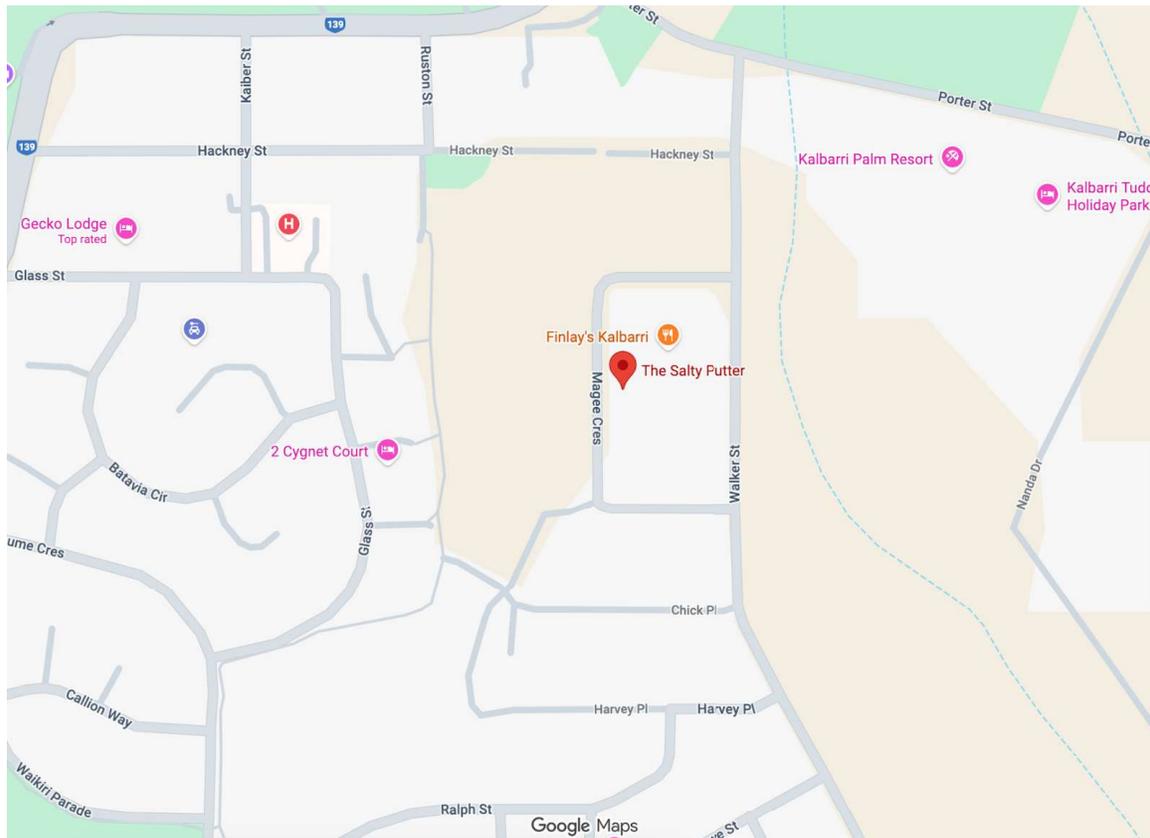


Public Interest Assessment

Form 2A

PART 1 – Application Details

Applicant Name:	The Salty Putter
What licence or permit type are you applying for?	Special Facility
Are you applying for:	New Licence
Premises trading name:	The Salty Putter
Address of proposed premise	15 Magee Crs Kalbarri WA 6536



PART 2 – Manner of trade

2.1 What is the proposed manner of trade and your target client base?

The Salty Putter will operate as a family-friendly mini-golf and entertainment venue, providing a relaxed and casual environment where recreational activities are the primary focus. Alcohol service will be supplementary to entertainment and will be limited to beer, wine and spirits for consumption on the premises only.

Food will be available to complement the entertainment experience, offering simple, family-friendly menu options that support responsible consumption and enhance the overall visit, rather than function as a standalone restaurant.

The manner of trade is built around low-risk, responsible liquor service, consistent with the venue's recreational nature. The venue will not operate as a late-night drinking destination.

