



Public Interest Assessment

Form 2A

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

- hotel/hotel restricted
- tavern/tavern restricted
- liquor store
- nightclub.³

A PIA is also required if you are applying for an extended trading permit for extended hours, which has a duration of more than 3 weeks⁴, or for a temporary bar (refer to the [Temporary bars policy](#)). The DLL may also ask for a PIA to be prepared as part of any application under the LC Act, and will ask for one if it would assist in deciding whether the grant of the application is in the public interest.

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

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

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

¹ LC Act s33(1).

² LC Act s38(3).

³ Liquor Control Regulations (LC Regs) r9EA.

⁴ LC Regs r9F.

⁵ LC Act s5 and s38(4).

Your completed PIA will be made publicly available and may be [advertised on the DLGSC website](#), allowing the community an opportunity to make submissions on it. Because it will be made public, do not include sensitive or personal information on this form. You can complete this PIA by taking a common-sense approach and you don't need a lawyer or a consultant to fill it in. The PIA form is a guide, and it is up to the applicant to satisfy the DLL that their application is in the public interest. If you do not have enough space, attach extra pages or prepare a separate submission. If you prepare your PIA as a separate submission, please refer to each of the question numbers on this form, so we know what question you are responding to. Lodge this form by submitting it with your application at portal.dlgsc.wa.gov.au

Part 1 — Application details

Applicant name:	Golden Gate Bridge Pty Ltd
What licence or permit type are you applying for?	Liquor Store
Are you applying for:	☒ New licence ☐ Removal of existing licence (which licence/permit type)
Premises trading name:	Lunar Mart
Address of proposed premises:	T12C/166-170 Murray St, Perth WA 6000

If you are lodging an application for an extended trading permit for extended hours at the same time as an application for the grant of a licence, you should submit separate PIAs for each. This is because the information required for each may be different and the DLL may approve the licence but not the extended trading hours.

Part 2 — Manner of trade

Please provide enough information for us to understand how you are intending to run your business, so we can understand the impact it will have on the community and the potential for it to cause alcohol related harm.

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

Lunar Mart is a specialty Asian **grocery store** offering popular products from Korea, Japan, China, and more. We plan to **sell packaged liquor sourced** mainly from **Asia**, including sake, soju, umeshu, baijiu, and Asian beers. All liquor will be for **takeaway only** — no tastings or on-site consumption.

Our target customers include CBD workers, international students, Asian-Australian residents, tourists, and culturally curious shoppers.

All staff involved in liquor sales will hold valid **RSA certifications** to ensure responsible service and to minimize the risk of harm.

Our target clientele is community-oriented, culturally curious, and appreciates premium and novel beverage experiences.

2.2 Describe the premises/proposed premises. Include a map of the locality and a floor plan detailing the nature and layout of the premises, highlighting the unique aspects of the proposed facility. What is the maximum number of patrons permitted on the premises? How will the proposed premises contribute to the streetscape and atmosphere of the area?

Lunar Mart is located at **Shop T12C, Perth City Central, at 166 Murray Street**, within the popular **Forrest Chase retail complex**. It benefits from excellent pedestrian access via Grand Lane, and visibility from Murray Street, Wellington Street, and Forrest Place. The premises are well-integrated with public transportation options and nearby commercial, retail, and hospitality venues.

The store layout (as per the submitted Red Line Plan, Scale 1:100) includes:

Central grocery area for dry and refrigerated goods; **Sale point (checkout area)** near Wellington Street, facing entry; **Designated alcohol** shelf and 2-door fridge, placed adjacent to the sale point for staff visibility and compliance; **Storage area** located at the rear, accessible to staff only; **Secure perimeter** with brick walls on all sides.

The store is well-lit, clean, and secured with **CCTV**. It is designed for quick shopping visits, with space for around **10–12 patrons** at a time. **No seating or on-site drinking** is provided.

Lunar Mart adds **cultural diversity** and **vibrancy** to the local streetscape through its unique offering.

2.3 If you intend to sell packaged liquor, give the names and addresses of all existing licensed premises within the locality. The LC Act puts limitations on how many packaged liquor premises can be in a certain location. Refer to [Outlet Density — Packaged liquor premises](#) for more information.

