

PUBLIC IMPACT ASSESSMENT

LONG POINT BREWING CO

PORT KENNEDY WESTERN AUSTRALIA



PREPARED BY:



LUNA
STRATEGIC CONSULTING

Property & Business

Particulars

License Type

Tavern License (Conditional Grant)

Applicant

Long Point Brewing Pty Ltd Trading as Long Point Brewing Co (The applicant)

Shane Wormall is a local resident and a highly successful businessman, serving as the Managing Director of the well-regarded firm Wormall Civil. His entrepreneurial spirit has driven the success of numerous start-up ventures across a vast array of industries.

Shane drives all of his business operations by his Acronym 'SARDA' (Safe – Agile – Responsible – Driven – Authentic). This encapsulates all the Wormall Civil and Associated Group entity company values and goals and underscores the very existence as a respected and responsible corporate group.

Deeply passionate about the Port Kennedy and Kennedy Bay area, Shane has long envisioned creating an iconic, high-class hospitality venue that would serve as a major attraction for both locals and tourists alike.

Shane's love for the ocean is rooted in his childhood, having grown up on the shores of Kennedy Bay. This personal connection to the area has fuelled his ambition to develop a world-class microbrewery, restaurant, and function space that aims to make Port Kennedy and Western Australia proud.

His commitment to excellence led him to travel extensively across the country and the globe, conducting thorough research to ensure the venue, location, and product are perfectly suited to the unique charm of the region.

The significant investment into the research, development, project team and expertise, underscores his commitment to delivering a world class venue and iconic tourist destination.



Premises Address

Lot 1 Sea Beach Way, Port Kennedy WA 6172. (No street address provided as yet due to new subdivision development)

Locality

Port Kennedy

Local Authority

City of Rockingham

Development Approval Date:

Proposed Tavern, Brewery & Short Stay Accommodation - 8th August 2024

The PIA

This Public Impact Assessment (PIA) has been prepared in accordance with Section 68 of the Liquor Control Act¹ and Form 2A.

The PIA has been created in close consultation with Director Shane Wormall, who has verified its contents and commitments to the responsible serving of alcohol and positive responsibility to the community.

In accordance with section 38 of the Act, ***“the licensing authority is required to assess whether the granting of an application is in the public interest.”***² This PIA sets out to achieve those principles.

A survey with 85 respondents has participated in the consultation process with overwhelming positive support of the proposed Venue and applicant.

¹ <https://www.dlgsc.wa.gov.au/department/publications/publication/public-interest-assessment-policy>

² <https://www.dlgsc.wa.gov.au/department/publications/publication/public-interest-assessment-policy>



Table of Contents

Particulars.....	1
1. Executive Summary.....	5
2. Venue Overview.....	7
3. Manner of trade.....	8
4. Target Market.....	10
The Venue.....	11
Images & Plans	11
Microbrewery & Gin Still	12
Security	14
Entry	15
Identification	15
Engagement – Stakeholders.....	16
Liquor Enforcement Unit (LEU)	16
Racing Gaming Liquor (RGL)	16
Health Department	16
Local Government	16
Liquor Accord	16
Sample Menu – Food & Beverage.....	17
Locality.....	18
Port Kennedy Locality – Snapshot	21
Distances to Licensed Venues within Locality by Road	23
Impact on Amenity.....	25
Housing within locality & Target Market Alignment	27
Local Planning & Policy for Kennedy Bay	30
Locality Profile - Rockingham	32
Residents place of work	32
Population Forecast	34
Public Transport	35
Parking	36
Public Interest.....	37
Legislative Framework.....	38
Section 5 of the Liquor Control Act	38
Impact on Tourism	39
City of Rockingham Tourism Strategy 2019-2024	39



(Report May 2019)	39
Section 38 (4)	43
Survey Responses – Tourism	45
Harm or Ill Health Sec 38 (4) (a).....	46
Contribution to harm	47
Survey Response – Harm Ill Health	49
National Alcohol Strategy & National Survey	50
Venue Risk Profile - Crime	54
Indigenous & Communities	56
Family & Household Demographic	57
Cultural Communities within the locality	58
Risk groups within the locality	59
Institutions, Community Groups, Schools / Childcare within Locality	59
Responsible Service Protocols	60
Survey Response – Cultural & Community Groups	60
Dress Standards	61
Section 36 (B) – Packaged Liquor	62
Location & Road Network	64
Section 36B of the Act	65
Proposed Retail Floor Plan – Takeaway Area	69
Survey - Takeaway	70
Proposed Licensed Area (Red Line).....	72
Questionnaire Section	73
Advertising	73
Letters of Support.....	73
Conclusion.....	74
Appendix List.....	76



1. Executive Summary

- The applicant seeking a Tavern License for the premises to be known as Long Point Brewing Co.
- The applicant is seeking to establish an upmarket “Destination Venue” that caters for the local community and tourists alike.
- The proposed venue location sits within a newly created residential and commercial subdivision.
- The site location is zoned for tavern use by the local council and its support of the approved use by way of an approved Development Application for a tavern is provided.
- The proposed venue will be world class and market leading in its design, fitout and offering.
- The proposed venue will have a strong emphasis on quality food, in house Microbrewed Beer, Cider and Ginger Beer as well as a Gin Still (Not in initial stage). It will also serve other premium products (Wine & Spirits) as well as a range of low alcohol and non-alcohol options.
- Prior to the Main venue 10.00am opening time, part of the venue “The Kiosk” will serve morning tea, coffee and juices as well as light breakfast snacks. No alcohol will be served or consumed on the premises prior to this time and as part of this operation.
- Its location and proximity to the coastline and proposed public jetty will ensure the Venue will be a hospitality and tourism destination as well as an alternate premium event and function space for the locality.
- As part of the offering, the applicant wishes to sell mainly its own produced Beer, Cider, Ginger Beer and Gin from a small dedicated sales area in a “cellar door - retail” style operation.
- The intention is to use the small retail takeaway area for predominately sales of in house produced liquor products, however a demand to service the newly developed residential and commercial area with take away sales of non-produced liquor has been identified and will be catered for.
- There is currently no service for this amenity and immediate catchment need, as the development is a new subdivision and the proposed development will be one of the pioneer commercial developments in the locality and “first to market”.



- The applicant will “take a common-sense approach to the submission, where applicable³”, after liaising with the relevant key stakeholders and interest groups in the community. Careful consideration in the concept, planning and designing the venue has occurred and been implemented.
- Section 38 (4) of the Liquor Control Act States “the matters the licensing authority may have regard to in determining whether granting an application is in the public interest include ... any effect the granting of the application might have in relation to tourism, or community or cultural matters”⁴. This PIA will set out the benefit of local residents and tourism to the local community and the positive impact it will have to the intended use for the locality.
- The applicant seeks address Sections 5, 33, 36B and 38 of the Liquor Control Act in preparation of this PIA.
- The subject site is located within the Western Australian Region Scheme – Metropolitan Map Area. As the location is more than 15km from the City, a 3km radius has been used for locality.
- The grant of the Tavern License is in the Public interest as indicated by 100% of survey respondents supporting the application.
- The grant for packaged liquor sales is supported by 98.82% of survey respondents
- The establishment of Long Point Brewing Co will contribute positively to local employment opportunities by creating full-time and part-time roles in hospitality, tourism, and related industries. Additionally, the venue will create business partnering opportunities for local producers through strategic relationships.
- The design and operation of Long Point Brewing Co incorporates sustainable environmental practices, including the use of efficient energy systems, responsible waste management, and environmentally conscious resource use.
- The applicant has worked closely with local council and community engagement to ensure that the venue aligns with both local expectations and regional development goals.
- The establishment will provide a family-friendly, inclusive space for local residents and visitors, offering quality dining options, unique local brews, and diverse cultural experiences.
- Letters of support of the development have been provided as part of this PIA

³ <https://www.dlgsc.wa.gov.au/department/publications/publication/public-interest-assessment-policy>

⁴https://www.legislation.wa.gov.au/legislation/statutes.nsf/main_mrtitle_546_homepage.html



2. Venue Overview

Long Point Brewing is a proposed independent boutique craft brewery-restaurant-function venue with an occupancy up to 500 persons, located on the iconic Port Kennedy foreshore in the new master planned Kennedy Bay development.

Split over two levels, the brewhouse, restaurant and beer garden total ~1,231sqm in size. The dedicated 1st floor function space, with its sweeping views of the coastline and proximity to the beach will be popular with the community and corporates for small, medium and large events (up to 120 persons seated, measuring ~460sqm in size).

Long Point Brewing is dedicated to producing exceptional handcrafted beers that celebrate Indian Ocean sunsets, showcase local produce and embody the spirit of the local community.

Long Point Brewing (LPB) distinguishes itself through its commitment to brewing excellence and innovation. It aims to pride itself on crafting high-quality beers that showcase a harmonious blend of traditional brewing techniques and inventive flavours. Long Point will specialise in a core range of approachable beers brewed in-house and a rotating list of seasonal more experimental beers to provide a sense of adventure and change (i.e. keep kettle sours and barrel-aged wild ales).

The brewery maintains a distinct point of difference to other brewpubs in WA with an iconic location, broad appeal to the target demographic and strong lean toward sustainable practices.

The open and laid-back ambience will appeal to a diverse range of patrons. The brand position will emphasise quality and locally produced products with meals prepared under the supervision of a head chef and executed by an experienced and well trained team.

The business model concept offers the Port Kennedy/Rockingham/Peel local clientele and wider Perth Region a safe space to enjoy a range of house-brewed beverages and short-order menu meals with a focus on rewarding grilled proteins and fresh greens. The food menu will, where possible, cater to gluten/allergies/intolerances and offers a variety of vegetarian options.

Long Point Brewing Co will open for trading (anticipated) in March 2026.



3. Manner of trade

- The intended Liquor License Type for this PIA and application is a Tavern License
- Long Point Brewery is proposed to be a modern, well-appointed venue that will encourage responsible dining, drinking, socialising and events.
- The ambience provided will encourage a family friendly safe, relaxed environment catering to a sophisticated and passive consumer.
- The Venue will be defined by 4 main areas:
 - Restaurant/Dining
 - Alfresco/Beer Garden
 - Function Area
 - Cellar Door/Takeaway sales area
- The applicant will be installing a Microbrewery and Gin Still (not in initial stage) at significant cost to produce high quality locally made Beer and Gin not readily available in the area.
- These products will also be made available for Take-away in a small dedicated Retail Area (Marked on Map below in this PIA)
- Externally produced alcoholic beverages will also be made available for patrons and is important part of our business plan and appeal to a broader market.
- Externally procured beverages will be carefully chosen and of a premium nature. Wine will be chosen regionally and selected to reflect the menu offering and paired to complement food offerings.
- Non-alcoholic beverages and free water will be made available at all times.
- The internal restaurant/dining area will provide approximately 142 seats; however, it will not be an obligation for patrons to consume alcohol whilst seated.
- The external beer garden is provisioned for accommodating approximately 185 seated patrons (pending final furniture style and layout)
- There will be a proposed Event/Function room upstairs in the venue that can host up to 120 people at one time (seated).
- The venue will have a beer garden alfresco area, serviced by a dedicated bar and café
- Food will be available at all times to a maximum of 1 hour prior to closing time, however only a smaller or limited menu may be available during later evening times pending demand.



- Hours of Trade will be proposed to be as per RGL guidelines for a Tavern License⁵

Day	Open	Close	General conditions
Monday to Saturday	6.00am	12 midnight	
Sunday	10.00am	12 midnight	
New Year's Eve (Monday to Saturday)	6.00am	2.00am New Year's Day	
New Year's Eve (Sunday)	10.00am	2.00am New Year's Day	
Good Friday	12.00 noon	10.00pm	Ancillary to a meal only
Christmas Day	12.00 noon	10.00pm	Ancillary to a meal only
ANZAC Day	12.00 noon	12 midnight	

- The applicant understands the hours of operation allowed as part of the LCA, however will likely limit hours as per demand within those allowed by RGL.
- The applicant does not wish to alter the trading hours allowed under a Tavern License, however respectfully requests to trade out of the external Beer Garden Area from the “Kiosk” on mornings prior to 10.00am. It is important to note that alcoholic beverages **will not be** provided for out of this area outside of tavern trading times.
- Kiosk 7.00am – 10.00am proposed sample menu items:
 - Coffee
 - Tea
 - Juices
 - Cakes
 - Biscuits
 - Breakfast Wraps
- The offerings available outside of normal Tavern trading times will be designed for takeaway food and non-alcohol sales, however the applicant will provide the alfresco area for convenience for consumption and seating if required for patrons.
- Events and functions are proposed to be held at the Venue. Dedicated events packages and offerings will be provided in the dedicated function spaces.
- The majority of all events/functions will be held in the dedicated Function Space on the First floor. The applicant anticipates a target market for (not limited to) Weddings, Birthdays, Anniversaries and Corporate events for this space.
- Capacity for these functions will be 170 pax (Cocktail and approx. 120 Seated) with patrons kept in a separate area with dedicated function toilets and amenity as to not impact normal venue operations and ambience.