Our target client base includes families, local residents, tourists, and small groups seeking social, light-hearted fun. We anticipate strong appeal to visitors on holiday, couples, adults wanting casual entertainment, and parents attending with children. Trading will largely occur during daytime and early evening, aligning with the family-friendly nature of the venue.

2.2 Describe the premises/proposed premises.

The Salty Putter is a family-friendly mini-golf and entertainment venue located at 15 Magee Crescent, Kalbarri. The premises are currently undergoing refurbishment to transform the existing mini-golf site into a refreshed, safe and accessible leisure space. The venue features an 18-hole outdoor mini-golf course, a casual service bar, seating areas, shaded rest zones and landscaped outdoor spaces. A small commercial kitchen will operate on site to provide simple food offerings to complement the entertainment experience.

The layout is open and spacious, allowing clear visibility across the course and ensuring ease of movement for families and groups. Key elements include designated seating areas near the bar and food service zone, accessible paths throughout the course, and low-height fencing that maintains safety without compromising the relaxed, open feel of the venue. Future entertainment additions will be integrated without altering the primary purpose of the premises as a recreational attraction.

Unique aspects of the facility include its coastal-themed design, outdoor setting, and strong community orientation. The Salty Putter offers a relaxed, light-hearted recreational experience suited to Kalbarri's outdoor lifestyle and visitor market. Its combination of mini-golf, casual food, and limited alcohol service provides a low-risk, family-friendly alternative to traditional licensed venues.

The maximum number of patrons permitted on the premises is 200 people including adults and children.

The Salty Putter will significantly improve the visual appeal and activity in this part of Magee Crescent. The site has historically been under-utilised, with limited operating hours and long periods of closure. Over the past five years in particular, it has rarely been open to the public, leading to a poor online reputation and multiple one-star reviews from visitors who arrived to find the premises shut despite advertised hours.

By revitalising the venue, activating it daily, and maintaining consistent and reliable trading hours, The Salty Putter will transform an otherwise dormant site into a vibrant, welcoming community space. The refurbishment works — including improved landscaping, refreshed course design, new signage, better lighting and accessible pathways — will lift the visual standard of the entire frontage. Regular activity, families visiting, and a relaxed social atmosphere will create a positive presence on the streetscape throughout the day and early evening.

The new operation will enhance the wider precinct by replacing a previously neglected and unreliable site with a professionally managed, family-friendly attraction that adds life, colour and community value to the area.

2.3 If you intend to sell packaged liquor, give the names and addresses of all existing licensed premises within the locality.

PART 3 – The profile of the local community

3.1 Please outline the population characteristics in the locality.

The locality considered for this Public Interest Assessment is the entire townsite of Kalbarri. Kalbarri is a coastal tourism town located at the mouth of the Murchison River on Western Australia's Coral Coast, approximately 570 kilometres north of Perth, or around a six-hour drive via the Indian Ocean Drive or Brand Highway. The town is accessible by road, regional coach services, and flights into Geraldton followed by a 1.5-hour drive. The following overview of Kalbarri's population characteristics has been derived from the Australian Bureau of Statistics 2021 Census (<https://abs.gov.au/census/find-census-data/quickstats/2021/SAL50709>), providing an accurate foundation for assessing the community profile and potential impacts of the proposed liquor licence.

Population Size & Gender

Kalbarri has a population of **1,478 people**, with **53% male** (782) and **47% female** (701).

Age Profile

Kalbarri has an older demographic compared to Western Australia and Australia overall, with a **median age of 53**. The population is strongly weighted toward older age groups:

- 60–69 years: **19.7%**
- 70–79 years: **14.0%**
- 50–59 years: **16.6%**
- Only **15.6%** are children aged 0–14.

Indigenous Population

4.9% of residents identify as Aboriginal and/or Torres Strait Islander (73 people).

Cultural Background

The most common ancestries are:

- English: **44.9%**
- Australian: **40.0%**
- Scottish: **7.1%**
- Irish: **6.4%**

Country of Birth

The majority (**69.2%**) were born in Australia, with England (**7.9%**) and New Zealand (**2.6%**) being the next most represented countries.

Language

88.5% speak English only at home. Other languages—such as French, Spanish, German and Thai—each represent **≤0.5%** of households.

