consumption of alcohol..
- **Availability of food and non-alcoholic beverages:** a range of food options and non-alcoholic beverages are promoted and available during events to support responsible consumption and reduce the risk of alcohol related harm.
- **Moderation and patron monitoring:** The behaviour of patrons is actively monitored throughout events, to encourage moderate consumption and enable early intervention where necessary.
- **Event specific measures:** alcohol service arrangements, staffing levels, trading times and security deployment are tailored to the nature, scale and risk profile of each event.
- **Patron safety and well being:** measures are in place to support patron well being and safety before, during, and after events, including access to water, clear signage, and coordination with security and transport services.
- **Integration with public initiatives:** where appropriate, alcohol management practices align with the broader public health and community harm-minimisation initiatives.
- **Continuous Improvement:** alcohol related risks are regularly reviewed, and practices are updated as required, to reflect operational experiences, regulatory guidance and alcohol-related harm minimisation best practice.

These strategies align with and support the harm minimisation principles outlined in the Liquor Control Act 1988, to ensure the responsible sale and consumption of alcohol at PRS, in a manner that minimises adverse impacts on individuals and the community. The Licensee's Alcohol Management Operations and Harm Minimisation Plan is provided as an attachment for your reference.

## 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?

PRS was established in 1910 and extensively redeveloped in 2003 and 2012. It has designed and redeveloped to integrate seamlessly into its urban environment, ensuring minimal impact on the surrounding locality.



#### 1. Site Design and Passive Surveillance

The stadium's layout includes well-lit pathways, clear signage, and open sightlines, facilitating natural surveillance of entrances and surrounding areas. This design

promotes safety and deters anti-social behaviour. The inclusion of a CCTV surveillance system further enhances security measures.

## **2. Parking and Transport Accessibility**

PRS is strategically located near public transport hubs, including the Claisebrook train station, and offers designated parking areas. This accessibility encourages patrons to use public transport or park responsibly, reducing traffic congestion and minimising potential disturbances to the neighbourhood.

## **3. Noise Mitigation Measures**

PRS's design incorporates acoustic considerations to manage noise levels effectively. While specific details on sound insulation are not publicly disclosed, the PRS redevelopment aimed to meet stringent environmental standards, including noise and vibration management plans, to ensure minimal impact on the surrounding area.

## **4. Lighting and Environmental Considerations**

PRS features modern lighting systems that illuminate PRS adequately during events while being mindful of light spill to surrounding areas. The stadium's redevelopment included environmental strategies to mitigate its impact on the local environment.

## **5. Ongoing Commitment to Community Integration**

PRS continues to engage with the local community and authorities to ensure that its operations align with the needs and expectations of the surrounding locality. This ongoing dialogue helps maintain PRS's role as a positive community asset.

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## 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?

PRS is committed to being a responsible member of the community and actively minimising any negative impacts on residents and workers in the vicinity. The following strategies are in place to ensure PRS operates harmoniously within its urban setting:

#### 1. Maintaining Cleanliness and Monitoring Patron Behaviour

- **Regular Cleaning and Maintenance:** PRS ensures that the premises and surrounding areas are kept clean and tidy through scheduled cleaning services and maintenance routines. This includes waste management, graffiti removal, and general upkeep of public spaces.
- **Patron Behaviour Monitoring:** Staff are trained to monitor patron behaviour during events. Any instances of anti-social behaviour are addressed promptly through intervention and, if necessary, coordination with local authorities.

#### 2. Ensuring Appropriate Entertainment and Crowd Management

- **Event Suitability:** PRS hosts events that are suitable for the locality, considering factors such as noise levels, timing, and potential disruptions.

This ensures that the nature of the entertainment aligns with community expectations.

- **Crowd Control Measures:** The stadium adheres to guidelines for crowd management, including the use of licensed crowd controllers when required. This ensures that events are conducted safely and orderly, minimising any potential disturbances.

### 3. Managing Noise Levels

- **Noise Control Strategies:** PRS implements noise management plans to control sound levels during events. This includes the use of sound insulation, strategic placement of speakers, and adherence to local noise regulations.
- **Community Engagement:** The stadium engages with the local community to inform them of upcoming events and potential noise impacts. This proactive communication helps residents prepare and provides a channel for feedback.