⁵ <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/liquor-licensing/license-types-and-trading-hours#hotel>



4. Target Market

- The target market for the proposed venue will be discerning customer base who enjoy good quality food, beverage ambience and atmosphere.
- Residents and Business workers within the newly formed Kennedy Bay Estate and Commercial/Retail Precinct.
- Residents living within the locality of Port Kennedy and City of Rockingham.
- Tourists and visitors to Port Kennedy and Kennedy Bay.
- Weddings, Corporate and Social Events.
- Guests for functions and events.
- Workers within the locality and LGA of City of Rockingham.
- Families and groups of friends who enjoy relaxed environment and coastal feeling.
- Customers who enjoy handcrafted products and other products not readily available in the current market.
- LPB understands that families will have juveniles accompanying them, however it will be enforced that they must always be accompanied by an adult and all staff will be trained (along with appropriate signage) to perform identity checks and enforce this condition at all times.



The Venue

Images & Plans

- Architectural Plans, Imagery and floor layouts are all attached as **Appendix A** to this report labelled **“Architectural Drawing Package”**.
Note: Short Stay accomodation on plans will not be constructed in short term or part of the initital proposed development.

- Below is a sample to highlight space, ambience, fitout quality, dining style and place setting for the purpose of viewing this PIA.



Microbrewery & Gin Still

LPB will be making a significant investment into its Brewhouse and Gin Still (Not in initial stage). The investment underscores the commitment to a high end product befitting the venue and its location.

In the whole, the craft beer industry in Australia has been going from strength to strength over the past five plus years, as microbreweries capture an increasing portion of the overall beer market.

The following key observations are made in the State of Craft Beer in Australia 2022 report,⁶

- 17.7% growth in total craft beer revenue from 2019 to 2020
- 14.1% increase in share of total beer revenue
- Small (non-major) brewers account for 1,240 jobs in manufacturing and 1,150 jobs in retail and venues

The Microbrewery will be supplied by Brewtique and has been carefully considered and designed.

The applicant intends to brew premium popular lager styles as well as bespoke seasonal beers to readily available in the market.

A core range of 10 beers will be accompanied by 4 seasonal beers which will display diversity in flavour, characteristics and alcoholic strength.

The applicant has identified a strong demand for handcrafted beers and spirits.

A recent study by Deloitte – “Craft Beer Bucking the Trend in Australia”⁷ has identified a need and demand for craft beer and its importance in the changing beer consumption landscape within Australia.

Despite the decline in the popularity of beer drinking in Australia, the Australian craft beer market is flourishing. Changing consumer tastes, and the shift from quantity to quality have seen the craft beer movement flourish.

Chief Executive of the Australian Craft Beer Association Chris McNamara has identified that craft beer makers are targeting a different demographic than traditional beer drinkers, commenting that 'going out and drinking a lot of beer is generally not a part of what the industry is selling...it's all about drinking for flavour and drinking local.

Long Point Brewing Co proposes to be a destination venue that will attract visitors seeking a quality hospitality experience. The business plan is centred around attracting a demographic that enjoys quality food and beer in a relaxed comfortable safe environment.

⁶ <https://thedrop.com.au/the-state-of-craft-beer-in-australia-2022/>

⁷ <https://www.deloitte.com/au/en/Industries/consumer-products/perspectives/craft-beer-bucking-the-trend-in-australia.html>



The style of beer will match the ambience and style of venue. Its coastal and relaxed location will allow for styles of beer that suit the target market.

The study further explains...

Consumers want to experience 'locally' made produce and, by and large, craft beer entrepreneurs through their passion for the product and local ingredients, develop a strong link through their produce, marketing, and sense of place. With their local focus, craft breweries are fostering the development of job creation and further the establishment of small businesses in the region.

Long Point Brewing Co is committed to producing locally made quality beer sourcing local ingredients where possible. The applicant seeks to provide a venue and beer style that becomes synonymous with the locality.

By producing beer locally, the applicant is able to provide additional jobs in brewing, delivery and marketing.

Investment into packaging, design, ingredients and venues will help support local industries and businesses in providing the product for the consumer.



Security

- The target market of families, friends, females and discerning customers is such that security will not be required at any stage during operational hours.
- The applicant however is aware of the potential requirement for security at the venue for functions or late evenings on weekends if it is required or necessary. It is mindful that security may be required for these selected times.
- The applicant warrants that it will monitor during these times, trading conditions, incidents, complaints, feedback from customers and community, to always endeavour to provide a safe friendly welcoming environment at all times at the venue.
- The function space is designed for corporates and weddings which include family and friends whilst being carefully designed to be open and separate from the main dining and alfresco areas, however its operation will be monitored at all times with strict adherence to in management plans, house policies and operational procedures.
- The venue layout with large dining area and seating plan does not encourage large areas for groups to gather and “mingle” to drink with specialised designed areas and “zones” within the venue providing break out areas. This has been a purposely thought out design and operational feature.
- The dining area, where the main bar is located is planned to accommodate 142 seats within 265m² (approx.) internally and 185 seats throughout 250m² (approx.) external (alfresco style).
- The venue is a food focused venue and varied seating options throughout the venue promote this style of enjoyment and ambience.
- The venue will be well lit at night and very open in its operation and feel. Careful lighting design and plan has been implemented by independent consultants to not create “dark” areas or areas that lack visibility.
- The applicant will continuously review its security policy and procedures to ensure it provides a safe, welcoming environment for all patrons at all times.



Entry

- A person will be refused entry to the licensed premises or service inside the licensed premises if they:
 - Appear to be drunk;
 - Behave in an offensive manner;
 - Are under 18 years of age (without accompanied by an adult);
 - Do not comply with dress standards clearly displayed at the entrances of the venue;
 - Are a person who is known to be troublesome or disorderly

Identification

The following documents are the only forms of identification that can be accepted by the applicant when requested:

- A current Australian driver's licence with a photograph.
- A current passport.
- A current Australian learner's driver permit with photograph.
- WA Proof of Age Card (note new cards ceased being issued on 1/1/2015).
- Proof of Age card or equivalent issued in an Australian state or territory.
- A current WA Photo Card.
- A current NSW Photo Card.
- A Photo Card issued by any Australian state or territory similar to the NSW/WA Photo Card.
- A hard copy of the Keypass card issued by Australia Post.



Engagement – Stakeholders

Liquor Enforcement Unit (LEU)

A meeting with Liquor Enforcement Unit (LEU) occurred as part of the consultation process. The applicant respects that the LEU will consider the application in due course in its entirety. Feedback from the meeting was considered and implemented in this application, however the applicant understands the support or feedback from the meeting for the application did not constitute an approval of any kind.

Racing Gaming Liquor (RGL)

A meeting with Racing Gaming and Liquor (RGL) occurred as part of the consultation process. The applicant respects that RGL will consider the application in due course in its entirety. Feedback from the meeting was considered and implemented in this application, however the applicant understands the support or feedback from the meeting for the application did not constitute an approval of any kind.

Health Department

The applicant understands the application will be reviewed in its entirety in due course and provide feedback or intervention as required.

Local Government

The Local Government has been consulted in respect of this application. As part of the greater Development plan for the locality, this site was specifically chosen by the City of Rockingham for Tavern Use as per attached Development Approval **(Appendix B)**

Liquor Accord

The applicant ensures that as licensee a representative responsible for managing and operating the venue joins the relevant Liquor Accord. As a business, the applicant recognises its responsibility in delivering the business and operational plan with due respect to its impact to the local community.

All pillars of the Liquor accord have been considered in this application and business planning:

- reducing of anti-social behaviour in and around licensed premises
- reducing alcohol-related violence, ill-health and other harm
- increasing the responsible service of alcohol
- educating licensees, club operators, managers and staff in regard to their legislative obligations
- reducing alcohol-related road trauma
- facilitating and maintaining positive communication between stakeholders
- enhancing community cooperation and understanding of the various roles and resources of government agencies
- enhancing community engagement in various controls and strategies that affect their community
- improving local amenity through the development of proactive and effective responses to local issues.



Sample Menu – Food & Beverage

See **Appendix C** for Sample Menu Items



Locality

- Section 36(4)(b)⁸ of the Liquor Control Act states:

Without limiting subsection (2), the matters the licensing authority may have regard to in determining whether granting an application is in the public interest include —

(b) whether the amenity, quiet or good order of the locality in which the licensed premises or proposed licensed premises are, or are to be, situated might in some manner be lessened;

The term 'locality' in this instance refers to the area surrounding the proposed licensed premises. *This locality will be the area most likely to be affected by the granting of an application in relation to amenity issues*⁹.

- Locality can be defined as the area surrounding the licensed premises or proposed licensed premises, which is most likely to be impacted by an application if granted.
- The Liquor Commission, in the BWS Kelmscott decision (LC 32/2022, dated 31/8/22) provided further guidance, stating¹⁰;

The term 'locality' in section 36B(4) connotes the concept of neighbourhood, and denotes an area that surrounds, and is geographically close to, the location of the proposed premises, rather than the area(s) from which consumers would come, and to which the retail catchment area can be a relevant consideration (Liquorland [181], [182], [188]).

also described... *that the shape and size of a locality **may be influenced by topographical features** (including man-made features such as roads) and the areas from which the proposed site could be accessed reasonably easily on foot or push-bike. If there is a community in the area of the proposed site, the geographical spread of that community may also influence the shape and size of the locality (Liquorland [185]).*"

⁸https://www.legislation.wa.gov.au/legislation/statutes.nsf/main_mrtitle_546_homepage.html

⁹ <https://www.dlgsc.wa.gov.au/department/publications/publication/public-interest-assessment-policy#>

¹⁰ https://www.dlgsc.wa.gov.au/docs/default-source/racing-gaming-and-liquor/liquor/liquor-commission/liquor-decisions/lc-32-2022---endeavour-group-limited-v-commissioner-of-police-others---determination.pdf?sfvrsn=7482e384_0



Port Kennedy is located approximately 55 kilometres from the Perth CBD. For the basis of this PIA, a 3km Radius has been adopted by the applicant.

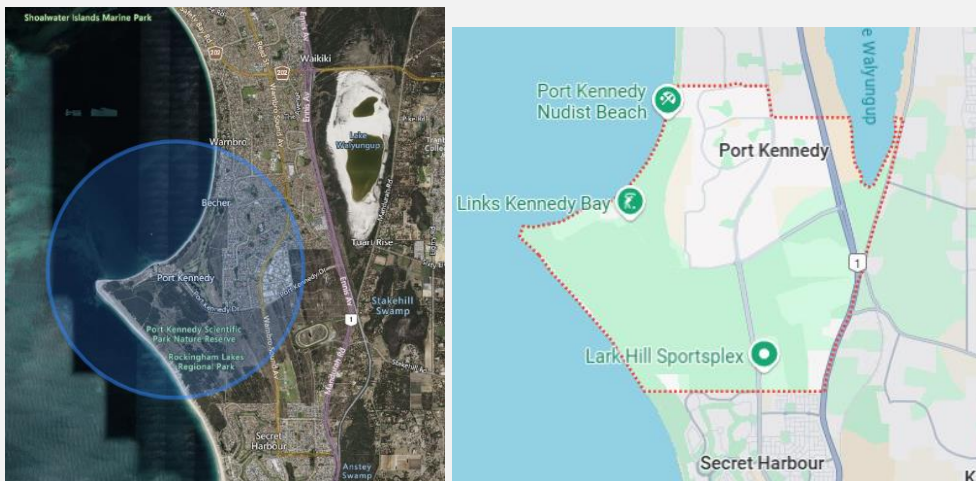
Natural barriers to the proposed premises include:

- Ocean to the West & North
- Scientific Park (Heritage Listed Bushland Forever outlined further in this PIA)
- Kennedy Bay Links Golf Course to the East

It is important to note, that new community will be developed within these barriers for which the proposed venue will cater to the community needs.

For the Purpose of this PIA, Port Kennedy, Western Australia has been identified, however the immediate locality will be the newly developed Kennedy Bay.