Family & Household Structure

Kalbarri has **377 families**, with an average of **0.7 children per family**.

Household composition is:

- **65.4%** family households
- **34.1%** single-person households

Housing

There are **567 occupied dwellings** and **250 unoccupied**, meaning **30.6% of the housing stock is unoccupied**, reflecting the town's strong tourism and holiday-home presence.

Housing type and tenure:

- 78% of homes are separate houses

- 43.4% owned outright
- 28.1% owned with a mortgage
- 27.7% rented

Employment & Industry

Labour force participation is lower than average due to the older age profile:

- **50.3%** in the labour force
- **40.6%** not in the labour force

Top employment industries include:

- Accommodation & food services: **11.4%**
- Cafés & restaurants: **7.5%**
- Iron ore mining: **6.0%**
- Supermarket/grocery retail: **5.4%**

Income

Median weekly incomes in Kalbarri are below state and national averages:

- Personal: **\$542/week**
- Household: **\$1,121/week**

Health

Long-term health conditions reported include:

- Arthritis: **23.7%**
- Asthma: **10.7%**
- Mental health conditions: **7.3%**
- Diabetes: **6.7%**
- Cancer (in remission): **6.7%**

Crime

Kalbarri remains a low-risk regional community with modest crime rates and very few serious offences. While crime peaked in 2018, WA Police statistics (<https://www.wa.gov.au/organisation/western-australia-police-force/crime-statistics>) show a steady decline since then, with 2022 recording the lowest level in the reporting period and 2025 YTD remaining comparatively low. Serious offences such as homicide, robbery and deprivation of liberty are extremely rare or entirely absent in most years. Most incidents fall within lower-level assault or threatening-behaviour categories, typical of small regional towns. These stable, relatively low crime levels indicate a safe community environment well suited to a family-friendly, low-risk venue such as The Salty Putter, which will operate only during daytime and early evening trading hours and is not intended to be a late-night drinking destination.

Tourism

According to Tourism WA

(<https://assets-us-01.kc-usercontent.com/53c284ed-8b6d-0077-d7d1-762b0c10baee/cb83720f-118c-4ea8-9038-55a8209b40c7/LGA%20Visitor%20Factsheet%202024%20-%20Northampton.pdf>), the Shire of Northampton—incorporating Kalbarri—is a strong tourism-driven region, attracting 165,000 overnight visitors in 2024 who spent 637,000 nights and generated \$94 million in economic activity. Tourism is overwhelmingly leisure-focused, with holidaymakers making up the majority of both domestic and international visitors. A significant share of travellers are older couples, families and self-drive holidaymakers who favour relaxed, family-friendly activities and caravan-park style accommodation.

The Salty Putter aligns directly with these tourism trends by providing an accessible, low-risk recreational option that appeals to the region’s core visitor market. Its daytime and early-evening operation complements existing hospitality offerings and enhances the destination’s appeal by adding a fresh, well-managed attraction that supports longer stays, repeat visitation and local spending.

Kalbarri is a small, safe, tourism-dependent coastal community with an older resident population, modest incomes, and low crime levels. The town experiences high visitor turnover, strong domestic and international leisure visitation, and significant demand for family-friendly, low-risk recreational experiences. The demographic, social and tourism characteristics of Kalbarri strongly support the introduction of The Salty Putter as a suitable, appropriate and beneficial venue for both locals and visitors.

3.3 List the community buildings in the locality

Facility type	Name	Address / Notes
School (K–12)	Kalbarri District High School	Hackney Street, Kalbarri WA 6536 (Department of Education)
Health centre / hospital / primary care	Kalbarri Health Centre	5 Kaiber Street, Kalbarri WA 6536 — 24-hour emergency & general services. (Healthdirect)
Childcare / Long-day care	REED Kalbarri (formerly Kalbarri Child Care Association / Occasional Childcare Centre)	47 Smith Street, Kalbarri WA 6536 (reedwa.org.au)
Community / Aged-care support service	Kalbarri Development Association — “Staying in Place” home care coordination service	5 Kaiber St (opposite Health Centre), Kalbarri WA 6536 (kalbarri.co)
Church / Place of Worship	St Mark's Anglican Church (Anglican)	51 Porter Street, Kalbarri WA 6536 (Anglican Diocese of North West Australia)
Church / Place of Worship	Our Lady Help of Christians (Catholic)	Cornell Street, Kalbarri WA 6536 (geraldtondiocese.org.au)
Local Government Office	Shire of Northampton – Kalbarri Office	Grey Street (next to Kalbarri Visitors Centre), Kalbarri WA 6536

