

Annexure 1

Form 2A Public Interest Assessment Additional Information



Applicant:	Wolfsbane Pty Ltd
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Application:	Application for Tavern Liquor Licence
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Premises:	Wolfsbane, 154 Hay Street, Subiaco
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LUX LEGAL
E: susan@luxlegal.com.au
T: 08 6384 5485
A: PO Box 495, Parkwood 6147

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Introduction

1 Background

- 1.1 The Applicant is the owner and operator of “Wolfsbane”, which currently operates under a Producer’s Liquor licence (**Producer’s Licence**) at premises located at 154 Hay Street, Subiaco (the **Premises**). It has made an application to the Licensing Authority for the grant of an unrestricted tavern liquor licence as it wants to offer a greater range of services and facilities than what is permitted under the Producer’s Licence. This category of licence will enable it to broaden what it currently offers and better cater to the requirements of patrons. Approval to change the use of the Premises from its current use to a Tavern was sought, and has been granted by, the City of Subiaco.
- 1.2 If the Applicant’s application for a tavern licence is granted, the Applicant will surrender its existing Producer’s Licence, or if circumstances permit, apply to remove the licence.
- 1.3 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.
- 1.4 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 Wolfsbane Pty Ltd.
 - (c) “Application” means the application under Sections 41, 62 and 68 of the Act by the Applicant seeking approval for the conditional grant of an unrestricted tavern liquor licence for the Premises.
 - (d) “DA” means the development approval granted by the City of Subiaco dated 17 March 2026 approving a change of use of the Premises to “Tavern”.
 - (e) “Market Survey” means the market survey carried out by Painted Dog for the purposes of the Application.
 - (f) “Market Survey Report” means the report of the results of the Market Survey.
 - (g) “MGA Report” means the MGA Town Planners Report dated August 2025.
 - (h) “Noise Assessment” means the Post-Construction Impact Assessment completed by Herring Storer Acoustics dated August 2025.
 - (i) “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.
 - (j) “Licensing Authority” has the meaning given in the Act.

- (k) “Locality” means the locality of the Application as set out in **clause 5.4**.
- (l) “Premises” means the venue the subject of the Application, being the existing Wolfsbane premises located at 154 Hay Street, Subiaco.
- (m) “Producer’ Licence” means Producer’s Licence No. 618218372922, being the liquor licence currently held by the Applicant for the Premises.
- (n) “Regulations” means the Liquor Control Regulations 1989.

3 Supporting material

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

- (a) MGA Report.
- (b) Market Survey Report.
- (c) DA.
- (d) Harm Minimisation Plan for the Premises.
- (e) Statement of Gregor Robinson.
- (f) Waste Management Plan.
- (g) Noise Assessment.

3.2 NOTE: At the time the MGA Report and Market Survey were undertaken the Applicant only intended to sell its own products as packaged liquor. However, since that time the Applicant has been evolving and refining its business model, and as detailed in this document, it would now like to sell and supply a limited range of other liquor products as packaged liquor in addition to its own products. Therefore, any reference in the aforementioned reports to only Wolfsbane products being sold as packaged liquor from the venue no longer applies.

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 Premises is a new and unique style of hospitality venue. The Applicant’s vision was to create a luxe, elegant bar which has a warm ambience and featured bespoke hand-crafted, artisanal products produced on site by the Applicant.
- 4.2 This vision grew from two brother’s passion in brewing, distilling and wine making and doing something different.¹ It gained momentum in 2021 when an evolution of ideas started to take shape. Gregor Robinson explains:²

“Wolfsbane is a family business which has grown from humble beginnings. During our university days my brother and I started making homebrews. We enjoyed

¹ Statement of Gregor Robinson clauses 3.1 and 3.2

² Statement of Gregor Robinson clauses 3.1, 3.2 and 3.3

developing products and were constantly trying and experimenting with new recipes, styles and ingredients.

Our parents saw our interest and passion in brewing, distilling and wine making and were able to experience the quality of the products we made. They then began to formulate the idea that we, as a family, might be capable of operating a successful brewing and distilling business. Across my parents, my brother and myself we have a unique combination of skills and experience with backgrounds in science, art, law and business. Collectively this equipped us with an excellent foundation upon which the business could be built.

An evolution of ideas began. A pivotal step was realised when my parents purchased the Venue in 2021. When they bought it, it was a run down, two storey building that had been neglected for decades. It had no hot water, no footings holding the building up, rising damp, white-ant eaten floors and the roof leaked. It had old wiring dating back to the first days of electricity. It was also at a time before that end of Subiaco had started to be revitalised - although we knew it would eventually due to my family's long association with Subiaco. We have a strong connection to the area and a real belief in its future."

- 4.3 In 2022 the Applicant applied for a producer's liquor licence for the Premises, and commenced extensive renovation works.³ In February 2023 the producer's licence (being the Producer's Licence) was conditionally granted.⁴
- 4.4 Following conditional approval of the Producer's Licence the Applicant started work on creating a range of core liquor products.⁵ Up until then it had been focusing on two flagship products, a premium vodka and limoncello, and organising the renovation works of the Premises building.⁶
- 4.5 On 3 October 2025 the Producer's Licence was issued.⁷ At this point the Applicant commenced online sales of its products. Initially only two products were available (the premium vodka and limoncello). This offering has slowly been expanded as more products were developed and perfected. Now five Wolfsbane products are available: Wolfsbane Limoncello; Wolfsbane White Fae Allure London Dry Gin; Wolfsbane White Fae Azure Botanical Gin; Wolfsbane Premium Vodka; and Wolfsbane Blue Label Vodka.⁸

³ Statement of Gregor Robinson clause 3.6

⁴ Decision of Director of Liquor Licensing A472482305

⁵ Statement of Gregor Robinson clause 3.7

⁶ Statement of Gregor Robinson clause 3.7

⁷ Statement of Gregor Robinson clause 3.7

⁸ Wolfsbane website: <https://wolfsbane.com.au/pages/buynow>



- 4.6 Wolfsbane products are already achieving recognition and success worldwide.⁹ In the first 10 months of operation it has been awarded 28 International Gold Medals, not to mention several silver and bronze medals. Most recently the Applicant's White Fae Allure London Dry Gin was awarded Gold at the prestigious The Spirits Business Global Gin Masters 2026 in London, and Silver for its White Fae Sakura. These are remarkable achievements for newcomers to the industry.

⁹ Statement of Gregor Robinson clause 4.4



- 4.7 Since applying for the Producer's Licence the Applicant has come to realise that this category of licence does not permit it to offer the full range of services and facilities at the Premises that it envisioned. It had always been the Applicant's intention for the venue to be a place where people could come, relax, socialise and enjoy their products. However, the Applicant soon realised that while a key feature of the venue will be its artisanal, hand-crafted products, only a small number will be available, and not everybody will want to drink these.
- 4.8 Under the Producer's Licence the Applicant is only permitted to sell its own products for consumption on the Premises. Liquor not produced by a licensee can only be sold if it is ancillary to a meal or for the purposes of tastings. This is not suitable to the Applicant as the venue does not have a commercial kitchen and it will not be supplying meals (except for a pre-arranged function or event that is catered). Nor does the Premises have a designated dining room.
- 4.9 Gregor Robinson outlines the broader services and facilities the Applicant wants to offer:¹⁰

¹⁰ Statement of G. Robinson clause 7.1

"We have lodged the Application as we want to offer a broader range of liquor products at the Venue than what is permitted under our Producer's Licence. In particular:

- (a) We have spent months creating products suitable to serve customers, and currently have International award winning Gins, Vodka, Limoncello, Yuzucello, beer and ready to drink mixes. While we are certain these products will be enjoyed, the range is limited by the considerable development time and resources required to create each product.*
- (b) We want to offer a much wider selection of other alcoholic products to patrons to make the venue more enjoyable for a broader audience. Alcoholic products that we don't produce and likely won't produce include cocktail staples, such as Baileys, Jägermeister, Cointreau, Triple Sec, Aperol, Midori, Kahlua, Amaretto, White chocolate liqueur etc. We would also like to provide crowd favourites such as Guinness, Whisky, Brandy, Bourbon, Armagnac, fortified wines and all types of specialty wines, including champagne or sparkling wine.*
- (c) We want to host functions ranging from parties to events such as art showings, promotional soirees, sundowners and small concerts/music performances. Again, the ability to offer a selection of both Wolfsbane products and other products is necessary to be able to cater for these events.*
- (d) We want to expand the manner in which we are permitted to sell and supply products as packaged liquor. Currently under the Producer's Licence we are only permitted to sell and supply Wolfsbane products as packaged liquor through telephone or internet orders. We would like to be sell and supply our own products over the bar.*
- (e) We have visited many farmers over the past year and purchased produce including grapes and grain to use in our products. Many of these growers, particularly winemakers in the South West regions of WA have experienced great difficulty recently in selling and transporting products to market. They have been very generous to us sharing their time and advice, and we would like to have the option of reciprocating their generosity by potentially stocking and selling some of their products as packaged liquor.*
- (f) We want to produce and sell our own wine made from grapes grown in the Swan Valley, Margaret River area and the Barossa Valley. We have contacts in each of these areas who are in the position of being able to supply us with premium grapes of varieties specified by us. We hope to produce quality chilled Grenache, Shiraz, Cinsault, Chenin, Chardonnay, Cabernet and Malbec wines to use in our bar. These products will take some time to bring to market so in the interim we want to be permitted to sell wine produced by other wineries in our bar. Our existing production equipment such as temperature and pressure controlled tanks and brewhouse will be used to produce wines. We have carried test batches to confirm it is feasible to process grapes and make wine from scratch in our facilities."*

4.10 In short, the Applicant wants to be able to sell and supply both its own liquor products and a selection of other products at the Premises to patrons for patrons to consume on the Premises without having to have a meal, and for people to be able

to buy Wolfsbane liquor products and a curated range of non-main stream liquor products from lesser known small to medium producers as takeaway liquor.