- Locality Map¹¹

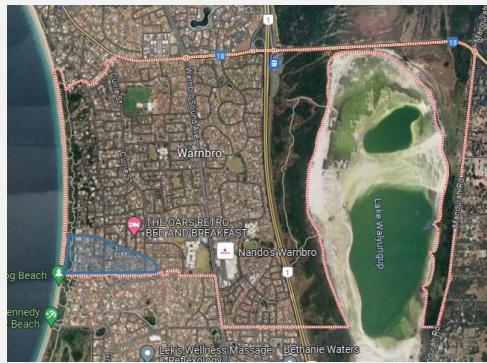


- The Locality identified is: Port Kennedy, Western Australia

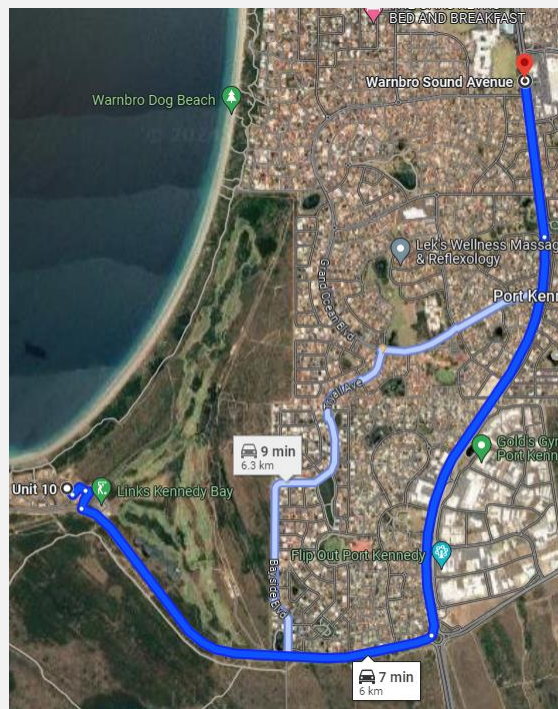
¹¹ <https://www.mapdevelopers.com/draw-circle-tool.php>



Locality of Warnbro



- A very small portion of the 3km captures the locality of Warnbro (Highlighted in blue above). The impacted area does not contain any competing liquor licenses, community groups or retail centres and represents a very small section of the Warnbro locality.
- There is no direct access to Warnbro from the Venue as it is blocked off by the Kennedy Bay Links Golf Course. The nearest point to Warnbro from the proposed Venue is 6.0km by car as indicated in the map below



- For the purpose of this PIA, reasons stated including natural barrier, road barrier and geographical location, with reference to the abovementioned Liquor Commission, in the BWS Kelmscott decision (LC 32/2022, dated 31/8/22), Warnbro has not been included as an impacted locality in this PIA.



Port Kennedy Locality – Snapshot

A vast proportion of Port Kennedy (along with residents) is made up natural features bring ocean, Kennedy Links Golf Course, General Bushland and Port Kennedy Scientific Park, which was adopted on the State Heritage Listing on March 2008 and will remain as such;

This park was established in 1971 by the state government in acknowledgement of the diminishing coastal plain in the region from the encroaching industrial and residential expansion in the 1960s. The Park has been reserved for the purpose of conservation of flora and fauna.

Scientific research, science education and low impact recreation are undertaken in the park. It has been designated as a bush forever site by the Urban Bushland Council of WA Inc.

Port Kennedy Scientific Park is also included within the Becher Point Wetlands which was designated as a Ramsar Wetland in 2001. The Ramsar Convention is an international treaty for the conservation and sustainable use of wetlands. It is also known as the Convention on Wetlands. It is named after the city of Ramsar in Iran, where the Convention was signed in 1971.

The place has aesthetic value as a large reserve of native bushland in a relatively unchanged condition that demonstrates the landform, fauna and flora prior to settlement.

The place has social value for the many people who use the place for passive recreation.

The place has research value for its potential to reveal information relevant to the environment, fauna and flora of the region.¹²

The venue will be located in a newly formed housing estate that will comprise of Residential and Commercial lots being released within close proximity to the proposed premises, as part of the Kennedy Bay development.

This further highlights a need to service a growing community and immediate catchment.

The proposed venue will be located in the newly proposed commercial/retail district of the new subdivision planned for the area.

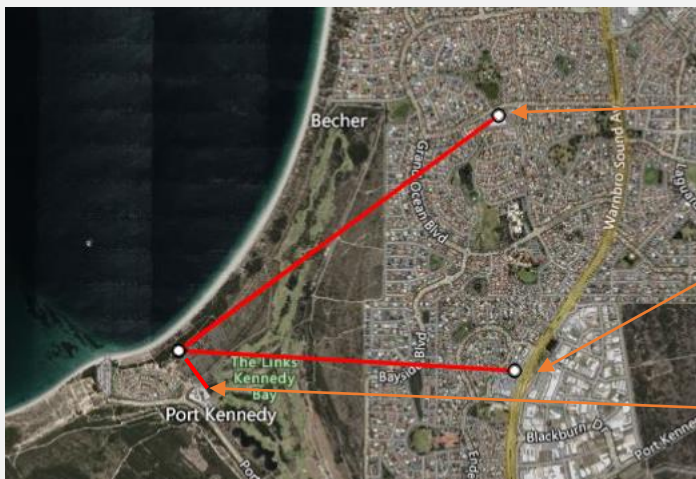
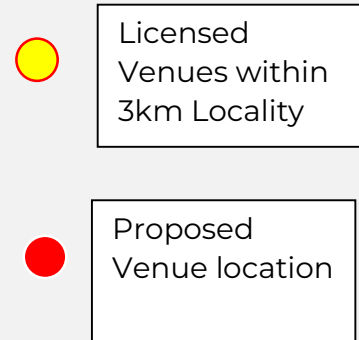
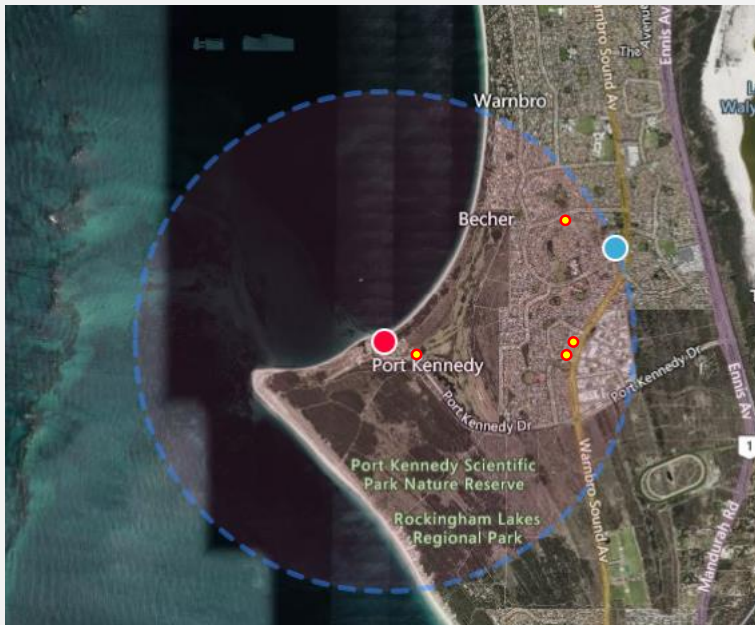
The desired planning and statutory use for the site for the proposed venue will be covered further in this PIA document however Development Approval was granted for a Tavern for this lot, highlighting the support, intended use and need for a tavern within this locality.

¹² <http://inherit.stateheritage.wa.gov.au/Public/Inventory/Details/6943466d-244e-466c-852d-60728372bfd3>



Locality - Licensed Premises

- Port Kennedy – License Search within 3km radius.¹³



- There are 4 licenses located within the 3km radius of the proposed premises

¹³<https://portal.dlgsc.wa.gov.au/licencesearch?status=Current&suburb=PORT+KENNEDY&group=Liquor+Premises>



Distances to Licensed Venues within Locality by Road

The applicant has identified all licenses within the Port Kennedy Locality from an online RGL license search.

For the purpose context due to remote location and proximity to golf course and nature reserve, distances to other licensed venues via roads have been provided.

It is important to note that the proposed venue is only accessible by a single road (Port Kennedy Drive) which is an “outer road” to the Golf course.

There is no convenient quick access to other licensed venues from the proposed venue.

License Ref	License Type	Premises Name	Licensee Name	Status	Decision	Suburb	Postcode	Address	Approx Distance (By Road) from Proposed Premises
6020035816	LIQ-Tavern	Port Kennedy Tavern	Alpine Court Pty Ltd	Current	Granted	PORT KENNEDY	6172	379 WARNBRO SOUND AVENUE PORT KENNEDY WA 6172	3.4km
6030079491	LIQ-Liquor Store	Liquorland Port Kennedy	Liquorland (Australia) Pty Ltd	Current	Granted	PORT KENNEDY	6172	55 Clar Shopping Centre Cnr Chelmsford Ave & La Manche Ave St Clair Estate PORT KENNEDY WA 6172	5.9km
6030134016	LIQ-Liquor Store	Cellarbrations Port Kennedy	Lima Lima Pty Ltd	Current	Granted	PORT KENNEDY	6172	397 Warnbro Sound Avenue PORT KENNEDY WA 6172	3.4km
6040093419	LIQ-Club	Port Kennedy RSL Sub-Branch Inc	Port Kennedy RSL Sub-Branch Inc	Current	Granted	PORT KENNEDY	6172	Lot 139 Paxton Way PORT KENNEDY WA 6172	4.6km
6190094078	LIQ-Club Restricted	Rockingham City & Districts Softball Assn Inc	Rockingham City & Districts Softball Assn Inc	Current	Granted	PORT KENNEDY	6172	Lark Hill Sportsplex Complex B 103 Sportsplex Parkway PORT KENNEDY WA 6172	4.6km
6190122011	LIQ-Club Restricted	Rockingham Coastal Sharks Rugby League & Sporting Club Inc	Rockingham Coastal Sharks Rugby League & Sporting Club Inc	Current	Granted	PORT KENNEDY	6172	Lark Hill Sportsplex Lot 101- 104 Sportsplex Parkway PORT KENNEDY WA 6172	4.7km
6190125170	LIQ-Club Restricted	Rockingham Mandurah District Cricket Club	Rockingham Mandurah District Cricket Club Inc	Current	Granted	PORT KENNEDY	6172	Lot 103 Sportsplex Parkway PORT KENNEDY WA 6172	5.1km
6190129990	LIQ-Club Restricted	Rockingham City FC Inc	Rockingham City FC Inc	Current	Granted	PORT KENNEDY	6172	Building "A" Lark Hill Sportsplex Warnbro Sound Avenue PORT KENNEDY WA 6172	5.1km
6380080689	LIQ-Tavern Restricted	The Links Kennedy Bay Golf	Clublinks Management Pty Ltd	Current	Granted	PORT KENNEDY	6172	Kennedy Bay Key PORT KENNEDY WA 6172	0.5km
6.09216E+11	LIQ-Special Facility Licence	Port Kennedy Indoor Beach Volleyball	PK Indoor Beach Volleyball Pty Ltd	Current	Granted	PORT KENNEDY	6172	15 Paxton Way PORT KENNEDY WA 6172	4.3km
6.16213E+11	LIQ-Wholesaler's	WK Boutique Beverages	Asha Tanielle Meyerhoff	Current	Granted	PORT KENNEDY	6172	1 Beardesley Street PORT KENNEDY WA 6172	4.2km
6.19219E+11	LIQ-Club Restricted	Rockingham Cambio Cumbre	Rockingham Cambio Cumbre Futsal Club Incorporated	Current	Granted	PORT KENNEDY	6172	18 Seltaire Way PORT KENNEDY WA 6172	3.4km

- A search of liquor licenses within the locality of Port Kennedy has identified 12 current licenses.
- Of the 12 Licenses within the locality, only 2 licenses are Tavern or Tavern Restricted (6020035816 & 6380080689). Of these 2 licenses, only 1 – highlighted green (Tavern Restricted) is located within a 3km radius.
- The Single Tavern license detailed above – Restricted License, within the 3km locality is located at The Links Kennedy Bay Golf Club (250 mtrs), a very different and distinct target market and style of venue to what the applicant is proposing.
- This liquor license described above is registered to Clublinks Management Pty Ltd, a facilities management company based out of Victoria that specialises in management of Golf Courses.¹⁴

¹⁴ <https://clublinks.com.au/contact/>



- A letter of support for the application of a Tavern License from Clublinks Management Pty Ltd is provided as annexure to this PIA.
- 2 Liquor Store Licenses have been identified, being Cellarbrations and Liquorland, both significantly different operation to the applicant's proposal. Both licenses service the local community with convenient amenity linked to commercial precincts/shopping centres serving generic products and mainstream offerings.
- The current takeaway liquor offerings are located on main roads where passing traffic can access them.
- The current applicant is proposed for a new commercial and retail precinct and servicing a newly developed residential area with no direct access to a major road or passing traffic.
- The focus of Long Point Brewing Co is not for takeaway packaged liquor sales and is only a very small part of the business operation.