PART 4 – Minimising the potential for alcohol to cause harm

4.1 What strategies will you use to minimise harm from the use of alcohol?

The Salty Putter will operate as a low-risk, family-friendly mini-golf and entertainment venue where alcohol is secondary to the recreational experience. A comprehensive harm-minimisation approach will be implemented, including:

Responsible Service of Alcohol (RSA)

- All staff involved in alcohol service will hold current RSA certification.
- Staff will receive ongoing training to identify intoxication, refuse service when required, and manage underage or inappropriate behaviour.
- An Approved Manager will be present during all trading hours, in accordance with legislative requirements.

Alcohol Service Controls

- Alcohol service will be moderate and controlled, offering a simple selection of beer, wine and spirits.
- No shots, shooters, jugs, drink promotions, or high-volume service.
- Free drinking water will be available at all times.
- Food will be available throughout trading hours to support responsible consumption.

Family-Friendly Environment

- The primary purpose of the premises is mini golf and casual entertainment, which naturally discourages excessive alcohol consumption.
- The venue is designed to attract families, couples, small groups and tourists rather than high-risk drinking groups.
- House rules promoting respectful behaviour and responsible drinking will be clearly displayed.

Layout & Patron Supervision

- The venue's open layout allows strong visibility across the premises, enabling ongoing monitoring of patrons.
- Staff will supervise the premises proactively to identify emerging issues early and take appropriate action.
- If necessary, patrons displaying intoxicated or unsafe behaviour will be refused service or asked to leave.

Trading Hours

- Trading hours will generally be 10am to 10pm, which is considered low-risk for a recreational venue.
- The venue will not operate into the late-night period traditionally associated with increased alcohol-related harm.

Patron Management & Safety

- Strict ID checks will be carried out for any patron appearing under the age of 25.
- Staff will enforce immediate refusal of service to intoxicated patrons.
- Any incidents will be recorded and managed in accordance with legal obligations.

Community Safety & Amenity

- Staff will monitor patron behaviour on departure to minimise disturbance.
- The venue will maintain good communication with local police and the community where needed.
- The business will uphold a positive, responsible presence within the town.

PART 5 – Impact on the amenity, quiet or good order of the locality

5.1 How will your premises design protect the amenity, quiet or good order of the locality?

The Salty Putter has been designed to protect and enhance the amenity, quiet and good order of its locality. The premises is surrounded almost entirely by non-residential and low-sensitivity land uses, including Finlay's Kalbarri (an award-winning Tourism Accredited hospitality venue), a vacant lot, the St John Sub Centre, Water Corporation land, and directly opposite, the Kalbarri District High School oval. Further afield are the Western Power substation, SES depot, DFES building, and additional vacant land, as shown below. These neighbouring uses significantly reduce the likelihood of noise or operational impacts.



The venue will be kept in good repair, with a neat, well-maintained appearance that contributes positively to the streetscape. Exterior lighting will ensure the car park, pathways and entrance areas are safely illuminated while being directed internally to minimise unnecessary light spill. CCTV coverage across the car park, entrances and key outdoor areas provides strong passive surveillance, discouraging vandalism, loitering and other anti-social behaviour.

There is parking available at the premises, allowing patrons to arrive and depart quickly without creating congestion or causing inconvenience to neighbouring properties or facilities.

Noise impacts are expected to be minimal due to the nature of the venue. Mini golf is a low-noise recreational activity, and the typical clientele—families, couples and tourists—produce incidental, harmless levels of sound. Any background music will be played at low volume, and the open-air design naturally disperses sound without carrying

towards sensitive areas. Trading will generally conclude by 10pm, avoiding late-night periods typically associated with higher noise and disturbance.