For the purpose of this application and in accordance with guidance from the licensing authority under section 36B(4) of the Liquor Control Act 1988, the defined

locality is bounded by Wellington Street to the north, the Freeway to the west, the Swan River to the south, and Barrack Street to the east.

Within this locality, the following premises sell packaged liquor:

Dedicated Packaged Liquor Stores

- Liquorland Raine Square – Raine Square Shopping Centre, 300 Murray St, Perth WA 6000

- BWS Murray Street – 166 Murray St, Perth WA 6000

- Liquorland Hay Street – 618 Hay St Mall, Perth WA 6000

Taverns and Hotels with Packaged Liquor Sales

- Tiny's Liquor Emporium (Tavern) – 863 Hay St, Perth WA 6000 (limited selection of

premium wines and spirits; no browse area)

- The Heritage Wine Bar (Tavern) – 131 St Georges Terrace, Perth WA 6000 (select takeaway wine only; no browse area)

Despite the presence of these outlets, none offer a meaningful selection of Asian-origin alcoholic beverages such as:

- Korean soju (in multiple brands and flavors)

- Japanese sake and umeshu

- Chinese baijiu

- Asian craft beers

These products reflect significant cultural preferences of Lunar Mart's target audience: international students, tourists, Asian-Australian residents, and culturally

curious consumers.

Furthermore:

- Most outlets focus on mainstream or European-style liquor.

- Language and cultural accessibility may not be available for non-English-speaking

or culturally specific shoppers.

- Some listed venues (e.g., taverns) are not primarily liquor retailers, and their packaged sales are ancillary and limited in volume, range, and access.

Therefore, we respectfully submit that the local packaged liquor requirements are not

reasonably being met by the existing outlets, and Lunar Mart Perth will fill a unique

and unmet public need with its culturally focused retail offering.

Part 3 — The profile of the local community

The better you capture the characteristics of the local community, the better the DLL will be able to understand the potential impact the grant of your application could have on the public interest. Your local government may have information about the area around the proposed premises, and you should seek useful data and statistics from a variety of sites, such as: www.police.wa.gov.au/crime/crimestatistics and www.abs.gov.au

You need to provide profile information from the *locality* that is within a certain distance to your intended business. If your intended business is:

- within 15km of the Perth CBD, the locality is a radius of 2km of it
- anywhere else (unless remote), the locality is a radius of 3km of it
- in a remote area, you should make a submission on what the appropriate size of the locality should be. Remote areas are those where the nearest town is at least 200km away and Perth is at least 400km away.

If you think the above definitions of locality are not appropriate for your intended business, make a separate submission on what you think the size should be.

3.1 Please outline the population characteristics in the locality. Helpful demographic information will include the total population, estimated population growth, average age, income and employment status, and the type of people who live and work in the community.

The premises at Shop T12C, 166 Murray Street, Perth WA 6000 is located in the heart

of Perth's central business district (CBD), within a dense urban area with a highly diverse population profile. Based on the 2021 Census and updated ABS projections for 2024:

Population (within 2km radius): Approx. 33,000–36,000 residents;

Population growth: Moderate growth projected, with ongoing urban residential Development;

Median age: Approx. 34 years, younger than the WA average, reflecting a working and student population;

Cultural diversity: High representation of overseas-born residents, particularly from Asia;

Education & employment:

- 1) Large numbers of international and tertiary students;
- 2) High concentration of full-time professionals and part-time workers;
- 3) Local universities (e.g., Curtin City Campus, UWA School of Business) and TAFEs support a large student base;

Income levels: Mixed — includes both high-income professionals and students/young renters in shared accommodations or student housing;

The community is a blend of young professionals, international students, tourists, and multicultural residents, consistent with the services and product offerings of Lunar Mart Perth.