Impact on Amenity

The location of the proposed venue is a new subdivision named Kennedy Bay.

The Local Design Guidelines for the commercial precinct has identified “Tavern” as its preferred use

The new residential subdivision is for a proposed 900 houses and a commercial amenity is required to service the subdivision needs.

The commercial precinct is proposed to be made up of the following uses:

- Tavern (**Applicant Subject Proposed Site**)
- Mixed Use (residential & Business)
- Short Stay Accommodation
- Food & Beverage
- Small Business
- General Retail & Commercial
- Convenience



The proposed site has been designed with with the 10 Principles Design Report and submitted for Development Approval with these design guidelines in mind as per State Planning Policy 7¹⁵

¹⁵ https://www.wa.gov.au/system/files/2021-06/SPP-7-0-Design-of-the-Built-Environment_0.pdf



The 10 Guidelines Implemented in the Design

- 1) Context & Character
- 2) Landscape Quality
- 3) Built Form & Scale
- 4) Functionality & Build Quality
- 5) Sustainability
- 6) Amenity
- 7) Legibility
- 8) Safety
- 9) Community
- 10) Aesthetics

Further detailed information on the Design and impact on locality can be found in **Appendix A**

The proposed development is in line with all design guidelines and local authority land use intentions for the area.

The Tavern site is seen as integral to the precinct and also the success of the foreshore development, parkways, playgrounds, jetty and residential subdivision.

The proposed residential subdivision as per Leasing Opportunities Document attached (**Appendix E**) details a proposed 900 residential lot development for the immediate locality. These residents require basic commercial and retail amenity to support their lifestyle.

An ability to provide take home liquor as well as a retail tavern environment adds to both not only the value and attraction of the lots but also to neighbouring retail precinct as a commercial hub.



Housing within locality & Target Market Alignment

As Kennedy Bay is a new subdivision, it is important to consider land prices and type of demographic within the immediate target market as well as Port Kennedy (existing) as a locality.

There is a proposal for 900 new residential lots that need to be serviced in the future within the direct development catchment area.

Below is a price list of land and House & Land package for the new subdivision for which the proposed venue will be located¹⁶

price list									
land only									
CAPRI RELEASE									
CURRENT AT 4 SEPTEMBER 2023									
Lot/Address	Size (m2)	Frontage	Depth	Titles Due	Bal	Status	Lot Price	R Code	
Lot 33 Maritime Terrace	255m ²	8.5m	30m	Titled		Available	\$239,000	RMD30	
Lot 34 Maritime Terrace	255m ²	8.5m	30m	Titled		Available	\$239,000	RMD30	
Lot 41 Tidal Drive	375m ²	12.5m	30m	Titled	12.5	On Hold	\$322,000	RMD25	
Lot 48 Tidal Drive	434m ²	12.3m	30.7m	Titled	12.5	Available	\$348,000	RMD30	
FERN RELEASE - NEW RELEASE!									
CURRENT AT 4 SEPTEMBER 2023									
Lot/Address	Size (m2)	Frontage	Depth	Titles Due	Bal	Status	Lot Price	R Code	
Lot 67 Gunwale Avenue	450m ²	15m	30m	Titled	12.5	Available	\$357,000	RMD30	
Lot 68 Gunwale Avenue	450m ²	15m	30m	Titled		Available	\$362,000	RMD30	
Lot 69 Gunwale Avenue	375m ²	12.5m	30m	Titled		On Hold I	\$311,000	RMD30	
Lot 72 Gunwale Avenue	450m ²	15m	30m	Titled		Available	\$362,000	RMD30	
Lot 86 Gunwale Avenue	450m ²	15m	30m	Titled		Available	\$362,000	RMD30	
Lot 87 Gunwale Avenue	375m ²	12.5m	30m	Titled		On Hold*	\$310,000	RMD30	
Lot 89 Gunwale Avenue	375m ²	12.5m	30m	Titled		On Hold I	\$311,000	RMD30	
Lot 93 Gunwale Avenue	450m ²	15m	30m	Titled	12.5	Available	\$359,000	RMD30	
Lot 97 Gunwale Avenue	373m ²	12.5m	30m	Titled	12.5	Available	\$308,000	RMD30	

¹⁶ <https://kennedybay.com.au/wp-content/uploads/2023/09/Website-Price-List.pdf>



price list



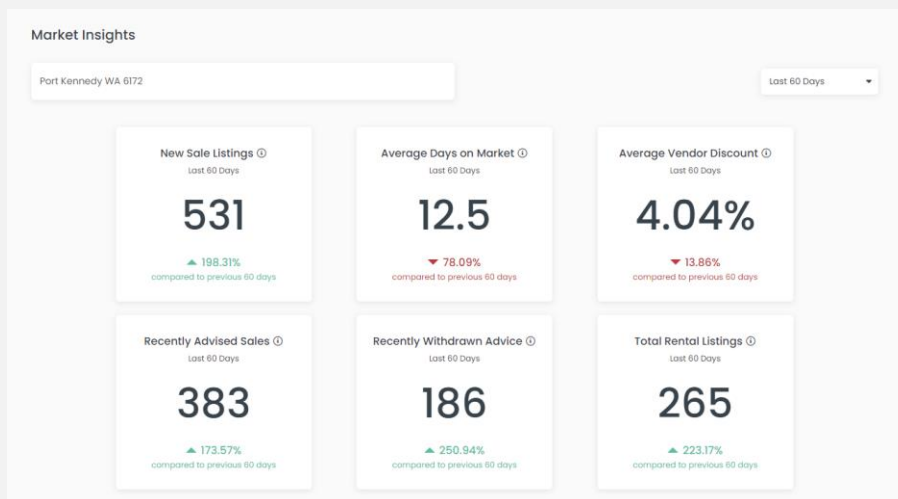
kennedy bay

exclusive townhomes

INTO PLACE EXCLUSIVES - TOWNHOMES
CURRENT AT 4 SEPTEMBER 2023

Lot/Address	Size (m2)	Frontage	Depth	Titles Due	Bal	Status	Package Price	R Code
Lot 103 Offshore Drive	202m ²	7.5m	27m	Titled	19	Available	\$669,900	RMD60

An RP Data market insight report on the locality of Port Kennedy was undertaken with selected data provided as follows¹⁷:



Realestate.com indicates below a price guide for houses within the locality within a 5 year period¹⁸

¹⁷ <https://rpp.corelogic.com.au/market-insights>

¹⁸ <https://www.realestate.com.au/wa/port-kennedy-6172/>



Port Kennedy

Perth - Greater Region, WA 6172

House price guide

Buy

Rent

Bedrooms

Median price snapshot for houses

Median price ⓘ

\$498,000

September 2022 - August 2023

Past 12 month growth ⓘ

Up 14.5% ↑

5 year median price trend



Port Kennedy property market

Last month Port Kennedy had 39 properties available for rent and 40 properties for sale. Median sold prices over the last year is \$498,000 for houses. If you are looking for an investment property, consider houses in Port Kennedy rent out for \$530 PW with an annual rental yield of 5.8%. Based on five years of sales, Port Kennedy has seen a compound growth rate of 14.5% for houses.

- House and land prices in Port Kennedy are increasing annually with an increase of 14.5% in the previous 12 months alone.
- Land and House Pricing within the newly developed Kennedy Bay are higher than that of Port Kennedy and will likely attract a more affluent demographic.
- It is difficult to compare median house prices with Western Australia (or Perth locally) due to range of suburbs and factors (units, apartments etc).
- Demand for property within the locality is increasing as evidenced by reduced vendor discounts available and days properties are on the market.
- Venues such as the applicants will only add to the attraction to the area, by providing quality hospitality venue and attractions.



Local Planning & Policy for Kennedy Bay

The location of the proposed Venue is a new property development called Kennedy Bay

The Development website describes the location as¹⁹

Kennedy Bay is an iconic and visionary new coastal community set to transform the Port Kennedy coastline. This pristine, unspoilt beachside community uniquely unites nature, culture, community and business, delivering a new coastal residential, commercial and recreational destination just 60kms south of Perth.

Inclusive, affordable and connected, the new Kennedy Bay community is located just metres from idyllic beaches and beautiful parks and will be home to a thriving village centre, world-class Links Kennedy Bay golf course and clubhouse featuring Birdie restaurant, and much more.

Following a range of proposals for the site dating back to 1986, the State Government and Western Australian Beach and Golf Resort Pty Ltd (WABGR) entered a Sale and Development Agreement (SADA) in 2016 to progress development of the Kennedy Bay project

The outcomes of the SADA require the developer to provide for a number of public facilities, including the reconfiguration of the golf course and clubhouse, parking, a new jetty and moorings, and a local centre with **retail, tourism accommodation and hospitality options**.²⁰

The proposed Venue satisfies the conditions of the SADA as set out by the State Government to provide **“Tourism and Hospitality options”** for the locality.

¹⁹ <https://kennedybay.com.au/>

²⁰ <https://rockingham.wa.gov.au/planning-and-building/local-planning/kennedy-bay>



The master plan for Kennedy Bay Development is outlined below²¹



Precinct 1 “Future Village Centre” is the area for the Proposed Venue



²¹ <https://rockingham.wa.gov.au/forms-and-publications/planning-and-building/local-planning/kennedy-bay-master-precinct-plan>



Locality Profile - Rockingham

Residents place of work

The applicant has sought information on the likely location of residents place of employment.

Information was only available for the City of Rockingham (Not specifically Port Kennedy), for which the locality is part of and will consider for the purpose of this PIA.

The table below²² indicates the LGA City of Rockingham resident employment location:



Employment location of resident workers		
City of Rockingham	2021	
Location	Number	%
Live and work in the area	23,446	37.3
Live in the area, but work outside	36,070	57.3
No fixed place of work	3,420	5.4
Total	62,936	100.0

Source: Australian Bureau of Statistics, [Census of Population and Housing 2021](#). Compiled and presented in profile.id by [.id](#) (informed decisions).
Please refer to specific data notes for more information

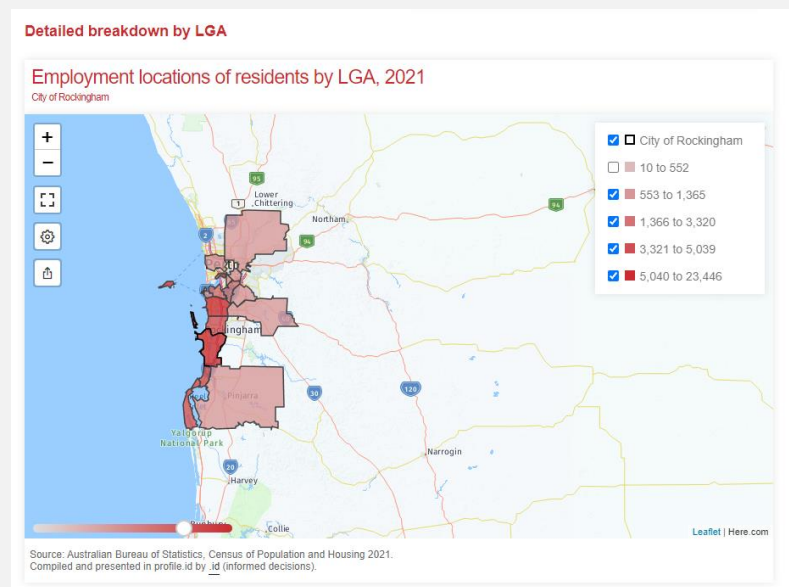
²² <https://profile.id.com.au/rockingham/residents?WebID=160&BMID=40>



Employment location of resident workers by LGA export reset

City of Rockingham 2021

LGA	Number	%
Rockingham	23,446	37.3
Cockburn	5,152	8.2
Kwinana	5,039	8.0
Perth	4,075	6.5
Mandurah	3,849	6.1
No usual address (WA)	3,320	5.3
Canning	2,075	3.3
Melville	1,821	2.9
Fremantle	1,365	2.2
Belmont	1,171	1.9
East Pilbara	1,032	1.6
Ashburton	834	1.3
Stirling	816	1.3
Armadale	753	1.2
Murray	702	1.1
Gosnells	629	1.0
Victoria Park	589	0.9
Swan	577	0.9
Serpentine-Jarrahdale	552	0.9

