

Section 36B revision

Summary of Trade

Bridgetown Winery is seeking the grant of a Tavern Licence to establish the premises as a central cellar door and regional wine destination for the Blackwood Valley wine region.

The primary purpose of the business is to showcase and promote wines produced within the Blackwood Valley wine region and provide visitors with a central location from which they can discover the region's wineries, winemakers and grape growers.

The proposed manner of trade will principally consist of wine tastings, the sale of wine by the glass for consumption on the premises, and the sale of packaged wine for consumption off the premises.

The packaged liquor offering will be deliberately specialised and limited in nature. Bridgetown Winery does not intend to operate as a conventional bottle shop or general packaged liquor retailer. Packaged wine sales will be restricted to wines produced by Bridgetown Winery and other wine producers from within the Blackwood Valley wine region.

This model will allow smaller and geographically dispersed Blackwood Valley producers to have their wines represented through a central cellar door, including producers who do not operate their own permanent cellar door or whose premises may not be readily accessible to visitors.

A small and carefully selected range of locally produced Western Australian beer is also proposed for consumption on the premises. This offering will be secondary to the premises' principal focus on Blackwood Valley wine and is intended to provide a limited alternative for patrons who do not drink wine.

Bridgetown Winery's business model is therefore substantially different from that of the current liquor premises within the 12km radius. The premises will operate primarily as a wine tourism and regional-producer destination rather than as a general liquor retailer.

See below the packaged liquor outlets within the radius of 12 km:

6090083568 - The Cidery (Special Facility Licence) - 43 Gifford Road BRIDGETOWN WA 6255

6030089896 - Clovers Liquor Store - 20 Gifford Road (cnr of Steere Street) BRIDGETOWN WA 6255

6010010538 - The Freo Bridgetown (Hotel) - Hampton Street BRIDGETOWN WA 6255

6010009795 - Bridgetown Hotel (attached Liquor Barons) - Hampton Street BRIDGETOWN WA 6255

6020011874 - Scotts Tavern - Hampton Street BRIDGETOWN WA 6255

6040013474 - Bridgetown Golf Club Inc (Club) - Bill Baldock Drive BRIDGETOWN WA 6255

6040013466 - Bridgetown Bowling Club Inc (Club) - South Western Hwy BRIDGETOWN WA 6255

6040013458 - Bridgetown Club Inc (Club) - 21 Pioneer Street BRIDGETOWN WA 6255

The Tavern Licence will enable Bridgetown Winery to provide visitors with a complete cellar door experience: tasting Blackwood Valley wines, purchasing wine by the glass to enjoy at the premises, and purchasing bottles of wines they have discovered to take away.

The objective of the business is to act as a gateway to the Blackwood Valley wine region, encourage visitors to discover and visit other producers throughout the region, increase exposure for smaller local wine producers, and support the broader Blackwood Valley wine and tourism industries.

The proposed trade is founded on supporting local producers and showcasing the distinct wines and viticultural identity of the Blackwood Valley region.

Packaged Liquor Display Area

The total area of the premises proposed for the display of packaged liquor is approximately **18 square metres (18 m²)**. Photos of the area can be viewed in previous attachments.

Locality.

See photo below, there are no retail businesses of trade within 12kms of our premises.

