

PUBLIC INTEREST ASSESSMENT (PIA) – EXTENDED TRADING PERMIT

Form 2A

PART 1 – Application Details

- **Applicant name:** Singchang Pty Ltd.
 - **What licence or permit type are you applying for?** Vary condition of Ongoing Extended Trading Permit (1 AM → 2 AM)
 - **Are you applying for:**
 - ☐ New licence
 - ☐ Removal of existing licenceLicence/permit type: Vary condition of Ongoing Extended Trading Permit.
 - **Premises trading name:** Singchang.
 - **Address of proposed premises:** Lot 306 T2E Point Fraser 25 Riverside Drive
EAST PERTH WA 6004.
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PART 2 – Manner of Trade

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

The premises operates as a karaoke bar providing music-based entertainment, food, and liquor in a controlled indoor and outdoor environment. Patrons participate in karaoke singing on a small indoor stage or relax in the outdoor pergola area overlooking the river.

The target clientele includes adults aged 20–45, comprising residents, city workers, and tourists seeking a safe, enjoyable, and social late-night entertainment option. The venue promotes a social, entertainment-focused environment rather than excessive alcohol consumption.

The premises currently holds an extended trading permit allowing trading from 12 AM to 1 AM. This application seeks to extend those hours by one additional hour, to 2 AM. The venue has operated responsibly under the existing permit, with no recorded incidents of disturbance or non-compliance.

2.2 Describe the premises/proposed premises.

The premises consists of:

- A main indoor bar area with seating

- A small stage for karaoke performances
- Outdoor seating areas (pergolas) overlooking the river

All entertainment is conducted responsibly, with sound contained indoors and outdoor area supervised. The premises has appropriate lighting, seating, and facilities to ensure patron comfort and safety.

The maximum number of persons permitted to be on the licensed premises at any one time is 126 (excluding responsible persons and authorised officers). The venue contributes positively to the streetscape and riverfront amenity by providing a well-managed, supervised entertainment space. Floor plans and a locality map are attached.

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

The premises does not sell packaged liquor for takeaway.

PART 3 – The profile of the local community

3.1 Please outline the population characteristics in the locality.

The premises is located in East Perth, within 15km of the Perth CBD. Accordingly, the defined locality for this application is a 2km radius surrounding the premises.

Demographic data has been sourced from the Australian Bureau of Statistics (ABS), reflecting the most recent Census and regional population estimates.

Population Size and Growth

East Perth has an estimated resident population of approximately 11,000–12,000 people, with ongoing population growth driven by high-density residential development and urban infill.

The broader Perth metropolitan area continues to experience strong population growth of approximately 2.5%–3.0% annually, supported by migration and increased demand for inner-city living. This growth contributes to a steadily expanding customer base within the locality.

Age Profile

The median age in East Perth is approximately 34–36 years, reflecting a relatively young and economically active population.

The locality is characterised by:

- A high proportion of working-age adults (25–44 years).

- A strong presence of young professionals and couples.
- A comparatively lower proportion of families with young children.

This demographic is typically associated with active social lifestyles and participation in evening and late-night entertainment, particularly within inner-city environments.

Income and Economic Characteristics

The median weekly household income in East Perth is estimated to be between \$1,800 and \$2,000, indicating a moderate to above-average income level.

Residents are predominantly employed in:

- Professional and corporate sectors.
- Government and public administration.
- Healthcare and service industries.

These employment patterns support discretionary spending on hospitality and entertainment, including late-night venues.

Employment and Night-Time Economy.

The locality benefits from strong employment opportunities and its proximity to the Perth CBD, one of the largest employment hubs in Western Australia.

Importantly, the area supports a significant night-time economy, characterised by:

- Hospitality and entertainment workers with non-standard working hours,
- Shift workers and professionals seeking late-night recreation options,
- Visitors and patrons travelling from surrounding inner-city suburbs.

This creates sustained demand for venues operating beyond standard trading hours.

Community Profile and Characteristics

The locality is defined by:

- A high-density, apartment-based residential population.
- A diverse and multicultural community, including international residents and visitors.
- A high proportion of rental and short-term accommodation, contributing to a transient and socially active population.