### 4. Addressing Community Concerns

- **Responsive Communication:** PRS maintains open lines of communication with the community, encouraging residents to voice any concerns or complaints. A dedicated contact point is provided for ease of reporting.
- **Issue Resolution:** Upon receiving complaints, PRS investigates the matter promptly and works collaboratively with the concerned parties to resolve issues amicably. This may involve adjusting event operations or implementing additional measures to address specific concerns.

The Licensee is committed to adopting evidence-based harm minimisation strategies to reduce alcohol-related harm in the community. These strategies include:

- **Responsible Service of Alcohol (RSA) Training:** All staff involved in the sale and service of alcohol will undergo accredited RSA training to ensure they are equipped to handle situations responsibly and in compliance with legal requirements.

- **Promotion of Non-Alcoholic Options:** There will be a range of non-alcoholic beverages on offer at all times and encourage their consumption alongside alcoholic options.
- **Availability of Free Water Stations:** Free drinking water will be readily available throughout PRS to encourage hydration and reduce alcohol consumption.
- **Provision of Food Options:** A variety of food options will be available to patrons to encourage moderate drinking and reduce the likelihood of intoxication.
- **Clear Signage and Communication:** Signage promoting responsible drinking and outlining the consequences of anti-social behaviour will be prominently displayed.

## 2. Collaboration with Local Authorities and Community Engagement

The Licensee maintains open lines of communication with local authorities and the surrounding community to address any concerns related to alcohol consumption.

This includes:

- **Regular Meetings with Local Police and Council Representatives:** To discuss any emerging issues and collaboratively develop solutions.
- **Community Feedback Mechanisms:** Establishing channels for residents and local businesses to provide feedback and report concerns.
- **Public Awareness Campaigns:** Engaging in campaigns that promote responsible drinking and the benefits of moderation.

## 3. Monitoring and Evaluation

The Licensee has implemented a system to monitor and evaluate the effectiveness of the alcohol harm minimisation strategies. This includes:

- **Regular Audits:** Conducting audits to assess compliance with harm minimisation practices.
- **Incident Reporting and Analysis:** Tracking incidents related to alcohol consumption and analysing trends to inform future strategies.
- **Feedback Surveys:** Gathering feedback from patrons and the local community to assess the impact of implemented strategies.

#### 4. Enforcement of Liquor License Conditions

The Licensee is committed to strict adherence to all liquor license conditions, including:

- **Monitoring Compliance:** Regular checks to ensure all conditions are being met.
- **Staff Training:** Ongoing training for staff to ensure they are aware of and comply with all liquor license conditions.
- **Disciplinary Actions:** Implementing disciplinary actions for staff or patrons who breach liquor license conditions.

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By implementing these additional measures at PRS, the License aims to further minimise the impact of alcohol on the surrounding community, ensuring a safe and enjoyable environment for all.

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## Part 7 — Impact on tourism, culture and the community

When making licensing decisions under the LC Act, the DLL is required to consider the proper development of the liquor industry, the tourism industry and other hospitality industries in the State.<sup>6</sup> 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?

PRS serves as a pivotal hub in the city's social and cultural landscape. Modifying the liquor license conditions to allow for enhanced service flexibility aligns with broader objectives to bolster Perth's tourism and cultural appeal. The anticipated benefits include:

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<sup>6</sup> LC Act s5(1)(c).

- **Enhanced Patron Experience:** Extended and more flexible alcohol service during events can improve the overall attendee experience, encouraging longer visits and increased patronage. This, in turn, supports food and beverage operations and enhances PRS's attractiveness to visitors.
- **Support for the Night-Time Economy:** PRS contributes to the broader night-time economy, benefiting local hospitality, transport, accommodation, and retail businesses in nearby precincts.
- **Improved Event Logistics:** Adjusting service hours to match event timings can reduce sharp cut-offs and queues, facilitate smoother crowd dispersal and enhancing safety.
- **Promotion of Responsible Alcohol Consumption:** Ensuring that alcohol service remains regulated and managed within PRS helps prevent the displacement of demand to less regulated areas, thereby promoting safer environments and reducing potential community disturbances.

These measures not only enhance the role of PRS as a premier event PRS but also contribute to the economic vitality and cultural richness of the surrounding community.

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

The proposed variations to the liquor license conditions are intended to:

- Enhance operational efficiency and service delivery.
- Better accommodate the needs of our key hirers and patrons.
- Align with industry best practices and regulatory requirements.
- Ensure the continued success and sustainability of PRS as a premier PRS in Perth.

