

Submission under Section 36B(4)

Liquor Control Act 1988 (WA)

Applicant Details

FM Cristinelli Pty Ltd
Rocky Gully General Store
9522 Muir Highway Rocky Gully WA 6397
Grant of Liquor Store Licence

1. Purpose of this Submission

This submission is provided in accordance with Section 36B(4) of the *Liquor Control Act 1988 (WA)* in support of the above application. It outlines how the grant of the proposed licence would be in the public interest, having regard to the objects of the Act, the characteristics and needs of the locality, and the likely social and community impacts.

2. Description of the Locality

Rocky Gully is a small regional locality within the Shire of Plantagenet, characterised by:

- A dispersed rural population with limited access to retail services;
- A reliance on neighbouring towns (such as Mount Barker a distance 65 km and Manjimup a distance of 100km) for essential goods;
- A strong agricultural base and growing interest in tourism and lifestyle visitation.

Currently, access to packaged liquor requires residents and visitors to travel significant distances. This results in inconvenience, increased travel costs, and reduced choice, particularly for older residents and those with limited transport options.

3. Community Need and Consumer Demand

Market research and informal community consultation indicate:

- No Packaged Liquor options in Rocky Gully
- Strong local support for a conveniently located, well-managed liquor outlet;
- Regular outflow of spending to surrounding towns due to the absence of local supply;
- Demand for a modest, community-focused range of beer, wine, and spirits, including local and WA-produced products.
- Strong reliance on private vehicles and long travel distance to obtain liquor.
- Demand from visitors and tourists travelling through or staying in the region.

The proposed premises is intended to meet existing demand rather than generate excessive or irresponsible consumption.

4. Public Interest Considerations

In accordance with Section 5 and Section 36B of the Act, the applicant submits that the proposal is in the public interest for the following reasons:

4.1 Harm Minimisation

The applicant is committed to responsible service of alcohol and will implement:

- Strict ID checking and refusal of service to intoxicated persons;
- Staff training in Responsible Service of Alcohol (RSA);
- Clear signage regarding responsible consumption;
- Refusal registers and incident logs where required.

The premises will operate limited and appropriate trading hours suited to the locality.

4.2 Health and Safety

By reducing the need for long-distance travel to purchase liquor, the proposal may:

- Lower drink-driving risks;
- Improve overall community safety;
- Reduce fatigue-related road incidents on regional roads.

4.3 Amenity of the Locality

The proposed premises:

- Is located within an appropriate zoning area;
- No on-site consumption;
- Will not involve late-night trading, amplified entertainment, or high-density patronage;
- Will include adequate parking and waste management arrangements.

As such, it is unlikely to adversely impact noise levels, traffic, or residential amenity.

5. Economic and Social Benefits

Granting the licence is expected to deliver tangible local benefits, including:

- Creation of local employment opportunities;
- Retention of spending within Rocky Gully;

- Support for local producers and suppliers;
- Enhanced service offering for visitors and tourists.

These benefits align with broader regional development objectives.

6. Impact on Existing Licensed Premises

The applicant submits that the proposed licence will not unduly impact existing licensed premises in nearby towns. Instead, it will service a distinct local catchment and provide convenience rather than compete directly with larger retail outlets.

7. Management and Compliance

The applicant has demonstrated:

- A sound understanding of obligations under the *Liquor Control Act 1988*;
- A commitment to ongoing compliance and cooperation with WA Police and the Department of Local Government, Sport and Cultural Industries;
- Capacity to operate the premises in a responsible and community-focused manner.

8. Conclusion

Having regard to the objects of the Act and the matters set out in Section 36B(4), the applicant submits that the grant of the proposed liquor licence:

- Serves the needs of the Rocky Gully community;
- Promotes responsible alcohol access;
- Provides economic and social benefits;
- Does not give rise to undue harm or adverse amenity impacts.

Accordingly, the applicant respectfully requests that the application be approved.

Signed: 

Name: Frank Cristinelli

Position: Director

16/12/2025