East Perth is also in close proximity to entertainment precincts within Perth, reinforcing its role as part of the broader inner-city leisure and hospitality network.

Relevance to Extended Trading

The demographic characteristics of the locality—particularly the younger age profile, strong employment base, and active night-time economy—indicate a clear and ongoing demand for late-night entertainment options.

A karaoke bar offering extended trading until 2:00 am aligns with:

- The lifestyle patterns of local residents and workers.
- The expectations of patrons within an inner-city entertainment environment.
- The need for diverse, low-impact late-night venues that provide social engagement in a controlled setting

Overall, the locality surrounding the proposed premises is a growing, diverse, and socially active inner-city community characterised by:

- A predominantly young, working-age population.
- Stable employment and moderate to high income levels.
- Strong participation in hospitality and entertainment activities.
- An established and expanding night-time economy.

These characteristics support the suitability of the proposed extended trading hours and demonstrate that the application is consistent with the needs and expectations of the local community.

3.3 List the community buildings in the locality.

The locality contains:

- Residential apartment complexes
- Hotels and short-term accommodation
- Public transport infrastructure
- Local government facilities within the City of Perth

There are no sensitive facilities (schools, hospitals, aged care) immediately adjacent to the premises. The area is an established entertainment precinct.

PART 4 – Minimising the Potential for Alcohol-Related Harm

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

The premises implements strict responsible service of alcohol practices, including:

- All staff are trained in RSA (Responsible Service of Alcohol) and actively monitor patron behaviour.
- Alcohol is not served to intoxicated patrons, and ID checks prevent underage drinking.
- Patrons are encouraged to remain seated during karaoke performances and in the outdoor pergola areas, promoting moderate alcohol consumption.
- Entertainment-focused activities and a social environment ensure that patrons engage in singing and socialising rather than rapid or excessive drinking.
- Water and non-alcoholic beverages are readily available.
- Signage reminds patrons to consume alcohol responsibly.
- Promotions and events are managed to avoid encouraging excessive drinking, and any complaints from patrons or neighbours are promptly addressed.

These measures collectively ensure that the risk of alcohol-related harm is minimised, while maintaining a safe, enjoyable, and socially engaging environment for patrons.

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?

- Indoor karaoke is conducted on a small stage, with sound managed through acoustic treatment. The lessor has installed fixed decibel readers inside the premises to monitor noise levels and has agreement in the lease to operate within acceptable limits specified in the lease.
- Outdoor pergola areas are supervised, with patrons seated to minimise noise.
- CCTV and lighting ensure safety and discourage anti-social behaviour.
- Adequate transport options and parking support safe departure of patrons.

These measures help protect the amenity and good order of the locality. The one-hour extension to 2 AM is unlikely to materially increase impact, particularly given the presence of a neighbouring venue trading until 3 AM, the premises' lease allowing operation until 4 AM, and the responsible operation under the existing 12 AM–1 AM extended trading permit.

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?

- Staff monitor patron behaviour and discourage anti-social conduct.
- Patrons are denied entry beyond approved capacity and licensed crowd controllers are used.
- Patrons are reminded to leave quietly and respectfully.
- Outdoor areas are maintained clean and orderly.
- Any complaints from neighbours will be addressed promptly.

The extended trading hour is modest and is not expected to cause significant disturbance to nearby residents or businesses.

PART 7 – Impact on tourism, culture and the community

7.1 Benefits

The extended trading hours will:

- Support Perth's night-time economy.
- Provide a safe late-night entertainment option for locals and tourists.
- Enhance cultural diversity and social interaction through music and entertainment.
- Complement existing late-night venues in the area, maintaining East Perth as a vibrant and safe entertainment precinct.
- Generates local employment opportunities.

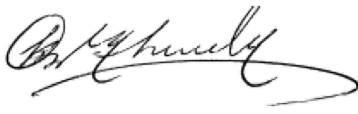
7.2 If you have any other information to provide in support of your application, include it here.

This application seeks only a one-hour extension (1 AM → 2 AM). The change aligns with the locality's existing late-night entertainment pattern, complies with lease/planning approvals, and maintains responsible operation standards.

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:  _____

Date: 20/03/2026