To protect the good order of the locality, staff will monitor patron behaviour both inside and around the immediate precinct to ensure quiet and orderly dispersal. Responsible Service of Alcohol practices, CCTV, lighting and ongoing supervision will minimise the risk of anti-social behaviour. The venue will maintain cooperative communication with local police, emergency services and neighbouring operators to ensure the area remains safe, well-managed and orderly at all times.

Overall, The Salty Putter's design, location and operational approach provide a safe, well-supervised environment that maintains the amenity, order and quiet enjoyment of the locality.

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

6.1 What actions will you take to minimise the impact on people who live or work nearby?

The Salty Putter is committed to operating as a responsible member of the Kalbarri community and will take proactive steps to minimise any impact on people who work or operate nearby. The immediate surrounds include Finlay's Kalbarri, the St John Sub Centre, Water Corporation land, the Kalbarri District High School oval, and emergency services facilities further afield. Although the locality is predominantly non-residential, the venue will implement the following measures to ensure its operation remains respectful, orderly and low-impact:

Cleanliness and Presentation

- The premises and surrounding areas will be kept clean, tidy and well maintained at all times.
- Staff will conduct regular checks of the car park, entry areas and pathways to ensure the precinct remains free of litter and hazards.

Patron Behaviour and Anti-Social Conduct

- Staff will monitor patron behaviour throughout the venue, including external areas, to discourage any anti-social or unsafe behaviour.
- Responsible Service of Alcohol practices will be strictly enforced, with an Approved Manager on duty during all trading hours.
- CCTV and good lighting will support passive surveillance and help maintain a safe, orderly environment.

Noise Control

- The venue offers low-noise recreational activities, and any background music will be kept at an appropriate level in keeping with the locality.
- Patrons leaving the premises in the evening will be politely reminded to depart quietly to avoid disturbing neighbouring facilities or workers.

Capacity and Events

- Patron numbers will be kept within approved limits, and staff will monitor occupancy to ensure compliance with licensing and safety requirements.

Community Engagement and Responsiveness

- The business will maintain open communication with neighbouring operators, including Finlay's Kalbarri, the St John Sub Centre and emergency services facilities.
- Any concerns or complaints raised by nearby stakeholders will be taken seriously and addressed promptly, with management working cooperatively to resolve issues.

Respectful Dispersal

- Staff will oversee the safe and orderly departure of patrons, encouraging them to move on quickly and quietly.

PART 7 – Impact on tourism, culture and the community

7.1 Are there any tourism, cultural and community benefits that would result from the grant of your application?

The grant of this application will deliver significant tourism, cultural and community benefits to Kalbarri and the wider Shire of Northampton. The Salty Putter will be a unique, family-friendly mini golf and entertainment venue with a small bar and food offering. There is currently nothing comparable in Kalbarri in terms of a dedicated, purpose-built leisure precinct where families, couples and groups can enjoy licensed, low-risk recreation together.

From a tourism perspective, The Salty Putter will strengthen Kalbarri's position as a quality holiday destination by providing an additional, high-standard attraction that encourages visitors to stay longer, spend more and return more often. Overnight visitor data for the Shire shows a strong market of older couples, families and self-drive travellers who seek relaxed, social activities and family-friendly experiences. The Salty Putter has been designed specifically with this market in mind, offering an accessible, weather-tolerant and reliable experience that complements existing natural attractions such as the National Park, river and coastline, rather than competing with them.

The venue's owners are already proven tourism operators and trailblazers in Kalbarri. Finlay's Kalbarri and Finlay's Brewing Co have helped reposition the town as a contemporary regional tourism destination, winning multiple business, tourism and sustainability awards and attracting strong media and word-of-mouth attention. Melissa Finlay sits on the Board of Australia's Coral Coast and is the Chair of the Kalbarri Visitors Centre, giving her an intimate, first-hand understanding of regional tourism trends, visitor expectations and product gaps. She is acutely aware of the need for more high-quality, family-friendly, evening activities in Kalbarri, and The Salty Putter directly responds to that need.