4.11 Key features of the venue will be:

- (a) A bespoke, curated selection of alcoholic and non-alcoholic products available for consumption on the Premises that features Wolfsbane handcrafted spirits, artisanal beers, liqueurs and other items produced on site, as well as a range of well-known and sought after liquor products not produced by Wolfsbane (e.g. champagne, cocktails, etc).
- (b) A range of beautifully restored and thoughtfully decorated spaces that feel welcoming and luxurious.
- (c) Limited patron numbers: A maximum of 100 patrons is currently allowed on the ground floor. 50 patrons are allowed at the present time by the City of Subiaco due to there being only one staircase. It is the Applicant's intention to build an external staircase and balcony in the near future which will enable at least 100 patrons on the first floor.
- (d) The ability to purchase Wolfsbane products and a select range of other liquor products as packaged liquor. As noted by Gregor Robinson above, it would like to offer a selection of products from small batch, lesser known and speciality producers, that are not available generally at retail packaged liquor outlets, for sale as packaged liquor over the bar.

4.12 The Market Survey demonstrates there is a requirement for this style of venue in the Locality proposed by the Applicant, and in particular, that the uniqueness, quality and local provenance of Wolfsbane's products will be key drawcards of the venue.¹¹

4.13 The only category of licence which will enables the Applicant to offer the services and facilities it wants is an unrestricted tavern licence. The nature and character of the business model, and the layout and configuration of the Premises is specifically designed to appeal to discerning consumers seeking an intimate, immersive and locally distinctive experience, in an elegant and relaxing environment. It will be a unique venue that offers a carefully curated range of services and facilities. Sales of Wolfsbane products as packaged liquor will be through established 3rd party distributors such as ALM and Liquid Mix, online sales through the Applicant's website and sales over the bar. The Applicant is also working with exporters to set up overseas sales. Sales of liquor products by other producers as packaged liquor will be on a small scale as outlined above and limited to over the bar sales only.

4.14 A range of pre-packaged snack items will be available for purchase by patrons during all trading hours and professional catering will be arranged for functions and events.¹² As indicated above, meals will not be provided and food will not be prepared on site as the venue does not have a commercial kitchen.¹³

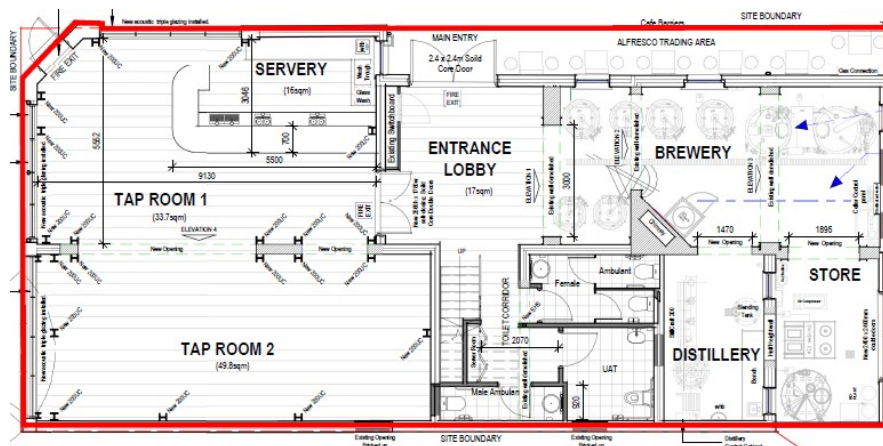
4.15 The trading, public area of the Premises will be spread over two floors. On the ground floor this comprises of two connected tap rooms with a bar servery, entrance lobby and toilets. On the first floor there will two additional interconnected rooms and toilets.

¹¹ Market Survey page 3

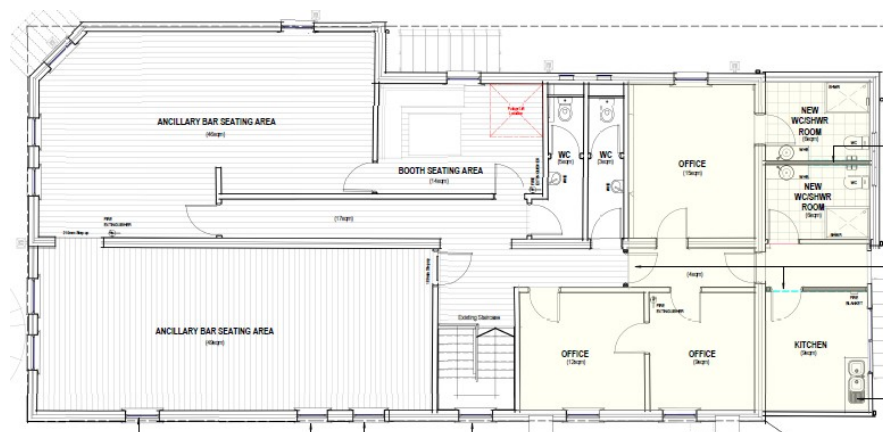
¹² Statement of Gregor Robinson clause 5.11

¹³ Statement of Gregor Robinson clause 5.11

- Ground floor:*



First floor:



- ¹⁵ Market Survey slide 16

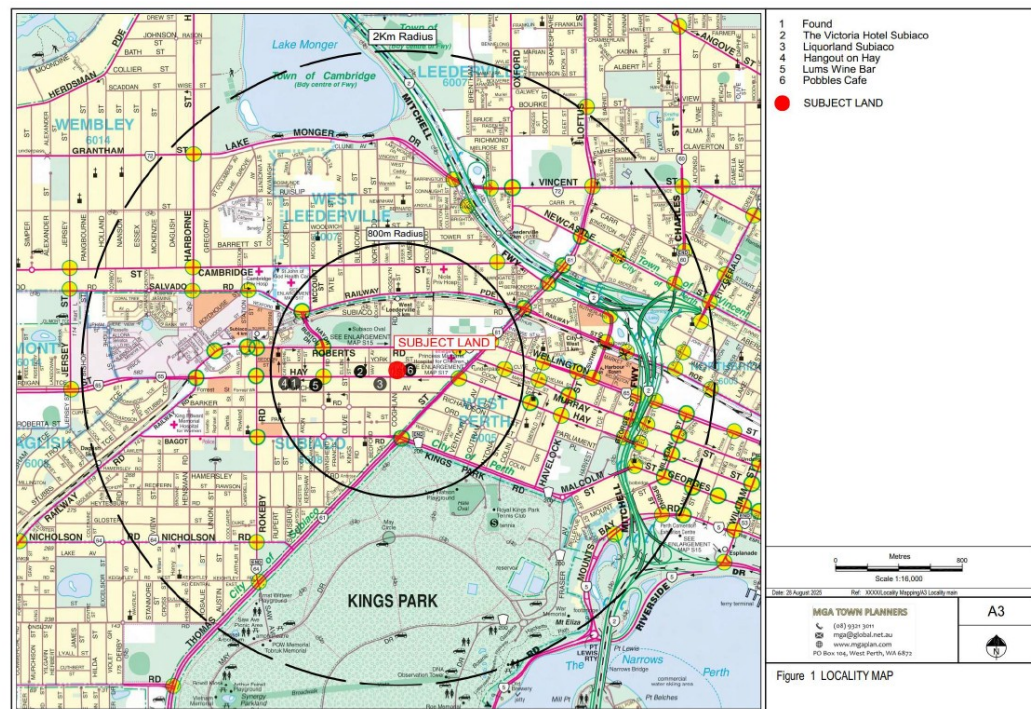
4.20 In the Application the Applicant will be seeking permitted statutory trading hours for an unrestricted tavern licence. This is because a component of the proposed business is the sale and supply of Wolfsbane liquor products as packaged liquor. The Applicant anticipates the operational aspects of this part of the business will mainly take place in the morning and afternoon, with the venue to be open to the public from late afternoon. The standard trading hours of the on-premises / public areas of the Premises are initially proposed to be as follows:

- (a) Sunday to Thursday: 9am to 11pm.
- (b) Friday and Saturday: 9am to 12am.