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

Within a **2km radius** of the premises, the following community buildings and services have been identified:

Educational Institutions:

- **North Metropolitan TAFE Perth** – 25 Aberdeen St, Perth WA 6000

• Curtin University Law School – 57 Murray St, Perth WA 6000
• UWA Business School (CBD campus) – 110 William St, Perth WA 6000
• Mercedes College (Secondary School) – 86 Victoria Square, Perth WA 6000
Healthcare & Aged Care:
• Perth Clinic (Mental Health) – 29 Havelock St, West Perth WA 6005
• Royal Perth Hospital – Victoria Square, Perth WA 6000
• Bethesda Clinic (Outpatient) – 49 Murray St, Perth WA 6000
• Mercy Place Mont Clare (Aged Care) – 53-59 Plain St, East Perth WA 6004
Childcare & Family Services:
• Goodstart Early Learning East Perth – 43 Wittenoom St, East Perth WA 6004
• One Tree Children's Services – 192 Pier St, Perth WA 6000
Places of Worship:
• St Mary's Cathedral – Victoria Square, Perth WA 6000
• Perth Mosque – 427 William St, Northbridge WA 6003
• St George's Anglican Cathedral – 38 St Georges Terrace, Perth WA 6000
Short-term accommodation/refuges:
• Multiple hotels and hostels, including YWCA Short Stay – 5-7 Harvest Terrace, West Perth WA 6005
• Ruah Centre (Homeless Services) – 33 Shenton St, Northbridge WA 6003
Local Government:
• City of Perth Council House – 27 St Georges Terrace, Perth WA 6000

Part 4 — Minimising the potential for alcohol to cause harm

Excessive consumption of alcohol can cause health problems, increase the risk of accidents and contribute to societal problems such as domestic violence. You must demonstrate how the responsible conduct of your business will minimise the potential for alcohol to cause harm. This could be through promoting a culture of responsible consumption of alcohol amongst staff and patrons, having strategies to prevent alcohol being served to juveniles, discouraging rapid or excessive consumption of alcohol, being alert for signs of intoxication and not serving drunk people.

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

Lunar Mart Perth is committed to the **safe, controlled, and responsible retail of alcohol**. The following strategies will be implemented:

- **RSA Certification:** All staff handling alcohol sales will hold current
- **Responsible Service of Alcohol (RSA)** certifications
- **No on-premise consumption:** All liquor will be sold in sealed packaging for
- takeaway use only; no tastings or consumption are permitted on site
- **Controlled display:** Alcohol shelves and fridges are located **next to the sales**
- **counter**, allowing for full staff supervision
- **ID Checks:** Staff will verify the age of all customers purchasing alcohol; signs
- will be displayed clearly indicating legal requirements
- **No promotions targeting juveniles:** No discount bundling or promotions that
- could encourage underage interest
- **Staff training:** Staff will be trained to identify signs of intoxication and to
- **refuse service to intoxicated persons**
- **Security measures:** CCTV monitoring across entry points and alcohol
- displays to deter theft, loitering, or irresponsible behavior
- **Cultural context:** Alcohol sales are framed within a **cultural and specialty**
- **retail context**, reducing association with binge drinking or high-risk behavior

These strategies align with public health objectives and the Liquor Control Act, supporting a **low-risk retail model** focused on cultural engagement and community inclusion.

Part 5 — Impact on the amenity, quiet or good order of the locality

A well designed premises will make it easier to prevent negative impacts on the locality. For example if a premises is:

- in good repair, well lit, with operational CCTV and designed to allow passive surveillance of areas such as the car park and entrances, it will tend to discourage anti-social behaviours such as vandalism or crime

- designed with sufficient parking and with good transport options available, it will allow patrons to leave the area quickly rather than potentially inconveniencing the neighbours
- provided with sound insulation sufficient for the proposed entertainment, it will prevent the surrounds from being exposed to unacceptable noise.

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

Lunar Mart Perth is located in a modern, well-maintained retail tenancy within the Forrest Chase shopping precinct, a high-profile commercial zone in the Perth CBD.

The premises have been professionally designed to support a **safe and low-impact retail environment**, with the following features:

- **Well-lit interior and entryways**, enhancing visibility and passive surveillance
- **Operational CCTV** covering the store entrance, sales counter, and alcohol display areas
- **Clear sight lines** from staff to all customer areas, preventing loitering or theft
- **Secure internal layout** with alcohol products near the point of sale for full staff supervision
- **No on-site consumption**, meaning customers do not linger or generate noise
- **No loud entertainment or speakers**, keeping the business aligned with quiet retail norms
- **Access to nearby public transport hubs** (bus and train), reducing congestion and the need for on-site parking

These elements together ensure that the store operates in a manner that maintains the **quiet, good order, and overall amenity** of the surrounding precinct.