These changes aim to align PRS's operational framework with that of Optus Stadium, thereby enhancing operational efficiencies and streamlining staff training

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processes. Aligning the liquor license conditions with Optus Stadium will facilitate consistency across major sporting and entertainment venues in Perth. This alignment is expected to improve efficiencies, reduce complexities in staff training, and ensure a seamless experience for patrons attending events at both venues.

The Licensee has a dedicated commitment to upholding the highest standards of responsible alcohol management. We will continue to adhere to our comprehensive Alcohol Management Operational and Harm Minimisation Plan, ensuring that all activities related to the sale and consumption of alcohol are conducted in a safe and responsible manner.

We believe that varying the liquor license conditions will not only streamline operations but also contribute to the overall safety and enjoyment of patrons attending events at PRS.

Upon approval, the Licensee will implement the following steps to the proposed amendments:

- **Further Staff Training:** All relevant staff will undergo additional Responsible Service of Alcohol (RSA) training sessions to ensure compliance with the amended conditions.
- **Policy Updates:** Internal policies will be updated to reflect the new conditions, ensuring consistency across all operational areas.
- **Regular Monitoring and Compliance:** Regular audits will be conducted to ensure adherence to the amended conditions, and any non-compliance will be addressed promptly.

Variations include the following:

- **Allowing Spirits with Energy Drinks**
- **Current Condition:** Prohibition on serving spirits with energy drinks.

The Licensee seeks approval to amend the existing licence condition that prohibits the service of spirits mixed with energy drinks. The proposed variation would

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permit the service of spirits with energy drinks during specific, pre-approved events, such as Rugby 7s, where commercial partnerships or event-based offerings are in place. The proposed change is limited in scope and does not seek to introduce unrestricted or ongoing service of such products outside of these defined events.

The Licensee submits that this proposed variation is consistent with contemporary industry practice and aligns with beverage offerings available at comparable major venues, including Optus Stadium, where a range of mixed beverage options are provided in a controlled and well-managed environment. The *Liquor Control Act 1988* does not expressly prohibit the service of spirits combined with energy drinks, and the proposed change does not conflict with the objects of the Act when appropriate harm minimisation measures are maintained.

The Licensee confirms that all service of spirits with energy drinks will continue to be subject to strict Responsible Service of Alcohol practices and the Licensee's Harmful Substances Risk Management Minimisation and Alcohol Operations Plan. Staff will remain trained to monitor patron consumption, identify signs of intoxication, and refuse service where required. The service of spirits with energy drinks will not be promoted in a manner that encourages excessive or rapid consumption, and alcohol will remain ancillary to the primary purpose of the event.

The Licensee submits that, when managed in accordance with existing policies and licence conditions, the proposed variation is unlikely to result in an increased risk of alcohol-related harm and is consistent with the public interest and the proper regulation of the licensed premises.

## **2. Extending Patron Departure Time**

- **Current Condition:** Patrons must vacate the premises within 30 minutes after trading ceases.
- **Proposed Change:** Extend the departure time to 60 minutes to provide consistency across PRS.

The Licensee seeks approval to amend the existing licence condition requiring patrons to vacate the premises within 30 minutes after the cessation of liquor trading. The proposed variation would extend the permitted departure time to 60 minutes, providing greater consistency across PRS and its various operational areas.

The Licensee submits that extending the patron departure period will support safer and more orderly crowd dispersal following events. Allowing additional time for patrons to exit the premises reduces congestion at exits, assists security and operational staff in managing crowd movement, and contributes to improved public safety outcomes. The proposed change does not extend liquor trading hours and does not increase alcohol availability, and is therefore consistent with the objects of the *Liquor Control Act 1988* and the public interest.

### **3. Adjusting Alcohol Strength Restrictions**

- **Current Condition:** Sale of low alcohol liquor (not exceeding 3.5% ethanol) in public areas.
- **Proposed Change:** Remove the 3.5% ethanol limit, maintaining the restriction to one standard drink per serve.

The Licensee seeks approval to amend the existing licence condition restricting the sale of liquor in public areas to low-alcohol products not exceeding 3.5 per cent ethanol. The proposed variation would remove the ethanol percentage limitation while maintaining the existing restriction that liquor be served as a maximum of one standard drink per serve.

The Licensee submits that maintaining a per-serve standard drink restriction provides an effective harm minimisation control, while allowing for a broader range of beverage options for patrons. The proposed change does not alter responsible service practices, patron monitoring, or intoxication management and will continue to be governed by the Licensee's Harmful Substances Risk Management Minimisation and Alcohol Operations Plan. The Licensee submits that this variation

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is unlikely to result in increased alcohol-related harm and supports a balanced and well-regulated patron experience.