5 Q 2.2: Description of the Locality and the Premises

- 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 (namely the “Locality”) that should be used by the Applicant in completing the Public Interest assessment.
- 5.2 Part 3 of Form 2A states that if the intended business is within 15km of the Perth CBD, generally the relevant “locality” is the area within a 2km radius.
- 5.3 The Premises is located in Subiaco, which is an established inner-city area of Perth. Given this, and the fact that the Premises will be a locally focussed hospitality venue, the Applicant considers the area within a 2km radius of the Premises is appropriate for the purposes of the Public Interest test under Section 38. Separate submissions have been lodged by the Applicant addressing the area comprising the locality for the purposes of Section 36B.
- 5.4 The Applicant engaged an expert, MGA Town Planners, to identify the geographic area comprising the Locality. This is the area shown on the map below.¹⁶

¹⁶ MGA Report Figure 1



5.5 As can be seen, the Locality includes the suburbs of Subiaco, West Leederville, West Perth and portions of Leederville, North Perth, Perth, Shenton Park, Wembley and Daglish.¹⁷ Kings Park is located in the southern quadrant of the Locality.

5.6 Due to the age and inner-city nature of the suburbs within the Locality, there are a number of well established, distinct precincts and activity centres. This is reinforced by several man-made barriers which effectively divide the Locality. For instance: the Perth to Fremantle train line; the Subiaco Oval site; and several major roads including the Mitchell Freeway and Thomas Street.¹⁸

5.7 The suburb of Subiaco has several of its own distinct precincts. While the Subiaco town centre is the historical commercial and retail centre of the suburb, other precincts have developed over the years (e.g. Subi Centro) or are still in development (e.g. Subiaco East Redevelopment area).

5.8 The Premises is located in the core of an area designated as “North Subiaco”.¹⁹ This precinct is north of the Subiaco town centre and is regarded as being separate and distinct from the Subiaco town centre, as noted by MGA Town Planners:²⁰

“... the area is deemed to be part of the periphery of the Subiaco town centre, and not part of the [town centre] itself, and has different drivers and characteristics. Therefore a separate structure plan was prepared for this precinct.”

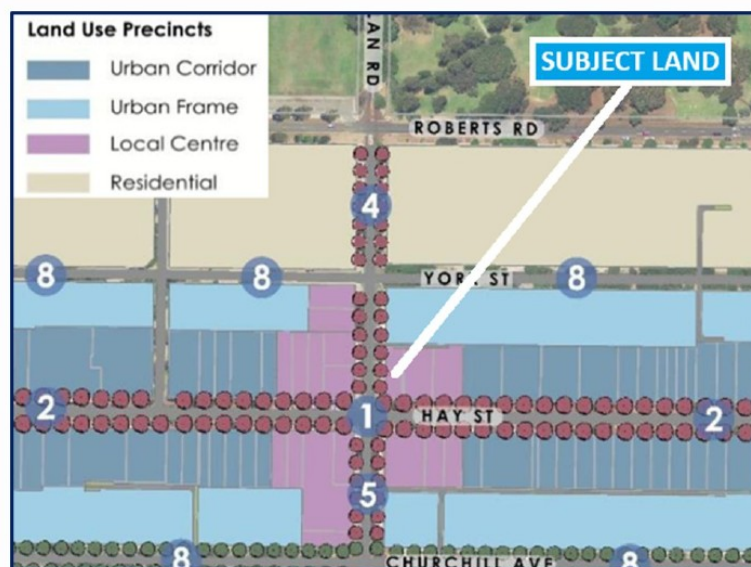
5.9 Below is an image from the North Subiaco Structure Plan which shows the North Subiaco local centre area.

¹⁷ MGA Report clause 4.2

¹⁸ MGA Report clauses 4.16 and 4.17

¹⁹ MGA Report clause 5.3

²⁰ MGA Report clause 5.4



- 5.10 The Subiaco North precinct falls within a corridor of established commercial development that extends from the Perth central city area through to the Subiaco town centre.²¹ From Thomas Street West Perth to the Subiaco town centre this development predominantly follows Hay Street.
- 5.11 On the north side of the North Subiaco precinct is the Subiaco Oval site. This forms part of the Subiaco East Redevelopment area and comprises 35 hectares of land as shown in the image below.²² Extensive rejuvenation of the area is planned to create an exciting, connected, inner city village that will ultimately contain a variety of housing choices accommodating around 4,000 residents, green space and the new Bob Hawke College.²³

²¹ MGA Report clause 4.4

²² <https://developmentwa.com.au/projects/residential/subi-east/overview/>

²³ <https://developmentwa.com.au/projects/residential/subi-east/overview/>

Subi East Vision Concept Plan (2019)



- 5.12 To the west of the Subiaco East Redevelopment area (and Subiaco North) is the “Subi Centro” Redevelopment Area. MGA reports as follows:²⁴

“Approximately 85% of this area has been redeveloped (between Salvado Road to the north and Roberts Road to the south) and is now ‘normalised’ under the Subiaco town planning scheme ... The Subi Centro redevelopment incorporates a mix of parklands, townhouses and commercial precincts, surrounded by heritage-listed homes and historic architecture.”

- 5.13 South of the Subi Centro is the original Subiaco town centre. This is clustered around Rokeby Road and Hay Street and continues north along Rokeby Road into Subi Centro. It is a long-established centre that contains a large mix of shops, offices and hospitality venues. In addition to residential premises Subi Centro contains several retail facilities including Coles and Woolworths’ supermarkets and more hospitality venues.²⁵
- 5.14 The area west of Thomas Street and south of Hay Street contains a mix of residential premises and mixed uses, including commercial, retail and public uses (such as King Edward Memorial Hospital) and the Subiaco city centre.²⁶
- 5.15 Due to the large number of businesses and commercial premises in Subiaco, it is an employment centre, employing around 18,700 employees.²⁷ The combined total of employees across West Perth, Subiaco and the Perth CBD is 141,000 employees.²⁸
- 5.16 As indicated above, the Premises is located in the Subiaco North precinct, on Hay Street, at the corner of Coghlan Street, south of Thomas Street and north of the

²⁴ MGA Report clause 4.9

²⁵ MGA Report clauses 4.5 and 4.10

²⁶ MGA Report clause 4.5

²⁷ MGA Report clause 4.18

²⁸ MGA Report clause 4.18

Subiaco town centre. Below is an image which shows the Premises and its immediate surrounds.



- 5.17 MGA Town Planners provides a description of the immediate area as follows:²⁹

“The immediate locality, taking in Hay Street, York Street to the north, and Churchill Avenue to the south, forms part of the conurbation of commercial and mixed-use development extending 1.2km east from the core of the Subiaco city centre (Rokeby Road) to the intersection of Thomas Street (east).”

“Immediately to the north on Coghlan Road (through to the corner of York Street), there exists office tenancies including a psychologist, speech therapist, real estate agent and physiotherapist. A laneway exists immediately north of the subject land, which is shared to enable access to carparks used by the abovementioned offices to the north. The Officeworks building immediately to the west takes up the entire western side of Coghlan Road, and fronts Hay Street.”

“At the southern side of Hay Street, opposite the subject land, there exists a pathology clinic / doctor’s surgery and an office building.”

- 5.18 When the Premises was purchased by its current owner, a family member, it was advertised for sale as a demolition and rebuild opportunity and was in a state of extreme disrepair as it had been neglected for decades.³⁰ However, the Applicant recognised its potential and in 2022 began the long process of renovating the building and transforming it into a brewery, distillery and bar.³¹ Gregor Robinson reports as follows:³²

“Our vision was to remediate and renovate [the building] to give it a new lease on life. We were committed to capturing and retaining the building’s heritage and where possible, have kept original features, or have had them replicated and replaced where the original was unsalvageable. For instance, the jarrah staircase

²⁹ MGA Report clauses 3.4, 3.5 and 3.6

³⁰ Statement of Gregor Robinson clauses 3.3, 5.2 and 5.13

³¹ Statement of Gregor Robinson clause 3.5

³² Statement of Gregor Robinson clauses 5.2 and 5.3

was partially replaced, jarrah wood floors completely renewed using recycled jarrah retrieved from ceilings of demolished cottages, a new jarrah floor was installed on top of the original baltic pine floor on the first floor and additional wood has been incorporated. This includes using recycled karri for our long bar. A lot of reclaimed steel has been used to become features in our bar and staircase. We wanted to create old world glamour that featured state of the art, up to the minute, modern technology.”

Extensive upgrades and repairs were required, particularly electrical and plumbing works as well as trade waste works. We did considerable structural renovations to both the interior and exterior, to bring the Venue up to public building certification standard, as well as to renovate it to suit the proposed use.”

5.19 Significant and extensive renovations have been completed to the exterior and interior of the building. These included:

- (a) Total replacement of the electrical wiring and systems.
- (b) Installation of hot water facilities (it had none).
- (c) Replacement of the wooden floors, as these had been eaten out by white-ants.
- (d) Fixing rising damp issues.
- (e) Repair and renovation of the façade.

5.20 Particular attention was given to the acoustics of the building to ensure that its operation would not cause undue noise impact on neighbours. Expert advice was sought on what measures were required and these were implemented were appropriate. These measures including the closure and sealing of vents, windows and gaps and installation of the following.³³

- (a) Acoustically sealed, solid core, doors at the main entrance, emergency exit and in the entrance foyer.
- (b) Acoustic insulation.
- (c) Double glazed windows.
- (d) Acoustic grade plasterboard on the walls and ceilings.