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

You need to demonstrate how your business will be a responsible member of the community and minimise negative impacts on the people who live or work nearby. For example, this could include:

- keeping the premises and surrounds clean and tidy, monitoring patron behaviour and discouraging anti-social behaviour
- ensuring that any entertainment is in keeping with the locality, that those present are within the allowed accommodation numbers and licensed crowd controllers are used if required
- asking departing patrons to keep the noise down so they do not disturb the neighbourhood
- being responsive to any complaints from neighbours and working with them to resolve issues.

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

Lunar Mart is committed to being a **responsible and respectful local**

business. Although located in a commercial zone, the store is mindful of nearby mixed-use developments, including residential and institutional buildings.

Measures to minimise any disturbance include:

- **No music or entertainment** that would increase noise levels;
- **Keeping the storefront clean and clutter-free**, with regular cleaning of adjacent pathways;
- **Discouraging anti-social behaviour** through supervision, lighting, and prompt staff response;
- **Educating staff** to monitor customer conduct and refuse service to intoxicated individuals;
- **No extended trading hours**, ensuring minimal impact on evening amenity;
- **Displaying signage** to remind patrons to leave quietly and not disturb nearby

Residences;

- **Open to community feedback** — management will promptly address any concerns from neighbours or city officials;

These steps demonstrate our commitment to maintaining **positive relationships** with the surrounding community and other businesses.

Part 7 — Impact on tourism, culture and the community

When making licensing decisions under the LC Act, the DLL is required to consider the proper development of the liquor industry, the tourism industry and other hospitality industries in the State.⁶ This is your opportunity to expand on how the grant of your application would result in positive developments to tourism, culture and the community. This could include increased local employment opportunities, the provision of unique entertainment or food options, and the creation of new leisure opportunities in the area.

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

The grant of a liquor store licence will allow Lunar Mart to introduce a **unique retail offering** to the Perth CBD — culturally significant alcohol products from Korea, Japan, China, and beyond. This expansion will:

- **Promote multicultural understanding and cultural appreciation** through access to traditional beverages
 - Support Perth's reputation as a **cosmopolitan, inclusive and diverse city**
 - **Attract tourists** looking for authentic and specialty products as gifts or travel mementos
 - Complement nearby tourism precincts including **Elizabeth Quay, Yagan Square, and Forrest Place**
 - **Create employment opportunities** for multilingual and culturally experienced staff
- Enhance the **shopping and leisure experience** in the Perth CBD

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

Lunar Mart Perth is part of a growing retail group with a proven track record in managing culturally focused, responsibly operated liquor sales. In addition to the Perth store, the company successfully operates two other Lunar Mart locations in **Victoria**, both of which hold **Packaged Liquor Licences**:

- **Lunar Mart Glen Waverley** – Licence No. **32071625**

⁶ LC Act s5(1)(c).

- **Lunar Mart Brunswick – Licence No. 32071861**

These stores have been operating under Victorian liquor regulations with **full compliance and no record of violations or complaints**. Each site has demonstrated the company's ability to:

- Responsibly manage the sale of packaged liquor within a mixed retail setting
- Train and supervise staff in accordance with RSA requirements
- Maintain a clean, secure, and culturally welcoming retail environment
- Offer a unique product mix that caters to diverse and multicultural

communities

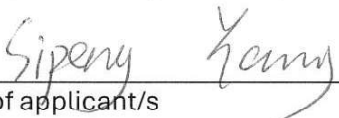
This experience provides **direct operational insight and capability** for the Perth location. The brand's existing procedures, including age verification, CCTV monitoring, product sourcing, and community engagement, will be implemented consistently at the Perth store.

By bringing this **established and compliant business model** to Western Australia, Lunar Mart aims to **contribute positively** to Perth's retail sector while upholding the **integrity and standards of the WA liquor industry**.

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.

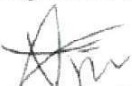
I acknowledge that under section 159 of the *Liquor Control Act 1988* it is an offence to provide false, misleading or incomplete information in this document.



Signature of applicant/s

18/08/2025

Date



Signature of applicant/s

15/08/2025

Date

Signature of applicant/s

Date

Signature of applicant/s

Date