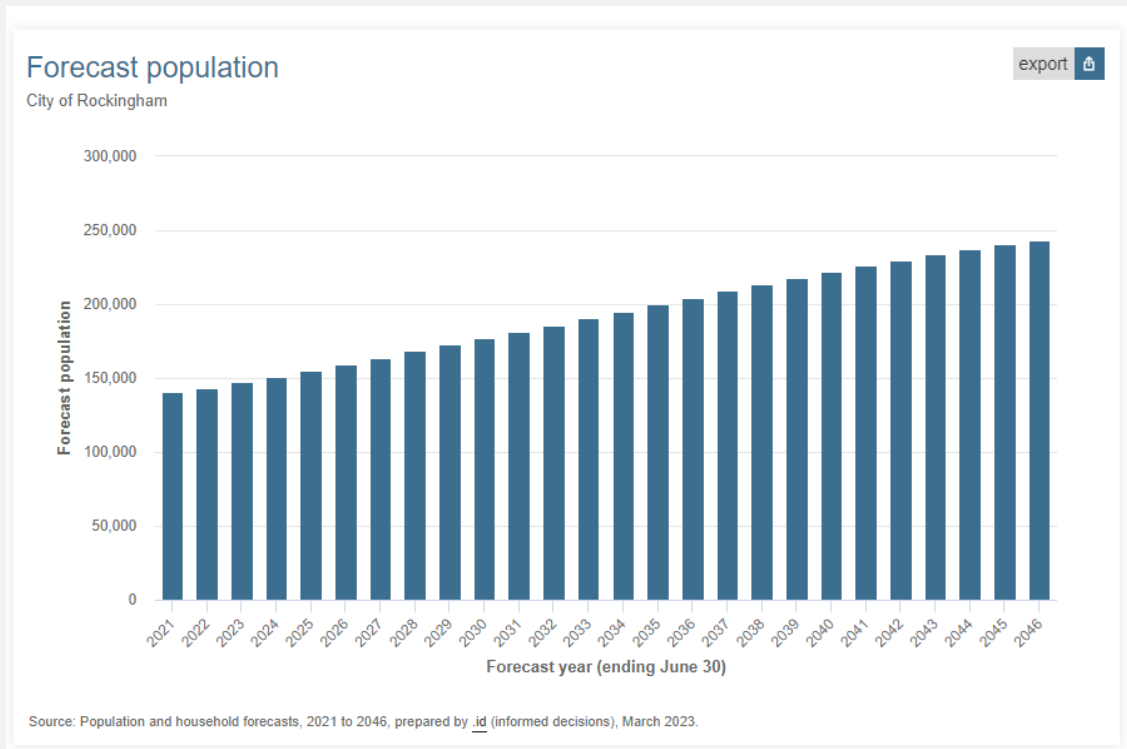


- Of the top 19 Local Government Authorities identified, only 2 (Ashburton and East Pilbara) form part of remote typical FIFO communities.
- Ashburton and East Pilbara make up only 2.9% of the workforce LGA locality destination
- The majority of employment location (37.3%) is within the LGA of Rockingham for which the locality is part of.
- Information employment mix of FIFO vs non FIFO was not attainable within the locality, however the table above represents 92% of the survey results, of which only 2.9% work in traditional FIFO style LGA communities.



Population Forecast

The current Forecast .Id numbers for the City of Rockingham (Port Kennedy locality is part of this City) is detailed below²³



- Prediction that current estimates of approximately 147,000 will increase to an estimated 243,000 by 2046, an increase of 65%
- The locality will require an expansion of existing hospitality venues and style to meet the projected demand
- The proposed venue is a different style and theming to what is currently available to the locality and will add to the amenity and attractiveness to achieving target population growth

²³ <https://forecast.id.com.au/rockingham>



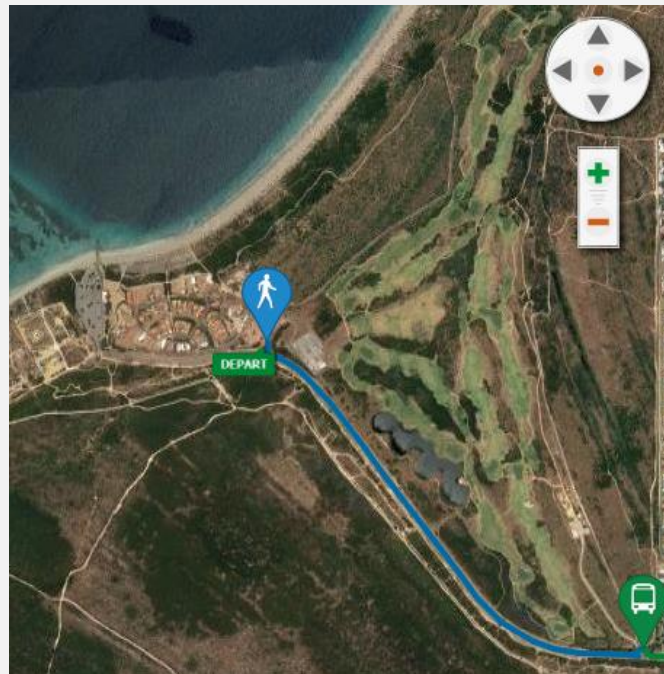
Public Transport

The nearest bus stop to the proposed venue is located approximately 1.4kms away.²⁴

It is important to note that the location is within a new development and as such the requirement for existing public transport is limited.

The applicant will endeavour to consult with local authorities on the availability on public transport as the area is established and demand requires it.

The applicant will encourage patrons to use taxi and ride share vehicles to visit the venue and provide/allow locations for set/down and pick up points around the venue in allocated parking bays and drop off zones (locations provided for in document below).



²⁴ <https://www.transperth.wa.gov.au/Journey-Planner/Results?from=KENNEDY%20BAY%20KEY,%20PORT%20KENNEDY&fromtype=streetnames&fromposition=-32.368103,115.734131&fromlocality=PORT%20KENNEDY&to=Rockingham%20Station&totype=stopgroups&toposition=-32.289871,115.761336&date=2023-09-26&time=10:55&walkspeed=NORMAL>



Parking

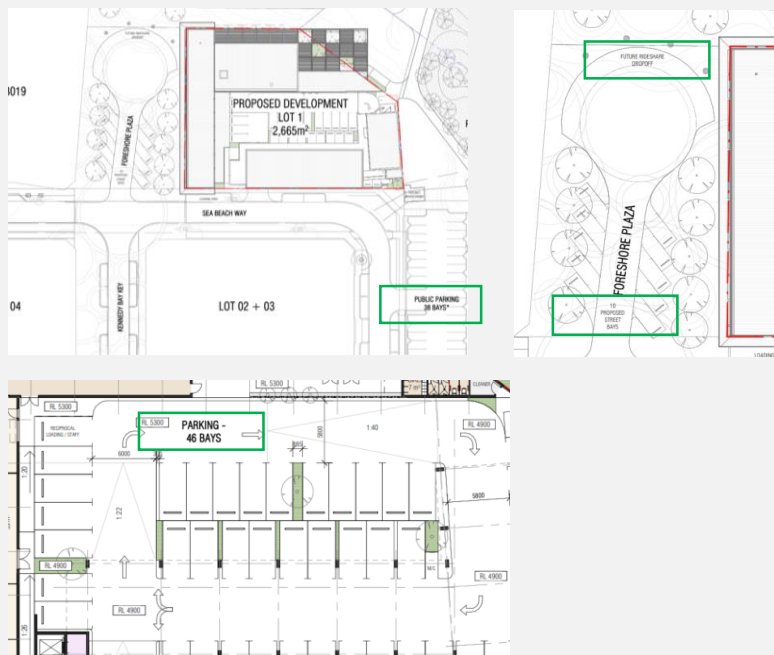
The proposed development will provide for 46 parking bays within the site as well as being serviced by 48 bays (38 + 10 neighbouring property) dedicated public parking spaces.

A dedicated rideshare pick up/drop off (detailed below) is also proposed adjacent to the venue and easily accessible for patrons.

Additionally, street parking will be provided within the commercial precinct of Kennedy Bay.

It also intended by the City of Rockingham, that reciprocal rights of parking will be enabled by other commercial businesses within the precinct to further increase parking opportunities.

The below table highlights specific nearby parking and drop off points directly relevant to the development.



Public Interest

The applicant respectfully requests that this PIA for a Conditional Grant of a Tavern License is considered as appropriate due its unique location, importance of local amenity, land use zoning and iconic tourism potential to the area in keeping with local Tourism Strategies.

In determining each application, the licensing authority must consider a number of key public interest factors²⁵.

To satisfy the public interest test, the licensing authority may take into account:

- ***The harm or ill-health that might be caused to people, or any group of people, due to the use of liquor.***
- ***Whether the amenity, quiet or good order of the locality in which the licensed premises or proposed licensed premises are, or are to be, situated might in some manner be lessened.***
- ***Whether offence, annoyance, disturbance or inconvenience might be caused to people who reside or work in the vicinity of the licensed premises or proposed licensed premises.***
- ***Any effect the granting of the application might have in relation to tourism, or community or cultural matters.***
- ***Any other matter stipulated in the Liquor Control Regulations 1988.***

Each factor will have differing levels of relevance depending on the location of where the licensed premises will operate and to the type of licensed venue that the application relates.

As a result, the licensing authority has wide discretion to determine what supportive documents and information may be used in satisfying the public interest test.

The applicant aims to consider and mitigate risk all relevant items within the Public Interest Tests within this PIA.

²⁵ <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/liquor-applications/public-interest-test>



Legislative Framework

The applicant seeks to address the relevant provisions of the Act in regard to this application:

Section 5 of the Liquor Control Act

Granting of this license is consistent with objectives of the act with regard to:

5 (1)(a) to regulate the sale, supply and consumption of liquor;

- The operation and design of the venue has been carefully planned and considered to maximise its location, amenity, and community benefit.
- Multiple zones and seating options are available at all times throughout the venue.
- Food and beverage sold and consumed at the venue will be carefully thought and planned.
- Hand crafted on premise created liquor products will complement the high quality range of menu options available for purchase
- The fitout and décor will be of the highest of standards and quality.
- Strict adherence and constant reference to the attached Harm Minimisation Plan and Code of Conduct.
- Selection of non-alcoholic products readily available
- Low alcohol beverage options available
- Free drinking water to be available at all times
- All staff be required to undertake appropriate RSA training as per sec 33 and 103A of Act
- All approved managers have The course in Management of Licensed Premises (52863WA – MLPLCA001 unit.)

5 (1)(b) to minimise harm or ill-health caused to people, or any group of people, due to the use of liquor;

- Target market profile and demographic for the venue is not considered “at risk” in terms of alcohol harm.
- High level of CCTV coverage throughout premises and around the venue will be provided.
- Harm Minimisation Plan adherence and constant re training (Attached in **Appendix F**) will be provided at all times.
- The venue aesthetics and atmosphere do not promote an environment of excessive drinking.
- The range of products available are of high standard and encouragement of “quality over quantity”.
- Low and no alcohol beverage choices will be provided.
- No promotion of high alcohol consumption activities.



5 (1) (c) to cater for the requirements of consumers for liquor and related services, with regard to the proper development of the liquor industry, the tourism industry and other hospitality industries in the State.

- The development is within a new subdivision and proposed new development area.
- The intended use for the land is for hospitality and tavern use.
- The area will be a significant tourism precinct and such will need to be supported by development of high quality venues like the proposed venue.
- The fitout will be of a high standard.
- There is a significant emphasis on food offering within the venue.
- Local owner and operator who understands the demographic and need for quality venues within the locality.
- Independently owned with focus on local employment and positive impact on the community.

Impact on Tourism

City of Rockingham Tourism Strategy 2019-2024 (Report May 2019)

The City of Rockingham recently completed and published a Tourism Strategy for the City.

The purpose of the Rockingham Tourist Destination Strategy (RTDS) is to establish the City's strategic direction and priority actions that would inform the Rockingham region's future direction with tourism and marketing.

The State Government's renewed focus on tourism and the focus on emerging markets presents a great opportunity for Rockingham to undertake increased activities in tourist destination marketing.²⁶

The key outcome of this strategy is *"to effectively and measurably promote Rockingham as Western Australia's premium coastal destination - as a place to visit, live and invest in."*

The Kennedy Bay precinct masterplan, for which Long Point Brewing Co will be a part of, is a direct outcome of becoming *"premium coastal destination - as a place to visit, live and invest in."*

Long Point Brewing Co aims to be the premium venue within the coastal destination. The investment is significant and in keeping with the targeted outcomes.