5.21 These and other measures mean sound from inside the Premises, including music played at dance level, will be contained within the Premises – a position which has been verified by qualified experts. Gregor Robinson reports as follows:

“A post construction Noise Impact Assessment was done in August 2025 which confirmed the Venue has been effectively soundproofed. The Producer’s Licence contains some noise restriction conditions, namely, a maximum noise level and no external speakers. We are not seeking to change these.”

5.22 Below are some photographs which show the state of the Premises before and during construction, and now.³⁴

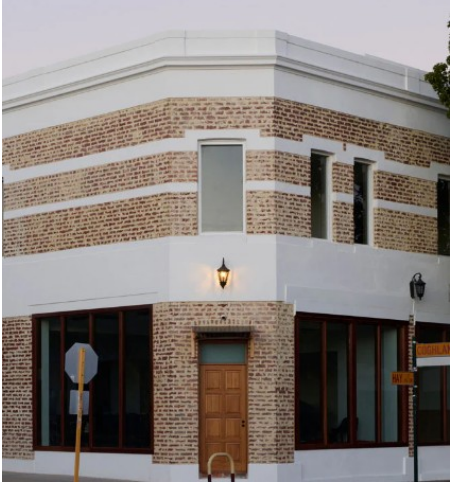
³³ Statement of Gregor Robinson clause 5.9

³⁴ Statement of Gregor Robinson clause 5.8

Before:



Now:

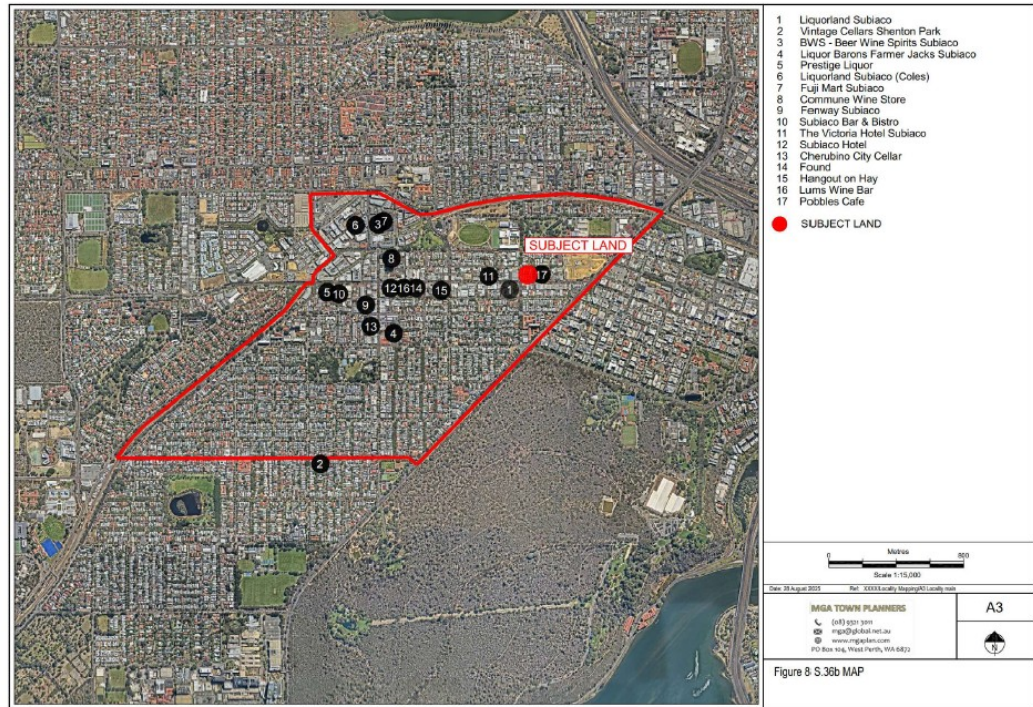




- 5.23 Particular care and attention has been given to the décor and furnishings of the Premises to create a warm, elegant, comfortable and dark environment. Furnishings include port wine and ink velvet curtains, polished timber floors, gold furnishings, leather chesterfield couches and chandeliers.

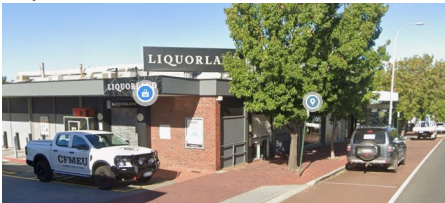
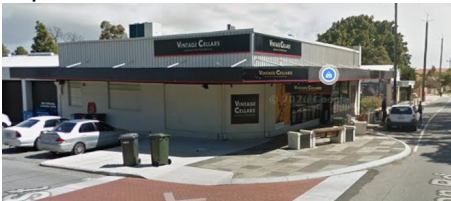
6 Q 2.3: Existing licensed premises in the Locality

- 6.1 Question 2.3 of the Form 2A requests that if the intention is to sell packaged liquor, the names and addresses of all existing licensed premises within the Locality are to be stated.
- 6.2 As noted earlier, while the Applicant wants to sell and supply packaged liquor, this will be limited to its own products and a curated range of other products which are not readily available at retail packaged liquor outlets. It will not have a dedicated liquor store area with sales made over the bar, online or to 3rd party distributors.
- 6.3 The above are critical and distinguishing factors in this Application. It means that if the Application is granted, it will not introduce another liquor store into the Locality that sells a range of packaged liquor products. The main appeal of the Premises will be the on-premises services and facilities.
- 6.4 Notwithstanding this, for completeness the Applicant has identified the existing licensed premises within the S36B Locality, rather than the Locality. The Applicant submits this is appropriate, given the nature of the venue, and the geographic and other features of the Locality which segment the Locality, as set out in **clause 5** above. Many portions of the Locality are divorced from the Premises due to physical barriers and the inner city nature of the Locality, which has distinct neighbourhoods or precincts. For example, the Perth to Fremantle train line divides West Leederville from Subiaco. The S36B Locality is the area geographically close to the Premises and comprises the neighbour of the Premises which the Premises is most likely to service.
- 6.5 The map below shows the S36B Locality. Further details on the S36B Locality are provided in the MGA Report, section 9.



6.6 Set out below are the licensed premises in the S36B Locality that are permitted to sell and supply packaged liquor to the general public. The geographic location of each of these premises is shown on the S36B Locality map above. Three premises shown on the S36B Locality map (being Hangout on Hay, Lums Wine Bar and Pobbles Café) are excluded from the list below as these operate under a small bar liquor licence and are not permitted to sell and supply packaged liquor.

Licence Type	Name of Premises	Address	Description
Tavern	Fenway Subiaco 	328 Barker Road Subiaco	Boston Irish style bar, focussed on on-premises food and bar services. Located in the heart of the Subiaco town centre.
	Found 	397 Hay Street Subiaco	Brewery that offers bar and meal services and facilities and the sale of its products as packaged liquor.

	Subiaco Bar & Bistro 	531 Hay Street, Subiaco	Contemporary bar, focussed on on-premises food and bar services. Located in Subiaco Village on the western side of the Subiaco town centre.
	The Victoria Hotel Subiaco	226 Hay Street, Subiaco	Closed
	Subiaco Hotel 	465 Hay Street Subiaco	Large, traditional pub hotel in the heart of the Subiaco town centre.
	Cherubino City Cellar 	Level 1, 169-171 Rokeby Road Subiaco	Integrated wine bar, restaurant and wine store, featuring Larry Cherubino wines. Located in the Subiaco town centre.
Liquor Stores	Liquorland Subiaco 	167 Hay Street Subiaco	National retail liquor store brand that provides a wide range of liquor products. Located in the Subiaco North precinct.
	Liquorland Cellars Shenton Park 	95 Nicholson Road Subiaco	National retail liquor store brand that provides a wide range of liquor products. Located in the suburb of

			Shenton Park.
	BWS Beer Wine Spirits Subiaco 	Subiaco Square Shopping Centre, Shop 6, 29 Station Street Subiaco	National retail liquor store brand that provides a wide range of liquor products. Located next to a Woolworths Supermarket in a shopping centre in Subi Centro.
	Liquor Barons Farmer Jacks Subiaco	Shop 3, Crossways Shopping Centre 184 Rokeby Road Subiaco	Independently owned liquor store trading under national brand and buying group, that provides a wide range of liquor products. Located next to Farmer Jacks Supermarket in a shopping centre in the Subiaco town centre.
	Prestige Liquor 	Shop 3, 531 Hay Street Subiaco	Independently owned liquor store trading that provides a wide range of liquor products. Located just west of the Subiaco town centre.
	Liquorland Subiaco (Coles) 	Corner Hood Street and Station Street Subiaco	National retail liquor store brand that provides a wide range of liquor products. Located next to a Coles Supermarket in a shopping centre in Subi Centro.
	Fuji Mart Subiaco	Shop 13-14 Subiaco	Small liquor store area in a Japanese

		Square Shopping Centre 29 Station Street Subiaco	Supermarket that offers a small range of Japanese liquor products. Located in Subi Centro.
	Commune Wine Store	4E Seddon Street Subiaco	Independent, specialty wine store. Located in the Subiaco town centre.