#### **4. Modifying Function Room Beverage Restrictions**

- **Current Condition:** Restrictions on the number of standard drinks and mandatory decanting into disposable cups.
- **Proposed Change:** Increase the restriction to four standard drinks and remove the mandatory decanting requirement.

The Licensee seeks approval to amend the existing licence condition that restricts the number of standard drinks available within function rooms and requires liquor to be decanted into disposable cups. The proposed variation would increase the allowable limit to four standard drinks per serve and remove the mandatory decanting requirement.

The Licensee submits that this change aligns with contemporary PRS management practices, including those implemented at Optus Stadium, and will reduce unnecessary waste while enabling more efficient and controlled service. Liquor service within function rooms will continue to be managed on an event-by-event basis, with service conditions set or adjusted as required through the Event Control Room. The Licensee confirms that service limits may be reduced at any time should circumstances require, ensuring that harm minimisation and patron safety remain paramount.

#### **5. Adjusting Corporate Box Liquor Management**

- **Current Condition:** Prohibition on refilling starter eskies with liquor.
- **Proposed Change:** Allow staff to manage liquor service in Corporate Boxes, including refilling starter eskies.

The Licensee seeks approval to amend the existing licence condition prohibiting the refilling of starter eskies with liquor within Corporate Boxes. The proposed

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variation would permit trained PRS staff to manage liquor service in Corporate Boxes, including the controlled refilling of starter eskies where appropriate. The Licensee submits that this change will enhance the guest experience while maintaining effective oversight and control of alcohol service. Liquor service in Corporate Boxes will be managed exclusively by staff assigned to those areas and monitored as required through the Event Control Room. All service will remain subject to Responsible Service of Alcohol requirements and the Licensee's Harmful Substances Risk Management Minimisation and Alcohol Operations Plan. The Licensee submits that this controlled approach ensures that the proposed variation does not increase the risk of alcohol-related harm and is consistent with the public interest and the proper regulation of the licensed premises.

## 6. Modifying Shed Area Access During Soccer Games

- **Current Condition:** Juveniles are permitted in the 'Shed Area' only on non-soccer game days.
- **Proposed Change:** Remove this restriction to allow the area to be adapted into a family-friendly space during soccer games.

The Licensee submits that the proposed variation to permit juveniles to access *The Shed* area during designated soccer matches is consistent with the objects of the *Liquor Control Act 1988*, particularly the minimisation of harm or ill-health caused to people, or any group of people, due to the use of alcohol, and the protection of juveniles from harm. The proposal is intended to support community participation and family attendance at sporting events, while ensuring that PRS continues to operate in a safe, responsible, and well-managed manner.

The proposed change is designed to foster a more family-friendly environment during soccer matches by enabling families, including juveniles, to attend and enjoy community sporting events together. The presence of families and minors during these events is expected to promote responsible patron behaviour and contribute positively to the overall amenity of PRS. The request does not seek to expand alcohol service hours, service practices, or the nature of alcohol

consumption within *The Shed*, and alcohol will remain ancillary to the primary purpose of the event.

Juvenile access to *The Shed* will occur within a controlled and supervised environment. Juveniles will be accompanied by a parent or responsible adult at all times, and access will be restricted to clearly defined soccer match events with set commencement and conclusion times. The Licensee will continue to provide appropriate staffing and security levels to monitor patron conduct, manage crowd behaviour, and ensure compliance with all licence conditions and statutory obligations.

The Licensee confirms that it will continue to strictly implement and adhere to its approved Harmful Substances Risk Management Minimisation and Alcohol Operations Plan. Responsible Service of Alcohol practices will be enforced at all times, with trained staff actively monitoring alcohol consumption and refusing service where required. Measures to prevent intoxication, anti-social behaviour, and any exposure of juveniles to inappropriate conduct will remain in place and will be actively enforced.

The proposed variation is not expected to result in an increased risk of harm to juveniles or the broader community. On the contrary, the inclusion of families and minors during sporting events is anticipated to reduce the likelihood of alcohol-related harm and disorder, thereby supporting the public interest and the proper regulation of liquor licensed premises.

