



# Activating Alfresco Webinar

30 March 2022



**The  
Activating  
Alfresco  
Rebate  
Program  
is now  
open!**



## Step 1 Apply for pre-approval

- Businesses must first register to confirm their eligibility.
- Only one rebate is available per eligible business/alfresco area.

## Step 2 Claim for eligible expenses

- Businesses that have successfully registered can claim their rebate.
- Claims must be made by 17 June 2022.
- The rebate will be provided as a one-off payment.



Have an active Australian Business Number (ABN)



Have incurred eligible expenses for establishing, expanding or improving an outdoor dining area



Be located in WA



Have a permit or approval to operate an outdoor dining area from the relevant local government valid for at least six months from 1 March 2022 and/or consent of the landowner



Be a food and beverage business, such as 'pub, tavern, bar or hotel' or 'restaurant and café'.



Have a minimum revenue of \$50,000 per annum (excluding GST) and an Australia-wide payroll cap of less than \$4 million.

# Fee-free permits for extended alfresco trading



For a **brand new** ETP alfresco area, licensees are invited to complete the Extended Trading Permit Alfresco Area COVID-19 application and email it, together with the plan for the requested area and relevant approvals to [liquorc19@dlgsc.wa.gov.au](mailto:liquorc19@dlgsc.wa.gov.au)

To extend an **existing** alfresco area, licensees are invited to complete the Form 11 – Notice of application to add, vary or cancel condition of licence or permit application and email it, together with the plan for the revised area and relevant approvals to [liquorc19@dlgsc.wa.gov.au](mailto:liquorc19@dlgsc.wa.gov.au)

<https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/liquor-applications>





# Activating the public realm





### 1. CLICKS AND MORTAR

#### Online Commerce Competitive Advantages

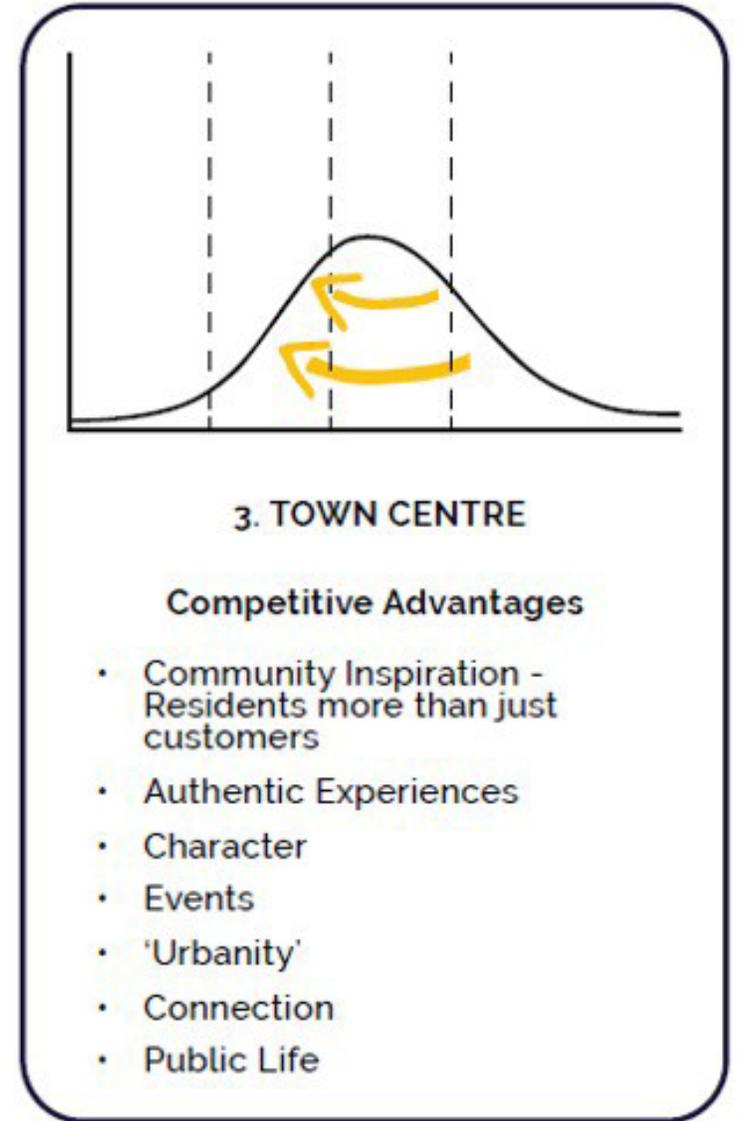
- Price
- Range
- Convenience



### 2. SHOPPING CENTRE

#### Competitive Advantages

- Management
- Safety
- Environment Control
- Cleanliness
- Parking
- Measurement
- Accessibility to suburbs



### 3. TOWN CENTRE

#### Competitive Advantages

- Community Inspiration - Residents more than just customers
- Authentic Experiences
- Character
- Events
- 'Urbanity'
- Connection
- Public Life



curry munchers  
MODERN INDIAN KITCHEN

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GELATO

EAGLE BAY  
BEER CO.