- 6.7 As demonstrated above, the vast majority of the above premises are clustered around the Subiaco town centre or Subi Centro and are either dedicated liquor stores or taverns. The taverns are all entirely different in nature and size to the Premises.
- 6.8 Two of the Premises (Found and Liquorland Subiaco) are situated within 800 metres of the Premises.³⁵ This area is the most relevant to the Application and encompasses: the Subiaco North precinct; the “walkable catchment”; and the Subiaco East Redevelopment area, which, as mentioned previously, is being established as a unique and distinct area within Subiaco, separate to the existing Subiaco town centre.
- 6.9 A review of these premises was completed by MGA Town Planners. A summary of the assessment is set out below.³⁶ Full details are provided in the MGA Report (refer clause 10).
- (a) The Victoria Hotel is closed and has been for some time.
 - (b) Liquorland Subiaco is a dedicated liquor store that sells a wide selection of liquor products.
 - (c) Found contains a beer brewery on site and sells liquor both for consumption on site and also as packaged liquor. Found beer products are widely available in bottleshops throughout WA. It offers meals and indoor and outdoor seating areas.
- 6.10 Only Found offers a similar style of offering as proposed by the Applicant under the Application.³⁷ However, its focus is beer, whereas the Applicant will be producing a discreet and curated range of products. The Liquorland Subiaco store is not remotely similar to the Premises: it is a dedicated liquor store, operated under a national brand, that offers a comprehensive range of takeaway liquor products.
- 6.11 It is evident that compared to the Subiaco town Centre and Subi-Centro precincts, which offer a variety of licensed premises, Subiaco North is currently serviced by one dedicated liquor store and one brewpub, limiting choice and diversity for consumers.

³⁵ MGA Report clause 10.1

³⁶ MGA Report clause 10

³⁷ MGA Report clause 10.12

- 6.12 The Irish Club is also located in this area (at 61 Townshend Road), however, it operates under a club licence so is only permitted to sell and supply liquor to members and their guests.³⁸

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 29,487 people.³⁹ Between 2016 and 2021 the population grew by 8%.⁴⁰
- 7.2 The table below shows the spread of the Locality's population throughout the suburbs contained in the Locality.⁴¹ Just over half the population resides in the suburb of Subiaco and West Perth, being the closest areas to the site of the Premises.⁴²

Table 1 – Locality Population by Suburb

SUBURB	2021 POPULATION	% PIA LOCALITY 2021
SUBIACO	9,938	33.7%
WEST LEEDERVILLE	4,341	14.7%
WEST PERTH	6,089	20.6%
WEMBLEY	3,465	11.8%
DAGLISH	305	1.3%
SHENTON PARK	1,132	3.8%
PERTH	1,424	4.8%
NORTHBRIDGE	744	2.5%
LEEDERVILLE	1,959	6.6%
TOTAL LOCALITY	29,487	100.0%

- 7.3 A demographic profile of the Locality's population is provided in the MGA Report. Analysis of this reveals the population:
- (a) is relatively young and contains a higher level of people aged between 30 to 49 years of age (34.1%) compared to Greater Perth (28.0%), but consistent with State rates (28.7%), and also a higher proportion of people aged between persons aged 20 to 29 years of age;⁴³

³⁸ MGA Report clause 10.2

³⁹ MGA Report clause 6.1 and Table 1

⁴⁰ MGA Report clause 6.4

⁴¹ MGA Report clause 6.4 and Table 1

⁴² MGA Report Figure 1

⁴³ MGA Report clauses 6.9 and 6.10

- (b) has a lower proportion of children aged 0-14 (12.9%) compared to Greater Perth (19.0%) and State levels (19%);⁴⁴
 - (c) has a proportion of people aged above 60 years of age (21.3%) consistent with Greater Perth (21.2%) and State proportions (21.8%);⁴⁵
 - (d) has a lower proportion of indigenous persons (0.8%) compared to Greater Perth (2.0%) and WA rates (3.3%);⁴⁶
 - (e) is largely Australian born, and while it has a proportion of migrants from non English speaking countries that is higher than Greater Perth and WA proportions (25.4% for the Locality compared to 20.2% for Greater Perth and 17.5% for WA) the proportion of people who do not speak English well or not at all is lower than Greater Perth and WA averages (1.1 % for the Locality compared to 2.0% for Greater Perth and 1.7% for WA);⁴⁷
 - (f) has a higher proportion of lone person households (40.0%) compared to Greater Perth (24.0%) and WA averages (25.4%);⁴⁸
 - (g) has a lower level of unemployment (4.2%) compared to Greater Perth (5.3%) and the State (5.1%);⁴⁹
 - (h) has very high levels of income with overall median individual, household and family incomes are all significantly higher than Greater Perth and State averages;⁵⁰ and
 - (i) has very high levels of relative socio-economic advantage/disadvantage, with all suburbs in the Locality ranked at 10 (the highest ranking).⁵¹
- 7.4 In relation to the higher proportion of lone person households MGA Town Planners notes this is likely caused by the higher proportion of those aged 20-49, who work in the central city area and who live alone in rented accommodation.⁵²
- 7.5 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.⁵³ All other available data is on an aggregated basis.
- 7.6 Suburb specific criminal offence data is published by the WA Police.⁵⁴ The available information is based on recorded crime offences. It is critical to note that:⁵⁵
- (a) The data is reported alleged offences. It is not a representation of convictions.
 - (b) The number of reported offences are influenced by many factors, including if a particular category of offence is proactively targeted.

⁴⁴ MGA Report clause 6.7

⁴⁵ MGA Report clause 6.8

⁴⁶ MGA Report clause 6.13 and Table 3

⁴⁷ MGA Report clause 6.16 and Table 4

⁴⁸ MGA Report Table 5

⁴⁹ MGA Report Table 7

⁵⁰ MGA Report clause 6.24 and Table 8

⁵¹ MGA Report clause 6.30 and Table 9

⁵² MGA Report clause 6.26

⁵³ Statistics Report

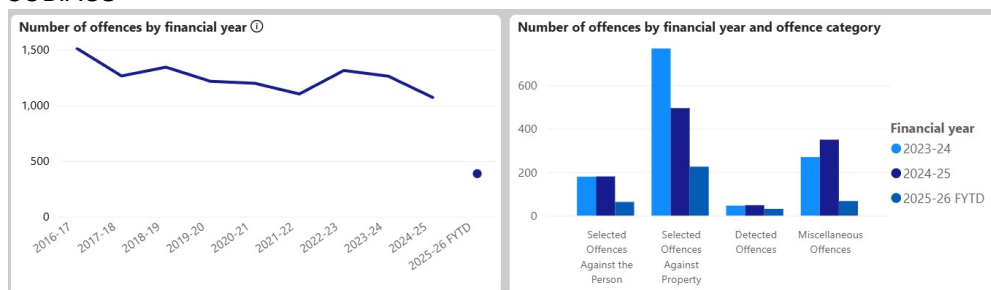
⁵⁴ <https://www.police.wa.gov.au/Crime/CrimeStatistics#/>

⁵⁵ <https://www.wa.gov.au/organisation/western-australia-police-force/crime-statistics>

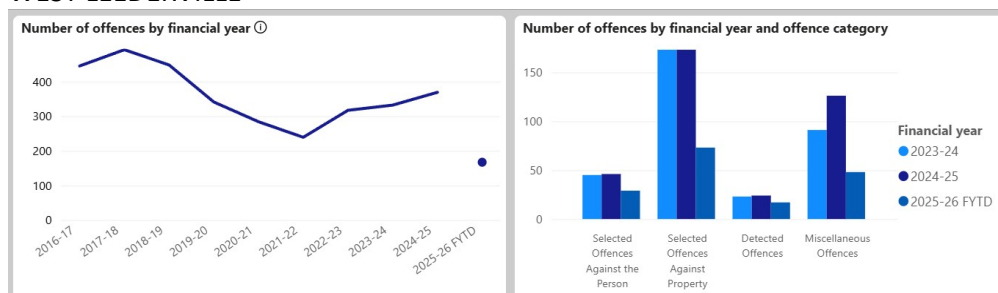
- (c) Over-reporting can occur. For example, if multiple offenders are involved, they are individually recorded as taking part in the same offence.

7.7 Recorded offences for the suburbs of Subiaco, West Leederville, West Perth and Wembley (being the suburbs where 80% of the Locality's population resides) for the 2015/16 financial year to the current financial year are set out below. A comparison of the Subiaco, West Leederville and West Perth is also provided (being the three suburbs that contain the highest proportion of the Locality's residents).