²⁶ <https://rockingham.wa.gov.au/forms-and-publications/your-city/our-vision/tourist-destination-strategy-2019-2024>



The strategy details a SWOT Analysis of the Rockingham LGA as provided for below.
27

Outlined in red boxes below are the key areas the applicant has applied careful consideration in developing a business plan and importance of an iconic venue for the locality based on the City's destination strategy:

Note acronym for MICE (meetings, incentives, conferences and events): Identify and attract conferences and high profile business and sporting events to the City to develop its profile as a destination of choice for event organisers.

iii) SWOT analysis:

Table 9: Rockingham's strengths, weaknesses, opportunities and threats:

Strengths	Weaknesses
<ul style="list-style-type: none"> • Variety and quality of beaches <ul style="list-style-type: none"> ◦ Water safety ◦ North facing beach and foreshore area for calm relaxation, Secret Harbour and Safety Bay for surfing, windsurfing, kite surfing • Proximity to Perth, easy access by car or train • Well presented and maintained city centre, parks, gardens • Unique nature-based experiences and assets <ul style="list-style-type: none"> ◦ Shoalwater Islands Marine Park, Saxon Ranger Dive Trail, Cape Peron, Children's Forest, Lake Richmond, walking and cycling paths, playground equipment, Naragebup Environmental Centre, Tuart forest etc ◦ Penguins, Sea lions, Dolphins, Carnaby's cockatoos, Migratory birds • Active / outdoor lifestyle activities <ul style="list-style-type: none"> ◦ snorkelling, sailing, surfing, boating, fishing, skydiving, scuba diving, cycling, walking, golf courses, • Baldvins Karnup wine trail • Rockingham Historical Museum 	<ul style="list-style-type: none"> • Not enough events / attractions / things to do • Atmosphere (activation) <ul style="list-style-type: none"> ◦ Family friendly restaurant options, retail/food and beverage mix, retail hours, customer service • Accessibility <ul style="list-style-type: none"> ◦ Parking and public transport • MICE hospitality options and standards: No integrated conference and accommodation centre for MICE events • Limited short stay accommodation to support overnight market • Lack of identifiable destination and directional signage for visitors • No current tourism strategy - Limited resources and budget allocation for tourism • Lack of night time access to penguin island
Opportunities	Threats
<ul style="list-style-type: none"> • Redevelopment of Rockingham foreshore area and Wanliss Street <ul style="list-style-type: none"> ◦ In season and off-season activation ◦ Target and grow day visitor market through events • Develop MICE opportunities – mid-tier conference supply chain <ul style="list-style-type: none"> ◦ Complemented by additional overnight options • Development of a streamlined experience for event organisers and delegates through industry collaboration and packages • Industry to fund a dedicated platform to promote Rockingham – levy used for destination marketing • Better transport within the city, hop-on-hop off bus • Walk trail development and collateral • Rockingham Renaissance project • Expand on history and cultural elements • Collaborative marketing with Destination Perth, Tourism WA, Perth Convention Bureau and other local governments 	<ul style="list-style-type: none"> • Accommodation development and investment takes time • Negative media coverage • Competition with other coastal visitor destinations and with shopping/dining destinations • Natural occurrences e.g. shark attack, industry spillage • Misconceptions about reputation (perception) • Winter tourists remain underwhelmed • Decline in penguin population on penguin island

²⁷ <https://rockingham.wa.gov.au/forms-and-publications/your-city/our-vision/tourist-destination-strategy-2019-2024>



- Long Point Brewing Co has identified the locality aesthetics, proximity to the beach, the pathways, open areas, plans for newly created jetty and moorings within the area.
- The venue has been carefully designed to capture the “borrowed” natural landscaping as well design the venue with consideration of the northern aspect of the beach and protection from prevailing winds.
- Opportunities to create outdoor dining and beverage experiences in close proximity to the coast are extremely limited and is a major drawcard for the venue.
- A large part of the targeted demographic are the tourists and residents who use these areas new developed and conserved coastal areas and tapping into their needs and demands.
- The dedicated event and conference space provides excellent and premium event opportunities. There is an identifiable need as outlined in the strategy report for these mid-tier spaces for which the applicant will provide.
- Atmosphere activation is what Long Point Brewing Co seeks to address. The strategy highlights the need for “family friendly retail and beverage mix.” All these needs are catered for by the applicant.
- The strategy also works congruently with the 2019-2029 Rockingham Community Plan Strategy: Actively Pursue Tourism and Economic Development (APTED).²⁸
- The APTED has identified 5 aspirations for a sustainable future within the region.

These are:

***Social** – A family friendly, safe and connected community.*

***Natural Environment** – A place of natural beauty where the environment is respected.*

***Built Environment** – Carefully planned development for today and tomorrow*

***Economic** – A vibrant economy creating opportunities*

***Leadership** – Transparent and accountable leadership and governance*

Long Point Brewing Co aims to achieve these 5 pillars by:

Social - Providing a safe, inclusive, family friendly venue that the community is proud of as an iconic venue for the locality. The venue will be a culturally inclusive welcoming environment and provide events and servicing that connect the local community.

Natural Environment – As a coastal venue, design considerations for the foreshore and beach have been implemented. Open air and green space will fill the venue. The applicant has consulted independent expert advice on waste management, noise, energy efficiency, renewable energy and landscaping in providing the best

²⁸ <https://rockingham.wa.gov.au/flipbook/Strategic-Community-Plan-2023-2033/index.html>



outcome for the development with the most minimal disruption to the coastal foreshore and surrounding bushland.

Built Environment – All design and planning has been consistent with local and state policies. Independent consultants have engaged with all stakeholders in designing a venue that meet all statutory requirements. It is extremely important for the applicant to provide a safe, clean working environment not only internally but also to surrounding businesses and residents.

Economic – The venue has been designed as a premium destination and tourist venue. The applicant aims to encourage tourism, provide employment opportunities to local residents and enter into supply agreements with the local community. The economic impact will be positively significant to the locality. The master plan for the new development has identified developments of this nature and is critical creating a precinct that makes the locality successful. The venue will be a cornerstone piece to the commercail precinct and provide mass and confidence for other businesses to invest in the area. As a proud local resident, owner Shane Wormald has identified the need to promote the locality and help the city achieve its economic and tourism strategies and targets.

Leadership – The applicant has consulted local government during the design and approval process. Regard was provided for planning and statutory requirements to ensure the venue provided is consistent with the master plan for the locality and provided the desired outcome that benefits the community. Developments of this nature provide confidence within the community that the City is committed to tourism, economic advancement and promotion of the locality as a credible destination option.

5 (2) *In carrying out its functions under this Act, the licensing authority shall have regard to the primary objects of this Act and also to the following secondary objects —*

- (a) to facilitate the use and development of licensed facilities, including their use and development for the performance of live original music, reflecting the diversity of the requirements of consumers in the State; and*
- (d) to provide adequate controls over, and over the persons directly or indirectly involved in, the sale, disposal and consumption of liquor; and*
- (e) to provide a flexible system, with as little formality or technicality as may be practicable, for the administration of this Act; and*
- (f) to encourage responsible attitudes and practices towards the promotion, sale, supply, service and consumption of liquor that are consistent with the interests of the community.*

- The venue will provide low key (acoustic style) music for its patrons for a relaxed beach style atmosphere in keeping with the locality and proximity to the ocean.
- The venue is a direct objective for the use of the land as required by council.
- The applicant is providing avenue that is consistent with the tourism objectives of the LGA as well as subdivision Masterplan for the area.



- All staff will be adequately trained (and consistently re-trained) whilst employed at Long Point Brewery.
- High quality Food and Beverage options that encourage appreciation of premium liquor products (and food) rather than high volume excessive drinking via cheap promotions.
- The applicant will provide a venue that is consistent with the target market demographic and interest of the direct locality.
- An Approved Manager will be on duty at all times and always available to respond to concerns, incidents or issues that may arise.
- Attendance and participation with local Liquor Accords.
- The applicant understands in this submission, flexibility may be sought by the Director in its operation or operating style and respect open dialogue on this process.
- The community has been engaged as part of this PIA process with all responses considered and addressed in this PIA
- The applicant is a proud local resident, active in the community, volunteers and understands and accepts consultation with residents, businesses, groups, schools and associations.
- The applicant has been active in consultation with all stakeholders including but not limited to Local Authority, RGL, Liquor Enforcement Unit, The Locality Developer, Schools and Sporting Clubs.

Section 38 (4)

38 (4) Without limiting subsection (2), the matters the licensing authority may have regard to in determining whether granting an application is in the public interest include —

- (a) the harm or ill-health that might be caused to people, or any group of people, due to the use of liquor; and***
- (b) whether the amenity, quiet or good order of the locality in which the licensed premises or proposed licensed premises are, or are to be, situated might in some manner be lessened; and***
- (c) whether offence, annoyance, disturbance or inconvenience might be caused to people who reside or work in the vicinity of the licensed premises or proposed licensed premises; and***
- (ca) any effect the granting of the application might have in relation to tourism, or community or cultural matters; and***
- (d) any other prescribed matter.***

All harm and at risk groups have been considered and addressed in this application

The desired outcome for the subject land is for Hospitality (Tavern) Venue. The immediate locality has been identified as a Commercial/Retail/Hospitality region to provide supporting amenity to the surrounding locality.



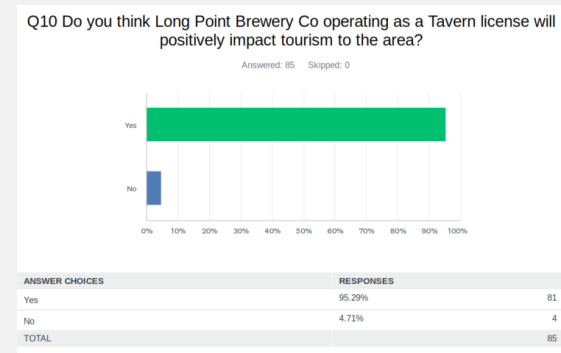
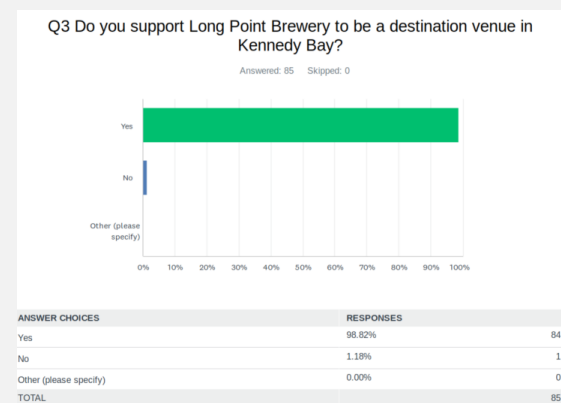
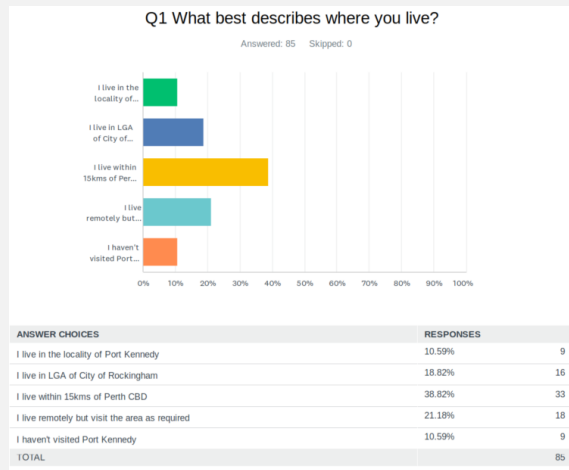
The immediate new subdivision has a strong emphasis on residential growth, tourism and recreation require high a quality hospitality venue to attract locals and visitors to the area.

The applicant proposes to implement policies and strategies to mitigate any offence, annoyance or disturbance at all times.

- Staff will be adequately trained on all operational aspects of the business. As part of this training, policies on annoyance and disturbance procedures will be provided and maintained. This will include closing procedures and interaction with patrons at closing times and exiting procedures.
- The applicant has provided at its own cost an acoustic report for approved noise levels for the proposed venue. The applicant will operate within these noise levels at all times.
- Music (if provided for at the venue) will be at levels that allow patrons to dine and enjoy a drink whilst still be able to converse adequately within visiting groups.
- Careful consideration for furniture, room dividers, green spaces and sections will provide noise barriers to reduce noise leakage not only from zone to zone but also externally from the venue
- The venue will be designed with a very relaxed feel and ambience. This is a key feature of the venue due its coastal location and tourist destination. The applicant is aware to achieve this theming, noise, music and general environment must maintain similar themes.
- The applicant understands the commercial precinct proposed where the venue will be located and its importance to the locality and new subdivision. For the precinct to be viable and functional, the venue must provide a welcoming, safe environment and operate in conjunction with other businesses nearby and local residents.
- CCTV will be located within and around the venue and reviewed regularly.
- An Approved Manager will be onsite at all times as well as venue wide trained RSA staff.
- The venue will be securely locked and alarmed during closing hours.
- Management procedures will ensure daily site inspections for graffiti, damage or other negative occurrences and reported immediately to relevant parties.