McS  
EST. 1988

GUSTO  
GELATO  
Specials  
BLACK FOREST  
A JAR OF  
WITH ASPIC  
CRISPY SAUCE

curry munchers  
TOMMY  
UNLIMITED TOP UPS  
CHICKEN





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BAR AND BITES

Bill's  
BAR AND BITES

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# Alfresco and Street Life



## Street Life?

*Great streets are the sum of thousands of small interactions every day. On their own each interaction is trivial but taken as a sum they are not trivial at all.*

*To not have these interactions in a public setting everyday confines us to private spaces and we become insular, wary of others, isolated.*

Public life is not only good for us its fundamental to our wellbeing.

Healthy streets are the theatres where public life plays out every day.



# Why is Street Life important?

- Knowledge exchange
- Monetary exchange
- Social connection
- The Third Place
- Local economy
- People attract more people
- Creative cultures attract investment



# What can Local Governments do?

- **Alfresco dining – free and online at the Town**
- Displaying goods on the street
- Street performers
- Events and closing streets
- Parklets and Eatlets
- Booking spaces





**WE'RE OPEN  
VIC PARK**

**#LOVEVICPARK**

**VICTORIAPARK.WA.GOV.AU**



City of Busselton  
*Geographe Bay*

# *Alfresco / outdoor dining*

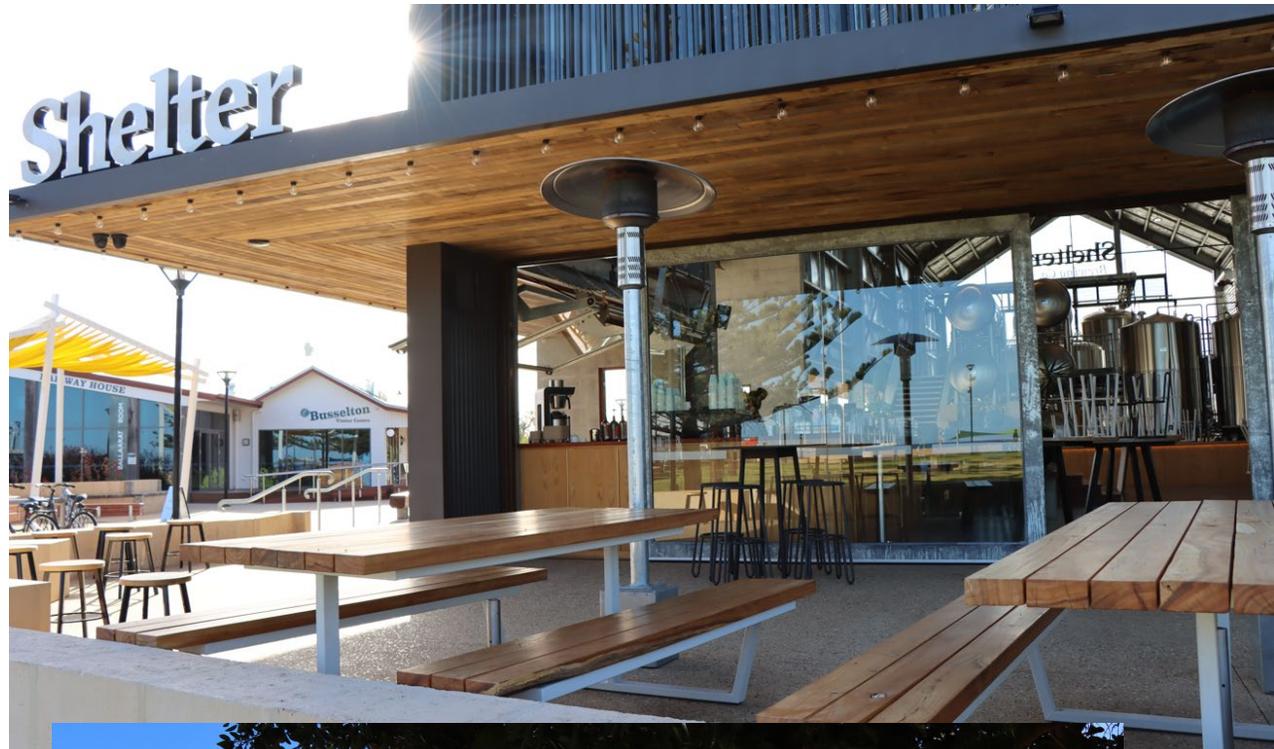
***30 March 2022***

We pay our respects to the Wadandi Bibulmun People, Traditional Custodians of this land.











# Further Details

## Activating Alfresco Rebate Program

Email: [LGresponse@dlgsc.wa.gov.au](mailto:LGresponse@dlgsc.wa.gov.au)

<https://www.dlgsc.wa.gov.au/funding/activating-alfresco-rebate-program>

## Fee free Extended Trading Permits

Email: [liquorc19@dlgsc.wa.gov.au](mailto:liquorc19@dlgsc.wa.gov.au)

<https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/liquor-applications>





Department of  
**Local Government, Sport  
and Cultural Industries**

**Thank you**