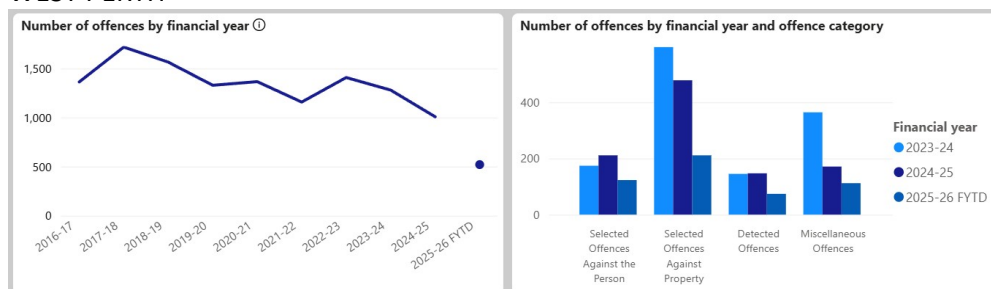
SUBIACO



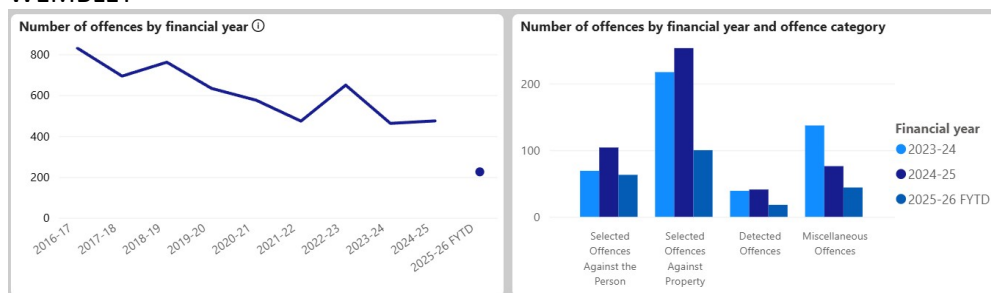
WEST LEEDERVILLE



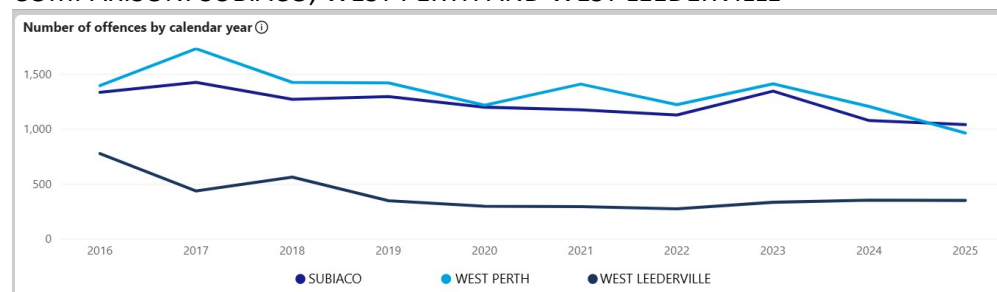
WEST PERTH



WEMBLEY



COMPARISON: SUBIACO, WEST PERTH AND WEST LEEDERVILLE



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

- 7.8 As can be seen, rates for all suburbs have been trending downwards, except for the suburb of West Leederville. However, this trend appears to be changing based on the predictive indicator for 2025/2026.
- 7.9 A closer review of the offence rates for each suburb reveals that in all suburbs, Offences Against Property were the highest recorded offence type in the last full financial year (2024/2025).
- 7.10 No information is given as to the level or extent to which the recorded offences are associated with the consumption of liquor, whether it be on a licensed premises or drinking packaged liquor at home. Therefore, no conclusions can be drawn.

8 Q 3.3: Specified community places

- 8.1 The Form 2A requires the names and addresses of any of the following which 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. The relevant premises were identified by MGA Town Planners.⁵⁶ There are 91 in total, a list of which is attached as **Attachment 1**.⁵⁷
- 8.2 A number of the identified premises are located within 800m of the Premises, being:
- (a) Childcare centres:
 - (i) Tall Tree Early Learning (700m away).
 - (ii) West Leederville School of Early Learning (750m away).
 - (b) Educational institutions:
 - (i) Bob Hawke College (270m away).
 - (ii) Perth Modern School (600m away).
 - (iii) Russian School of WA (600m away).
 - (iv) Stanley College (750m away).
 - (c) Churches:
 - (i) Centre Christian Spiritualist Church (550m away).

⁵⁶ MGA Report clause 7.1

⁵⁷ MGA Report clause 7.1 and Table 12

- (ii) Reflection Chapel (600m away).
 - (d) Aged Persons Villages / Nursing Homes:
 - (i) Masonic Care WA (400m away).
 - (ii) The Richardson Aged Care (650m away).
 - (e) Hospitals:
 - (i) Kings Park Day Hospital (750m away).
 - (f) Drug Alcohol Counselling / Treatment:
 - (i) Rehab Centro (24m away).
 - (ii) Fresh Start Recovery (500m away).
 - (g) Short Term Accommodation / Refuges:
 - (i) Wandjoo Bidi (700m away).
 - (h) Women's / Child Health:
 - (i) CliniKids Subiaco (500m away).
 - (ii) Wellness 4 Women (550m away).
 - (iii) Woom (600m away).
 - (iv) Child Development Centre West Perth (650m away).
 - (i) Local Government Offices:
 - (i) City of Subiaco (650m away).
- 8.3 All of the identified premises are separated from the Premises, by at least a street block and buildings.⁵⁸ It is unlikely any will be directly or adversely affected by the Premises, given the nature of the Premises.

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 The Premises already exists and operates under the Producer's Licence. If the Application is granted, the only material changes in the sale and supply of liquor currently permitted under the Producer's Licence will be:
- (a) the Applicant will be permitted to sell and supply any type of liquor to the general public for consumption on the Premises (not just the liquor it produces); and
 - (b) more patrons will be able to be on the Premises at any one time due to the addition of the first floor trading area; and
 - (c) the statutory trading hours for the public trading areas are longer.
- 9.2 In relation to the statutory trading hours, the table below sets out the difference between the hours currently permitted under the Producer's Licence compared to a tavern licence. While the hours for the public trading areas are slightly more under a

⁵⁸ MGA Report clause 7.4

tavern licence compared to a producer's licence, this is due to the opening hours being earlier.

	Producer's Licence		Tavern licence
	On site consumption	Packaged liquor	On site consumption and packaged liquor
Monday to Saturday	10am to 12 midnight	Any time	6am to 12 midnight
Sunday	10am to 12 midnight	Any time	10am to 12 midnight
New Year's Eve (Monday to Saturday)	10am to 12 midnight	Any time	6am to 2am New Year's Day
New Year's Eve (Sunday)	10am to 12 midnight		10am to 2am New Year's Day
Good Friday	10am to 12 midnight	Not permitted	10am to 12 midnight*
Christmas Day	10am to 12 midnight	Not permitted	10am to 12 midnight*
ANZAC Day	10am to 12 midnight		10am to 12 midnight

*only for consumption on the licensed premises

9.3 Comprehensive Harm Minimisation measures are already in place at the Premises, as required for the Producer's Licence. The Applicant has revised these to suit a tavern licence. Measures include:⁵⁹

- (a) One main access door.
- (b) High quality CCTV covering both internal and external areas, the front footpath and the carpark
- (c) Trained staff hired from a hospitality staffing business.
- (d) Strategies and measures as set out in our Harm Minimisation Plan.
- (e) Security screens on all windows.
- (f) Entry controls such as ID checking.
- (g) Lock out 15 minutes prior to the end of trade.
- (h) No public access to the production area.

9.4 The Applicant envisages that up to 4 staff will be required at the Premises during trading hours of the public areas.⁶⁰ All staff will be appropriately qualified and trained.

9.5 The nature and style of the venue will, in itself, be an important harm minimisation measure. It will not provide the type of environment that encourages or supports the rapid or high consumption of alcohol. Gregor Robinson confirms as follows:⁶¹

⁵⁹ Statement of Gregor Robinson clause 9.2

⁶⁰ Statement of Gregor Robinson clause 10.1

⁶¹ Statement of Gregor Robinson clause 9.3

“We are committed to providing a safe, secure venue. All areas of the premises will be fully staffed and supervised during all trading hours. There will be zero tolerance for anti-social behaviour.”

- 9.6 The Applicant takes its responsibilities seriously. Patron behaviour and liquor consumption will be closely supervised and monitored at all trading times and there will be zero tolerance for anti-social behaviour. Collectively the Applicant’s measures and operational policies and procedures will ensure the Premises is operated in a sound and proper manner.
- 9.7 The Applicant will closely monitor the effectiveness of its systems and procedures over the first few months and will ensure that any issue that arises will be dealt with appropriately.

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

10 Q 5.1: How will the premises design protect the amenity, quite or good order of the locality?

- 10.1 As stated earlier in this document, the Premises is located in the Subiaco North precinct and forms part of a predominantly commercial strip that follows Hay Street from West Perth into the Subiaco town centre (refer **clauses 5.16 and 5.17**). A mixture of commercial and mixed-use developments front onto Hay Street.
- 10.2 An aerial image is provided at **clause 5.17**, which shows the area immediately surrounding the Premises. Below are screen shots taken from Google maps which show the streetscape.



Hay Street looking east



Hay Street looking west



Coghlan Street looking north



Coghlan Street looking south

- 10.3 A change in use from “Brewery” (ground floor) and “Office” (first floor) uses to “Tavern” was approved by the City of Subiaco on 17 March 2026.⁶² Such approval confirms that operating a tavern at the Premises in the manner proposed by the Applicant is appropriate and consistent with the City of Subiaco’s planning scheme.⁶³ MGA Town Planners also observes as follows:

“The [Subiaco North] structure plan identifies a local centre precinct, containing the subject land ... Page 46 of the NSSP encourages an increase to the intensity and diversity of development at the intersection of Hay Street and Coghlan Road, to reinforce the role of this centre as a commercial focal point for the local community.