The Licensee remains committed to ongoing compliance, monitoring, and cooperation with the Department of Racing, Gaming and Liquor and other relevant authorities. The PRS will review the operation of the proposed change and take prompt corrective action should any issues arise, ensuring that the safety, wellbeing, and protection of juveniles and all patrons remains a priority.

## **7. Updating Staff Training Terminology**

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- **Current Condition:** Reference to 'crowd controllers' and 'RSA marshals'.
- **Proposed Change:** Amend to 'RSA trained employees' for consistency with current staffing terminology.

The Licensee seeks approval to amend the existing licence condition that refers to “crowd controllers” and “RSA marshals” by updating the terminology to “RSA trained employees.” The proposed amendment is administrative in nature and is intended to ensure consistency with The Licensee’s current staffing structure and terminology.

The Licensee submits that this change will improve clarity regarding staff roles and responsibilities while maintaining the intent and effectiveness of the existing condition. All RSA trained employees will continue to be appropriately trained, deployed, and supervised in accordance with the Licensee’s Harmful Substances Risk Management Minimisation and Alcohol Operations Plan, ensuring that harm minimisation and patron safety obligations are met at all times.

## 8. Modifying Event Closing Time

- **Current Condition:** 90 minutes after concert conclusion.
- **Proposed Change:** Standardise closing time to 1:00 AM.

The Licensee seeks approval to amend the existing licence condition that requires events to conclude within 90 minutes of the end of a concert. The proposed variation would standardise the event closing time to 1:00 am.

The Licensee submits that a standardised closing time will provide greater operational certainty and flexibility in event scheduling while maintaining effective control over patron departure and PRS operations. The proposed change does not extend liquor trading hours beyond approved limits and will continue to be managed in accordance with crowd management, security, and harm minimisation requirements. The Licensee submits that this variation is consistent with industry practice and does not increase the risk of alcohol-related harm.

## 9. Removing Temporary Bar Limitations

- **Current Condition:** Limit of five temporary bars, each no more than 60m<sup>2</sup>.
- **Proposed Change:** Remove the limitation to allow for greater flexibility in bar setup.

The Licensee seeks approval to amend the existing licence condition limiting the number of temporary bars to five, each with a maximum floor area of 60 square metres. The proposed variation would remove this numerical and size limitation to allow greater flexibility in bar configuration for different event types.

The Licensee submits that this change will enable more effective crowd distribution and service management, particularly for large-scale or varied events. Temporary bar placement and operation will continue to be subject to event-specific planning, appropriate staffing levels, and oversight through the Event Control Room. The proposed variation aligns with contemporary practices at comparable major venues, including Optus Stadium, and does not diminish existing harm minimisation controls.

## 10. Modifying Juvenile Restrictions During Contact Sports

- **Current Condition:** Prohibition on unaccompanied juveniles during contact sports events.
- **Proposed Change:** Allow terms and conditions to be discussed with key hirers when contracting each event.

The Licensee seeks approval to amend the existing licence condition that prohibits unaccompanied juveniles during contact sports events. The proposed variation would allow terms and conditions relating to juvenile access to be determined in consultation with key hirers as part of the contracting process for each event.

The Licensee submits that this change will provide flexibility to tailor access conditions to the specific nature and risk profile of individual events, while ensuring that the protection of juveniles remains a priority. Any agreed conditions will continue to align with the objects of the *Liquor Control Act 1988*, including the protection of juveniles from harm, and will be supported by appropriate supervision, staffing, and harm minimisation measures.

## 11. Updating RSA Staff Monitoring Requirements

- **Current Condition:** Minimum number of RSA staff required.
- **Proposed Change:** Reword to 'RSA trained employees of the licensee are to patrol and monitor the licensed area for the duration of the event'.

The Licensee seeks approval to amend the existing licence condition that prescribes a minimum number of RSA staff to instead require that “RSA trained employees of the Licensee are to patrol and monitor the licensed area for the duration of the event.”

The Licensee submits that this rewording will allow for a more flexible and risk-based approach to staffing, enabling resources to be allocated according to event size, patron demographics, and risk profile. RSA trained employees will continue to actively monitor patron behaviour, alcohol consumption, and compliance with licence conditions, consistent with the Licensee’s Harmful Substances Risk Management Minimisation and Alcohol Operations Plan. The Licensee submits that this approach supports effective harm minimisation while maintaining appropriate regulatory oversight.

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## 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.



13/03/26

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Signature of applicant/s

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Date

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Signature of applicant/s

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Date

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Signature of applicant/s

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Signature of applicant/s

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