Culturally and socially, The Salty Putter will provide a safe, inclusive space for locals and visitors to connect. It will offer a venue for casual catch-ups, family outings, birthday celebrations and small community events in a relaxed setting that is not focused solely on drinking. The combination of mini golf, food and a controlled, responsible liquor service will

create a social hub where different generations can participate together – something that is currently very limited in the town. The venue will also help activate this part of Kalbarri into the evening, improving passive surveillance and the sense of safety around nearby community facilities such as the St John Sub Centre, school oval and emergency services precinct.

Economically, the venue will support local employment and skills development. The Salty Putter will create new jobs for hospitality workers, students and seasonal staff, with opportunities for training in customer service, responsible service of alcohol and tourism operations. As with Finlay's Kalbarri, the business will seek to employ a mix of locals and travelling workers, providing structured roles and contributing to the town's ability to attract and retain labour. Additional flow-on benefits will be realised through local purchasing, cross-promotion with other operators and increased visitor spend in Kalbarri's shops, accommodation and tours.

The presence of a well-managed licensed mini golf and entertainment venue also gives local families and young people an alternative to higher-risk forms of socialising. By providing a supervised, activity-based environment with clear expectations of behaviour and strong RSA practices, The Salty Putter actively supports harm minimisation while still contributing to a vibrant, enjoyable town atmosphere.

In summary, the grant of this application will deliver a unique, much-needed tourism product for Kalbarri, driven by experienced and community-minded operators with a strong track record of investing in the town's future. The Salty Putter will enhance visitor experience, create jobs, provide new leisure options, support community connection and contribute positively to the cultural and social fabric of the locality, all within a low-risk, well-managed licensed environment.

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

The Salty Putter will deliver wide-ranging benefits that extend well beyond the immediate operation of the venue. As a year-round, weather-tolerant attraction, it will increase Kalbarri's resilience to seasonal fluctuations by providing consistent evening and shoulder-season activation in a town that traditionally becomes quiet after early trading hours. The venue fills a long-standing gap in local social infrastructure, offering a safe, structured and family-friendly recreational space that supports youth, families, and visitors seeking low-risk entertainment. Its controlled, activity-based environment also provides a positive alternative to higher-risk socialising, particularly important given the limited leisure options available in Kalbarri.

The business is under the stewardship of highly competent operators with a proven history of responsible liquor management and community investment. Finlay's Kalbarri and Finlay's Brewing Co have operated for years with an impeccable compliance record, strong RSA culture, and a reputation for safe, professional service. Their continued success demonstrates their ability to manage licensed venues responsibly and proactively. The presence of The Salty Putter, with its lighting, CCTV, and consistent activation, will also enhance passive surveillance and safety in an otherwise quiet precinct containing the St John Sub Centre, school oval, Water Corporation land, SES, DFES, and surrounding vacant land.

This development continues the momentum of Kalbarri's post-Seroja revitalisation, showing confidence in the town's future and contributing to long-term economic stability. It increases visitor appeal by offering an additional, high-quality recreational option that complements the region's natural attractions such as the Skywalk, river, National Park and beaches. By broadening what visitors can do in the evenings and during shoulder seasons, The Salty Putter will help extend visitor stays, increase spending and strengthen Kalbarri's overall tourism economy.

The operators' strong community involvement—including leadership roles within the Kalbarri Visitors Centre, Australia's Coral Coast and MWCCI—ensures the venue aligns with regional tourism strategy and community priorities. The Salty Putter will continue the owners' long-standing commitment to local engagement through employment, training opportunities, partnerships and sponsorship of community initiatives. Additionally, the venue will be designed with accessibility and inclusion in mind, providing flat surfaces, clear pathways and a welcoming environment suitable for all ages and mobility levels. Consistent with the owners' sustainability values, the business will adopt environmentally responsible operational practices.

In summary, The Salty Putter represents a high-value, low-risk investment in Kalbarri's future—strengthening tourism, supporting the community, enhancing safety, improving economic resilience, and enriching local culture. The grant of this application will enable the delivery of a much-needed recreational asset that brings long-term benefits to both locals and visitors.

PART 8 – Declaration

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

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



Signature of applicant/s

16 December 2025

Date



Signature of applicant/s

16 December 2025

Date

Signature of applicant/s

Date

Signature of applicant/s

Date