⁶² DA

⁶³ DA

Clause 4.3.2.1 of the NSSP provides guidance with respect to land use, promoting ‘a focus on retail and hospitality uses on the ground floor, particularly those that encourage life and vibrancy into the public realm.’ The proposed licence therefore accords with intended planning outcomes for the subject land.”

- 10.4 Approval of the Producer’s Licence conditional grant was that appropriate noise measures were put in place by the Applicant. This is because, as noted earlier, the building next door to the Premises is a mixed-use building, with commercial premises on the ground floor, and residential apartments on the upper floors.
- 10.5 The extensive noise attenuation measures implemented by the Applicant as part of the redevelopment works were in part to address this issue. Also, it had always wanted to be able to play loud music in the venue, and therefore specifically went over and above beyond what was recommended to ensure there would be no issues.
- 10.6 The Noise Assessment was carried out in February 2025 by Herring Storer. Testing included playing music within the Premises at 95 dB(A) and 105 dB(C) in the dance floor area (being the taproom area closest to the adjacent building with residential apartments.⁶⁴ The Noise Assessment found that noise emissions from the venue were below that of traffic on Hay Street.⁶⁵ It concluded that:⁶⁶

“Noise emissions from the use of the venue as a tavern were calculated based on measurements of the built form of the building. These emissions were found to comply with the requirements of the Environmental Protection (Noise) Regulations 1997 at all times.”

- 10.7 In short, the Premises has been effectively sound proofed and louder noise from within the premises will not result in noise impacts to nearby residents above permitted levels.
- 10.8 While the Licensing Authority was satisfied with the findings that the risk of undue noise from the Premises was unlikely, it still imposed some noise conditions on the Producer’s Licence. These are:
- (a) All internal music and entertainment is to be limited to a maximum noise level of 95dB(A).
 - (b) There are to be no speakers in the entry foyer, production areas or externally.
- The Applicant is happy for these conditions to remain.
- 10.9 Renovation of the Premises has totally transformed the appearance of the building. It has gone from a run down and neglected eyesore into an appealing, high quality venue. This adds to the aesthetics of the streetscape and the area in general.
- 10.10 Operation of the Tavern business will also activate the space, which is beneficial to enhancing the vibrancy of the Subiaco North area. All these factors will help to discourage and reduce the risk of anti-social behaviours such as vandalism and crime.

⁶⁴ Noise Assessment clause 5

⁶⁵ Noise Assessment clause 4

⁶⁶ Noise Assessment clause 6

- 10.11 While there is no on-site parking for patrons, there is street parking available nearby and both train and bus services within close walking distance.⁶⁷ Gregor Robinson notes as follows:⁶⁸

"I anticipate that the Venue will appeal most to local residents and workers, many of whom are likely to walk to the venue. Due to Subiaco's close proximity to Perth City, the train and several bus routes a lot of people living in Subiaco don't rely on cars. For patrons who do drive there is car parking readily available in the nearby streets, such as York Street, Hay Street and Hamilton Road, especially after 5pm when businesses close. I anticipate our main trade will start after 7pm."

- 10.12 Given the inner-city location taxi and ride-share services will be readily available for those patrons who choose to not drive, walk or catch public transport. End of service procedures will facilitate the orderly and staged exit of patrons.
- 10.13 The Applicant will operate the Premises in accordance with all council requirements, including in relation to waste management, lighting, deliveries, etc. It has prepared and lodged at the City a "Waste Management Plan", a copy of which has been lodged with the Application.
- 10.14 The above factors, combined with the nature of the venue, the proposed manner of trade will mitigate the risks of adverse impacts on the amenity of the surrounding area. In the unlikely event there are issues, the Applicant will address the issue in an appropriate manner.

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 taken to minimise the impact on people who live or work nearby

- 11.1 As noted above, the Premises is in a commercial precinct, immediately surrounded by commercial and retail premises. The exception are the residential apartments in the building next door.
- 11.2 **Clause 10** above outlines the steps that have been taken to ensure that noise and other impacts from the venue on these premises, and other properties in the surrounding area are minimised.
- 11.3 The Applicant is committed to operating the Premises in strict compliance with its management policies and procedures to ensure it is effectively and fully controlled and supervised during all trading hours and that it operates in harmony with the local community. The Applicant's Harm Minimisation Plan outlines specific procedures for staff relating to:
- (a) expected, acceptable patron behaviour;
 - (b) handling complaints; and
 - (c) the engagement of crowd controllers.

⁶⁷ MGA Report clauses 7.4, 7.5 and 7.6

⁶⁸ Statement of Gregor Robinson clause 6.1

- 11.4 Similar to amenity impacts, the combination of the factors such as the design and layout of the Premises, its location, the proposed manner of trade and trading hours the operation of the venue is unlikely to cause any undue offence, annoyance or disturbance to anyone who lives, works or resides within its immediate vicinity.

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 Locality is not a tourist destination. However, due to its inner-city location, some of Perth's major hospitals situated in and around the Locality, and a high proportion of accommodation facilities being available, it does experience a number of visitors.
- 12.2 MGA Town Planners reports that:⁶⁹
- (a) On census night in 2021 the number of visitors throughout the Locality (6.6%) was higher than Greater Perth proportions (3.0%).
 - (b) The majority of visitors (43.7%) stayed in the suburb of Perth. The next most popular destination was Subiaco, recording 8.5%.
- 12.3 Although the Locality is not a tourist destination in itself, it is likely that the Premises will attract tourists and visitors given its uniqueness and high quality products.

13 Q 7.2: Other information to support the Application

- 13.1 The Applicant is a family-owned business. Each family member has skills and experience which when combined, uniquely equips and drives the Applicant.⁷⁰ There is a collective vision to create a high quality, bespoke venue that is the go-to place in Subiaco to relax and socialise with friends and friendly, in a relaxed, friendly and safe environment.
- 13.2 As noted earlier, the grant of the Application is to enable the Applicant to broaden and improve what it can currently offer under the Producer's Licence.
- 13.3 To assess community views on the Application and Premises the Applicant commissioned the Market Survey. It involved an opt-in online survey conducted in September 2025. A stratified sample of households in the Locality were invited to participate.⁷¹ Only one member of the invited household aged 18 years of age or older was eligible to complete the survey.
- 13.4 In total 247 participants completed the survey.⁷² The spread of respondents is consistent with the age profile of the Locality's population.⁷³
- 13.5 Results demonstrate overwhelming support for the proposal by residents of the local community and a need for the type of venue proposed.⁷⁴ Overall 90% of the

⁶⁹ MGA Report clause 6.31 and Table 10

⁷⁰ Statement of Gregor Robinson clause 3.2

⁷¹ Market Survey slide 9

⁷² Market Survey slide 9

⁷³ Market Survey slide 9

respondents support the proposal in the Application.⁷⁵ Key insights are provided below:⁷⁶

Strong community backing confirms a clear demand for a boutique, high-quality venue that enhances Subiaco's vibrancy

- There is clear community demand for a small-scale, boutique venue that enhances Subiaco's hospitality scene and local vibrancy. Almost nine in ten (87%) residents believe more such venues are needed, viewing Wolfsbane as a positive addition that would revitalise the suburb.
- Males are more likely to purchase the types of alcohol products Wolfsbane would offer and to value a locally-led venue of this kind.
- Only a minority (one in three) place high importance on alcohol brand recognition or awards, indicating greater interest in the local experience and venue quality than in brand prestige.

The Wolfsbane concept resonates with its target market, combining premium, locally-made products with a distinctive small-scale experience in a walkable location

- Wolfsbane's concept has strong appeal across the community, with 87% finding it appealing and almost 4 in 10 rating it a perfect 10 out of 10.
- The concept particularly resonates with those who already buy premium WA-made spirits, confirming strong alignment with the target market.
- Over half (54%) say the ability to purchase takeaway Wolfsbane liquor adds to its appeal, identifying it as a key differentiator from other venues in the area.
- Most see the proposed venue as meeting diverse community needs, with its contribution to Subiaco's hospitality scene and intimate, small-scale setting standing out most.
- More than 70% of residents express no concerns about the proposed venue; where issues such as noise or hours were raised, these are minor and easily managed through responsible operations and communication.

The local community strongly supports the proposed Wolfsbane venue and is eager to try its products and welcome it to the neighbourhood.

- There is overwhelming support for the proposed Wolfsbane venue, with 85% of residents in favour and support rising to 94% once undecided respondents are asked to choose.
- Support is strongest within the defined S36B locality (99%), highlighting exceptional acceptance among nearby residents.
- Around one in three are likely to purchase Wolfsbane's packaged liquor once open, with a further 46% undecided, reflecting interest in trying products first-hand before purchasing.
- The products' uniqueness, premium quality, and local provenance are key drawcards, particularly among those living within the S36B area.
- Most products show consistently positive interest, though artisanal beers and white rum/moonshine attract lower appeal.
- Overall, 86% would likely purchase at least one Wolfsbane product, and over half would purchase all products that align with their usual buying preferences.

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

- (a) Residents identified a lack of access to locally produced, premium small-batch spirits and curated, high-quality takeaway liquor products.⁷⁷
- (b) The proposed Application meets a local demand for a high-quality, small scale venue within Subiaco and fills an identified gap in Subiaco's venue mix.⁷⁸
- (c) The top five ranked features of the Premises were:⁷⁹
 - (i) Walkable, central Subiaco location (43%).
 - (ii) Small scale, boutique feel (not a traditional tavern)(40%).
 - (iii) Contribution to Subiaco's cultural or hospitality revitalisation (38%).