Survey Responses – Tourism



- 100% of respondents view Long Point Brewery as a Destination Venue
- The respondents indicate that 90% live outside the Port Kennedy locality.
- 95% of respondents indicated that Long Point Brewery will positively impact to tourism within the locality.

Summary:

- There is overwhelming support that Long Point Brewery will impact tourism positively and will attract visitors of all types across the state as shown by the diversity of survey respondents place of residence.



Harm or Ill Health Sec 38 (4) (a)

The Drug and Alcohol Interagency Strategic Framework for Western Australia 2011-2015²⁹ identifies “At Risk” groups as being:

- Aboriginal people and communities; ·
- children and young people; ·
- people with co-occurring mental health and alcohol and other drug problems; ·
- people in rural and remote areas; ·
- families, including alcohol and other drug using parents
- offenders

The applicant has paid due regard to these “at risk groups” within this PIA, as well as:

- Migrant Groups
- Mining Communities
- Low Socio economic areas
- Tourism Areas

²⁹ <https://www.mhc.wa.gov.au/media/1638/dao-interagency-framework-2011-15.pdf>



Contribution to harm

The Australian Institute of Criminology commissioned a report. “Research in Practice – Key Issues in Alcohol Violence” - Anthony Morgan and Amanda McAtamney³⁰

The research paper was centred around harm and alcohol violence.

This issues paper provides a brief overview of the relationship between alcohol use and violence, the characteristics of alcohol-related violence and important risk factors that can be targeted by prevention strategies to reduce the social harms associated with alcohol use...

One of the features of the report was identifying the nature of venue contributing to the violence;

*Understanding why certain licensed venues are more problematic than others is important. There is evidence that the characteristics of venue patrons, such as young males who drink heavily, are associated with increased likelihood of violence. **However the strongest predictor of violence in licensed premises is the characteristics of the venue itself** (Quigley, Leonard & Collins 2003). Premises that fail to discourage aggressive behaviour while exhibiting particular physical and social characteristics that are more conducive to aggressive behaviour will more frequently attract patrons who are most likely to become involved in aggressive behaviour (Quigley, Leonard & Collins 2003). There is strong evidence for adopting strategies to create a positive physical and social environment to attract patrons that are more likely to be well behaved³⁰*

The table below list a set of 5 Risk Characteristic styles for a venue contributing to harm:

Table 1 Risk factors and licensed premises				
Patron characteristics	Venue characteristics	Social environment	Staffing characteristics	Wider environment
Heavily intoxicated	Queues or line ups outside the building	Heavy drinking and high levels of intoxication	High proportion of male staff	High density of licensed premises
Greater proportion of males	Patrons hanging around outside venue at closing	Generally permissive environment with high levels of rowdy behaviour	Low staff-to-patron ratio	High levels of movement in and out of premises
Presence of males in groups, especially strangers to one another	Queues for public transport	Expectation that aggression will be tolerated	Lack of responsible serving practices	Entry and ejection practices for aggressive patrons
Heavy drinkers	Venues with larger capacity	Hostile atmosphere	Refusing service to already intoxicated patrons	Unfair or confrontational entry practices
Younger patrons, including those that are underage	Poorly maintained and unpleasant decor	Macho culture	Drinking by staff	Conflict between social groups emerging from or congregating around venues
Greater proportion of unkempt patrons and patrons from marginal groups	Unclean or messy	Patron boredom	Greater number of staff adopting confrontational approach to venue management	Poor management of cluster points such as bus stations, taxi ranks, food outlets
Patrons exhibiting signs of being less agreeable, more impulsive and angry	Poor or low levels of lighting	Underage drinking	Aggressive security staff	Congestion points as crowds leave venues (especially at closing time)
	Crowding that inhibits movement around the venue, including around the bar	Presence of competitive games	Poor coordination of staff	
	Frequent patron movement	Dancing	Poor monitoring and control of minor incidents	
	Higher noise level	Sexual activity, contact and competition	Poor coordination of staff	
	Poor ventilation and high temperature	Drink promotions	Limited ability to control or defuse situations	
	Inadequate or uncomfortable seating	Limited availability of food	Lack of professionalism by security staff	
	Inconvenient access to the bar	Other illegal activities, such as drug dealing	Serving several drinks to patrons at closing	
			Younger security staff	

Source: Graham et al 2006; Graham & Homel 2008; Quigley, Leonard & Collins 2003

³⁰ <https://www.aic.gov.au/sites/default/files/2020-05/rip04.pdf>



The applicant has sought to mitigate risk as part of the operation and this PIA by considering the 5 categories above by way of:

Patron Characteristic

- The target market for the venue is that of Families and adults who enjoy quality food and beverage.
- The demographic of Female and Male is almost 50/50 (slightly higher for females) and the applicants intends the demographic of the venue to match that of the locality
- Food will be a key component of the offering
- Strict adherence to RSA and internal policies as well as regular staff training will help monitor and treatment of potential intoxicated patrons

Venue Characteristic

- The Venue will be fitout and maintained to a high standard
- There will be multiple seating styles and types within the venue to cater for all needs
- Lighting will be carefully considered whilst creating a relaxed and open atmosphere
- Due to its proximity to the ocean, and destination type venue, the applicant will provide a relaxed, casual open air feel
- The venue will have multiple seating and drinking options to avoid queuing and gathering around bars
- The bar designs and location have had careful consideration and consultation with independent experts (consultants and architects) so as to not impact the relaxed amenity and traffic flow within the venue

Social Environment

- The applicant does not seek to advertise cheap drinks or excessive consumption of alcohol
- There will be no “games”, gaming machines or pool tables etc located within the venue, but rather a high standard of fitout with ample seating options
- Entertainment by way of music will be at low level and in accordance with acceptable volumes provided from the independent acoustic report (report can be provided on request)
- The applicant does not intend to promote “macho” style behaviour and conversely will encourage a safe friendly family environment

Staffing Characteristic

- The applicant seeks to provide an even mix of male and female staff types where applicable
- All staff will be trained adequately and re-trained as per company procedures
- Strict adherence to RSA, House Management Plans, Code of Conduct and Harm Minimisation plans will be implemented at all times
- Staff will be dressed appropriately and easily identifiable from patrons

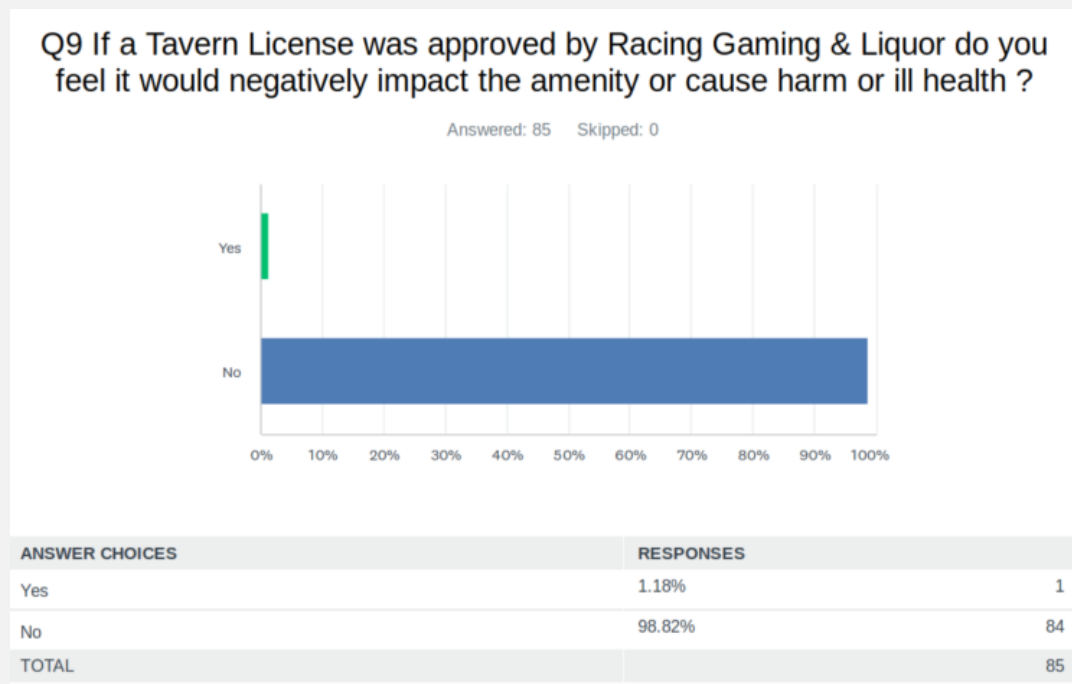


Wider environment

- The proposed location of the venue is consistent with local planning policy
- There isn't competing uses or venues within extreme close proximity where converging groups may potentially cause conflict
- The Venue has multiple entry/exit points for crowd dispersion
- The locality (3km) only has 3 other licensed venues within it, however only 1 (Golf course) within the nearby vicinity, west of the golf course and north of the national park geographical barriers.

The applicant is confident it has considered all measures and "At Risk" groups and implemented a venue and business plan that will impact positively to the community and create a destination venue that not only attracts tourism but provides the local residents with an alternate premium venue to visit with friends and family.

Survey Response – Harm Ill Health



- 99% of respondents do not feel a Tavern License will impact negatively to the amenity or cause ill harm of health to the locality and community.

Summary

The Venue operating as a Tavern License will not have a negative impact on the amenity or cause harm or ill health according to the 84 of the 85 survey respondents.



National Alcohol Strategy & National Survey

The strategy was undertaken to understand the efforts and responses to responsible drinking and strategies implemented to prevent alcohol related harm. (Copy of report attached)

The aim of the recently conducted National Alcohol Strategy³¹ is to

To prevent and minimise alcohol-related harms among individuals, families and communities by:

- *identifying agreed national priority areas of focus and policy options;*
- *promoting and facilitating collaboration, partnership and commitment from the government and non-government sectors; and,*
- *targeting a 10% reduction in harmful alcohol consumption:*
 - *alcohol consumption at levels that puts individuals at risk of injury from a single occasion of drinking, at least monthly; and*
 - *alcohol consumption at levels that puts individuals at risk of disease or injury over a lifetime.*

The Strategy builds on the existing efforts and responses to prevent and minimise alcohol-related harms, and provides a guide for focusing and coordinating population-wide and locally appropriate responses to alcohol-related harm by governments, communities and service providers.

The report has identified that “Australia’s overall consumption of alcohol (on a per capita basis) and the percentage of people reporting abstinence from alcohol has either declined or remained relatively stable between 2009 and 2018.8 In addition, significant improvements have been observed in abstinence over the same period among younger Australians”

The National Drug Strategy Household Survey 2019 survey results indicate for Western Australia³² (Copy attached)

Most people in Western Australia drank alcohol at levels that did not exceed the lifetime risk and single occasion risk (drinking at least monthly) guidelines for reducing the health risks from drinking alcohol. The proportion of people exceeding either guideline was similar in 2016 and 2019, but both have declined since 2007

³¹ <https://www.health.gov.au/sites/default/files/documents/2020/11/national-alcohol-strategy-2019-2028.pdf>

³² <https://www.aihw.gov.au/getmedia/78cc7716-aa97-4042-9141-d476c23406ed/aihw-phe-270-fact-sheet-wa.pdf.aspx>



The strategy aims to identify 4 priority areas to prevent and minimise alcohol related harm³³