⁷⁴ Market Survey slide 3

⁷⁵ Market Survey slide 47

⁷⁶ Market Survey slide 3

⁷⁷ Market Survey slide 4

⁷⁸ Market Survey slide 5

⁷⁹ Market Survey slide 32

- (iv) Support for WA made products and local revitalisation (31%).
- (v) Indoor and outdoor spaces for socialising (30%).
- (d) Three quarters of residents expressed no concerns about the proposal, and those raised (e.g. noise, parking, or hours) were limited and manageable through responsible management practices.⁸⁰
- (e) About three quarters of residents regularly purchase the types of products the Applicant will offer.⁸¹
- (f) Over half of residents said the takeaway option of the Applicant's products increases the venue's appeal.⁸²
- (g) Support of the Application is driven by quality, experience and provenance rather than price or volume, indicating a mature and low risk consumption profile.⁸³

13.7 It is overwhelming clear that there is a need for more hospitality options needed in the area, especially one that offers "something different" and that will "add to the local culture".⁸⁴ Below are the reasons provided by respondents who answered "yes" to the question as to whether there is a need for more small scale, boutique licensed hospitality venues in the Subiaco area.⁸⁵

	Overall	Male	Female
Base n=	219	113	104
NET: Provides options in the area	62	56	68
It's something different / nothing like this in the area	12	7	17★
Current venues are overcrowded	6	3	10★
NET: Adds to the local culture	46	53★	38
Increase the appeal / vibrancy / liveliness of the suburb	24	29★	18
NET: Looks high end / quality	17	17	17
Boutique uplift / would draw in the desired patrons	7	11★	3
Offers a quality dining / hospitality experience	4	0	7★

13.8 It should be noted that at the time the Market Survey was undertaken the Applicant only intended to sell its own products as packaged liquor. However, since that time the Applicant has been evolving and refining its business model, and as noted in above and in Gregor Robinson's statement, it would now like to sell and supply a limited range of other liquor products as packaged liquor in addition to its own products. The Market Survey findings that: the takeaway option enhances the appeal of the venue; that the venue will offer unique, curated, bespoke, quality products is seen by consumers as a key point of difference to other venues in the area; and the

⁸⁰ Market Survey slide 4

⁸¹ Market Survey slide 4

⁸² Market Survey slide 4

⁸³ Market Survey slide 5

⁸⁴ Market Survey slide 18

⁸⁵ Market Survey slide 18

Applicant's support for WA made products is a key point of appeal, indicate that the proposed packaged liquor services to be offered by the Applicant are desired by local residents.⁸⁶

- 13.9 In addition to the Market Survey the Applicant has received significant feedback, support and comments from locals. Gregor Robinson reports as follows:⁸⁷

"Renovation of the Premises has created great interest in the local community. During the process we met many local workers and residents who were keen to know what was going on. Many of these said they would visit the Venue and try Wolfsbane's products once we opened."

We have had many compliments about the renovation and regeneration of the building, as well as hundreds of comments from passers-by asking about the Venue. People are hugely appreciative that we rescued the building which was actively promoted for sale as a demolish and rebuild opportunity, which also included approved plans for said demolition and rebuild."

- 13.10 It is evident from the information and material obtained by the Applicant that:

- (a) The Premises will introduce:
 - (i) a new and exciting style of hospitality venue into the Subiaco North precinct;
 - (ii) greater diversity and choice in hospitality venues in Subiaco North precinct for local residents and visitors;
 - (iii) an exclusive "one of its kind" offering, where patrons can enjoy and obtain, hand crafted, artisanal products not available elsewhere.
- (b) The business model will build on, and improve, the existing and successful business already operated by the Applicant under the Producer's Licence.
- (c) The Market Survey unequivocally demonstrates that the unique combination of hospitality services and facilities proposed by the Applicant at the Premises is supported, desired, and will be patronised by, residents of the Locality.
- (d) The risk of adverse liquor related harms arising from the grant of the Application are low. Any risks that do exist will be mitigated by the harm minimisation measures, policies and procedures to be put in place by the Applicant.

- 13.11 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.

⁸⁶ Market Survey slides 30, 32

⁸⁷ Statement of Gregor Robinson clause 5.12

ATTACHMENT 1

PREMISES	ADDRESS	ROAD / FOOTPATH DISTANCE (KM)
CHURCHES		
Centre Christian Spiritualist Church	76 Townshend Rd, Subiaco	0.55
Reflection Chapel	27 Townshend Rd, Subiaco	0.6
St Andrew's Anglican Church	259 Barker Rd, Subiaco	0.85
Kingdom Hall of Jehovah's Witnesses	15 Catherine St, Subiaco	0.85
St Joseph's	3 Salvado Rd, Subiaco	1.1
Sister's of St John of God Convent	9 McCourt St, Subiaco	1.1
The Third Place	325 Barker Rd, Subiaco	1.1
Subi Church	260 Bagot Rd, Subiaco	1.3
Ross Memorial Church	Cnr Hay & Colin St, West Perth	1.3
St Mary's West Perth	42 Colin St, West Perth	1.4
Council of Churches of WA	4a Centro Ave, Subiaco	1.8
St Michael The Archangel Chapel	50 Ruislip St, Leederville	1.9
Heart for the City Church	8 Cleaver St, West Perth	1.9
Henderson Memorial Presbyterian	101 Kimberley St, West Leederville	2.0
First Church of Christ, Scientist	264 St Georges Tce, Perth	2.1
Saint Brigid Church	211 Aberdeen St, Northbridge	2.6
Sonlife Church	338 Oxford St, Leederville	3.8
AGED PERSONS VILLAGES / NURSING HOMES		
Masonic Care WA	61 Thomas St, Subiaco	0.4
The Richardson Aged Care	32 Richardson St, West Perth	0.65
Brightwater Onslow Gardens	39 Hamersley Rd, Subiaco	1.0
St John Of God Villa	9 McCourt St, West Leederville	1.1
Villa Pelletier	48 Ruislip St, West Leederville	1.8
Emerald Life Aged Care Home	78 Kimberley St, West Leederville	1.9
St Ives Centro	6 Tighe St, Jolimont	2.0
Mercy Retirement Village Wembley	71 Ruislip St, Wembley	2.3
Rosewood Aged Care	67 Cleaver St, West Perth	2.4
Bethanie Subiaco	45 Bishop St, Jolimont	2.4
Hall & Prior Leighton	40 Florence St, West Perth	2.5
Shenton Village	203 Nicholson Rd, Shenton Park	2.7
HOSPITALS		
Kings Park Day Hospital	1 Walker Ave, West Perth	0.75
West Leederville Private Hospital	2 McCourt St, Subiaco	1.0
Subiaco Private Hospital	1 Salvado Rd, Subiaco	1.0
Abbotsford Private Hospital	69 Cambridge St, West Leederville	1.1
St John of God Subiaco	12 Salvado Rd, Subiaco	1.2
King Edward Memorial Hospital	374 Bagot Rd, Subiaco	1.3
Mount Hospital	150 Mounts Bay Rd, Perth	3.6

PREMISES	ADDRESS	ROAD / FOOTPATH DISTANCE (KM)
DRUG ALCOHOL COUNSELLING /TREATMENT		
Rehab Centro	249b Hay St, Subiaco	0.24
Fresh Start Recovery	65 Townshend Rd, Subiaco	0.5
Matrix Program	935 Wellington St, Subiaco	1.3
Lumera Recovery	100 Havelock St, West Perth	1.5
St John of God Drug and Alcohol	176b Cambridge St, Leederville	1.9
HARP Rehab Perth	221 St Georges Tce, Perth	2.5
SHORT TERM ACCOMMODATION / REFUGES		
Wandjoo Bidi	718 Murray St, West Perth	0.7
Perth Innercity Youth Service Drop In	22 Blencowe St, West Leederville	0.85
Ruah Engagement Hub Drop In	247 James St, Northbridge	2.4
YouthBeat - WA	48 Palmerston St, Northbridge	3.0
WOMENS / CHILD HEALTH		
CliniKids Subiaco	100 Roberts Rd, Subiaco	0.5
Wellness 4 Women	44 King Parks Rd, West Perth	0.55
Woom	43 Richardson Rd, West Perth	0.6
Child Development Centre West Perth	16 Rheola St, West Perth	0.65
WOMEN Centre	2 McCourt St, West Leederville	1.0
Western Ultrasound for Women	160a Cambridge St, West Perth	1.3
Thyer Women's Health	44 McCourt St, West Leederville	1.3
Baby Steps Health Centre	50 Subiaco Square Rd, Subiaco	1.3
Perth Obstetrics and Gynaecology	25 McCourt St, Subiaco	1.4
Innovative care	100 Havelock St, West Perth	1.5
Leederville Child Health Centre	99 Loftus St, Leederville	2.0
LOCAL GOVERNMENT OFFICES		
City of Subiaco	388 Hay St, Subiaco	0.65
City of Vincent	244 Vincent St, Leederville	2.1