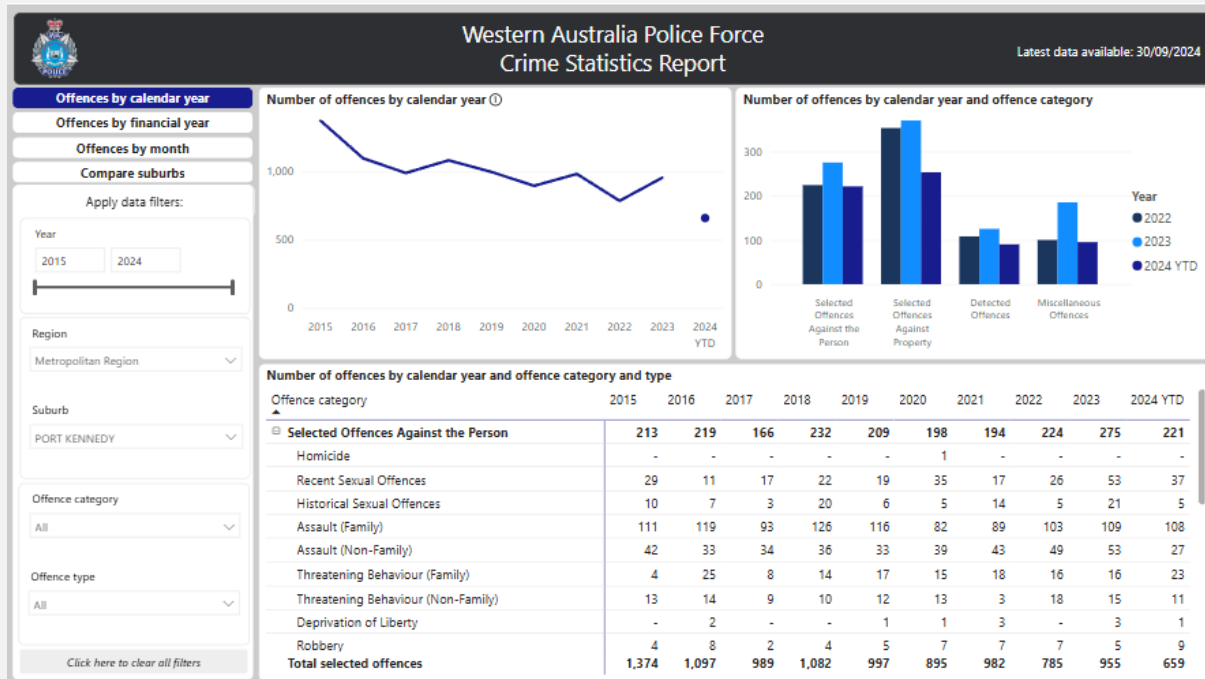
- Long Point Brewing Co strategy is aligned with these key priorities by:
 - Providing a high standard venue at all times across all aspects of the business
 - Engaging stakeholders and community consultation on the venue and operation
 - Maintain at least at a minimum; RSA standards of all staff members
 - Seeking to take the approach of quality over quantity with beverage options.
 - Selected price points of hand crafted beer and Gin as well as a carefully selected Premium Wine List (strong emphasis on premium wine regions from around the country and world)
 - Wide variety of low alcoholic beverage options
 - Availability of non-alcoholic beverages at all times
 - Joining and actively participating in the local Liquor Accord
 - Long Point Brewing Co will be donating a portion of sales to alcohol related recovery and community groups

³³ <https://www.health.gov.au/sites/default/files/documents/2020/11/national-alcohol-strategy-2019-2028.pdf>



Crime Statistics – Port Kennedy

The applicant has considered the crime stats of alleged offences in Port Kennedy. The graph below and data table sets out crime related data and trends³⁴.



The table below is a cross section of the range offences committed in the locality

Number of offences by calendar year and offence category and type

Offence category	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024 YTD
Selected Offences Against the Person	213	219	166	232	209	198	194	224	275	221
Homicide	-	-	-	-	-	1	-	-	-	-
Recent Sexual Offences	29	11	17	22	19	35	17	26	53	37
Historical Sexual Offences	10	7	3	20	6	5	14	5	21	5
Assault (Family)	111	119	93	126	116	82	89	103	109	108
Assault (Non-Family)	42	33	34	36	33	39	43	49	53	27
Threatening Behaviour (Family)	4	25	8	14	17	15	18	16	16	23
Threatening Behaviour (Non-Family)	13	14	9	10	12	13	3	18	15	11
Deprivation of Liberty	-	2	-	-	1	1	3	-	3	1
Robbery	4	8	2	4	5	7	7	7	5	9
Selected Offences Against Property	742	620	628	527	540	404	454	353	370	253
Burglary	199	126	173	136	131	88	113	78	60	35
Stealing of Motor Vehicle	41	55	36	45	24	32	33	26	25	9
Stealing	364	288	279	233	288	177	202	155	190	143
Property Damage	133	145	132	100	96	99	104	89	91	61
Arson	5	6	8	13	1	8	2	5	4	5
Detected Offences	173	112	106	202	125	133	103	108	125	90
Drug Offences	119	86	77	151	104	97	79	79	82	61
Receiving and Possession of Stolen Property	31	11	6	12	5	10	12	7	13	12
Regulated Weapons Offences	23	15	23	39	16	26	12	22	30	17
Miscellaneous Offences	246	146	89	121	123	160	231	100	185	95
Graffiti	9	8	2	8	6	14	22	9	8	1
Fraud & Related Offences	195	85	47	45	44	89	114	42	100	53
Breach of Violence Restraint Order	42	53	40	68	73	57	95	49	77	41
Total selected offences	1,374	1,097	989	1,082	997	895	982	785	955	659

³⁴ <https://www.wa.gov.au/organisation/western-australia-police-force/crime-statistics>



Summary

A year on year downward overall trend has occurred since 2015 (1317 alleged offences) to 2024 (659 YTD alleged offences).

2023 (Last Full Year) stats indicate an alleged 955 offences, up from 2022 however still a decrease from 2021 and prior year cumulative trends.

YTD 2024 crime stats indicate a reduction in overall crime within the locality

The majority of the increase of these trends are for "Fraud" and as well as "Sexual Offences" and "Stealing", however in 2024 a decline in all these crimes occurred

An overall reduction in each overall offence category for 2024 (YTD) occurred against 2023 data

Despite the reduction in overall crime within the locality, the applicant ensures that it will implement strict harm minimisation policies so as to not contribute to the harm or ill health to the locality, these include (not limited to):

- Regular maintenance and referral to the Harm Minimisation Plans for the proposed venue
- Strict adherence to the Responsible Service of Alcohol (RSA) protocols
- High standards in food offering to encourage food consumption
- Free drinking water
- Focus on higher price points for products to provide better quality alcoholic beverages so as to not encourage excessive or express consumption
- Staff training (regular training sessions ongoing) in all aspects of service, Policy Manuals and Code of Conduct
- Maintaining a high standard of fitout and décor
- Ongoing consideration and monitor of the need and impact of operating the full hours allowed by a typical tavern license operation, especially midweek.
- Regularly monitor the consumption of alcohol by its patrons
- Encourage families to frequent the venue with child friendly items on the menu (Kids meals)
- Encouragement of staff to check all compliant identification of any patrons who look under the age of 25
- Participation and attendance of local liquor accords
- Maintaining dress standards and codes
- High level CCTV throughout the venue



Venue Risk Profile - Crime

The applicant has considered WAPC venue risk profiles in its design. The 5 key areas have been identified and addressed in this PIA.

The Western Australian Planning Commission was tasked with providing a guideline for designing principles for safer communities.

*In 2004, the Minister for Community Safety requested the Western Australian Planning Commission to prepare planning **guidelines for designing out crime, adapting environmental design principles for crime prevention**. The planning guidelines are one element of a wider government strategy and have been prepared jointly with the Office of Crime Prevention.³⁵*

Designing out crime principles could be based on five design and usage concepts:

surveillance

Macro principles	Meso principles
<ul style="list-style-type: none"> Land uses should be compatible with neighbouring uses. Strategic footpaths and cycleways to be in view of adjacent land uses. 	<ul style="list-style-type: none"> Lots should be located to ensure adequate surveillance of public realm spaces. Locate uses that can provide natural

access control

Macro principles	Meso principles
<ul style="list-style-type: none"> Management of traffic patterns in order to moderate car-related crime (car theft, hi-jacking, get away vehicles). 	<ul style="list-style-type: none"> Create places and streets that support legitimate uses in full view of the legitimate community.

territorial reinforcement

Macro principles	Meso principles
<ul style="list-style-type: none"> Define public and private land use areas and ownership boundaries clearly. Align major transport infrastructure to minimise land take. 	<ul style="list-style-type: none"> Create sub-neighbourhoods to engender local character areas. Plan and design communities with supporting facilities and land uses.

target hardening (security measures)

Target hardening principles	
Macro principles	Meso principles
<ul style="list-style-type: none"> No elements at the macro level other than the potential to address increased security through policy statements on land use mix, access arrangements, building design and site planning. 	<ul style="list-style-type: none"> Consider the installation of traffic management elements to discourage vehicle-enhanced break-ins to shops and commercial premises in streetscapes. Ensure individual site security measures do not adversely affect local area security considerations.

management and maintenance

Management and maintenance principles	
Macro principles	Meso principles
<ul style="list-style-type: none"> Establish training for public open space managers. Consider durability, adaptive re-use and robustness of built form and open spaces in the design decision-making process. 	<ul style="list-style-type: none"> Incorporate management conditions such as shopping trolley collection points where practical in planning approvals. Ensure spatial management responsibility is clear between public and private sector organisations.

- The design considers all 5 main focus points and principles identified above and subsequently has been approved for development.
 - The Land Use is consistent with the desired outcome of the local authority and planning laws.
 - Expert individual Traffic Consultants have been engaged for the application and approval of this style of operation (tavern). Parking, Vehicle Traffic and Pedestrian access have been covered in the submission for planning approval
 - Venue layout, design and functionality has been considered and carefully designed.
 - Adequate training will be provided to all staff at all times.

³⁵ https://www.wa.gov.au/system/files/2021-07/GD_designing_out_crime.pdf



Juveniles

The applicant is aware that its target market includes families and subsequently, juveniles will frequent the venue accompanied by an adult.

The applicant has considered the age profile of residents within the locality compared to Western Australia³⁶

Age	Port Kennedy	%Port Kennedy	Western Australia	%Western Australia
All people				
Median age	36	N/A	38	N/A
0-4 years	878	6.5	161,753	6.1
5-9 years	925	6.9	172,654	6.5
10-14 years	1,177	8.7	171,377	6.4
15-19 years	1,021	7.6	153,263	5.8
20-24 years	866	6.4	158,817	6
25-29 years	778	5.8	176,045	6.6
30-34 years	845	6.3	196,312	7.4
35-39 years	847	6.3	200,904	7.6
40-44 years	828	6.1	178,589	6.7
45-49 years	989	7.3	174,632	6.6
50-54 years	1,023	7.6	173,622	6.5
55-59 years	939	7	162,778	6.1
60-64 years	711	5.3	150,667	5.7
65-69 years	513	3.8	132,186	5
70-74 years	427	3.2	115,196	4.3
75-79 years	324	2.4	78,012	2.9
80-84 years	188	1.4	53,115	2
85 years and over	216	1.6	50,106	1.9
Over 19 years of Age				
Under 19 Years of Age				

Age	Port Kennedy	%Port Kennedy	Western Australia	%Western Australia
All people				
Under 19 Years of Age	4001	29.7	659047	24.8
Over 19 Years of Age	9494	70.5	2000981	75.3

- Port Kennedy has a higher range of Juveniles (29.7%) within its locality than compared to Western Australia (24.8%)
- It should be considered that the second largest age group of Juveniles is in the 15-19-year-old age profile, and a proportion is (and more will be at time of opening) above 18 years of age.
- The applicant will adopt the following (not limited to) measures to monitor the activity of juveniles within the proposed premises:
 - Monitor entry of juveniles and accompaniment of an adult (parent or legal guardian)
 - Refusal to any patron not accompanied by an adult or legal guardian
 - Monitor sales for any patron who may be purchasing alcohol on behalf of a juvenile
 - Regular ID checks of patrons who may appear to be under 25 years old
 - Do not promote drink specials targeted at youthful drinkers
 - Regular monitor and maintenance of the venue at all times

³⁶ <https://abs.gov.au/census/find-census-data/quickstats/2021/507051187>



Indigenous & Communities

The table below outlines the indigenous status within the Port Kennedy locality³⁷

Indigenous status	Port Kennedy	%Port Kennedy	Western Australia	%Western Australia
<i>All people</i>				
Aboriginal and/or Torres Strait Islander total	395	2.9	88,693	3.3
Aboriginal	387	2.9	85,004	3.2
Torres Strait Islander	5	0	1,625	0.1
Both Aboriginal and Torres Strait Islander	5	0	2,068	0.1
Non-Indigenous	12,427	92.2	2,431,204	91.4
Not stated	657	4.9	140,128	5.3

- There is a lower percentage of occupants within the locality identifying as indigenous in comparison to the State average (2.9% vs 3.3%).
- Although only a small number of residents have identified as indigenous, the applicant intends to operate a venue inclusive of all community and diversity groups and is sensitive to all.
- The venue location is within an established area and not close to rural community locations. It is surrounded largely by ocean, golf course and heritage bushland. The applicant however acknowledges rural and remote community groups may visit the venue as it is a destination venue and again welcomes all visitors.

³⁷ <https://abs.gov.au/census/find-census-data/quickstats/2021/IQS507051187>



Family & Household Demographic

The table below sourced from the Australian Bureau of Statistics details a summary of general household information for the locality³⁸

Port Kenedy Demographic - General Household Information relative to Western Australia			
Information	Port Kennedy	Western Australia	Difference
People	13,477	2,660,026	
Male	49.50%	49.70%	-0.40%
Female	50.50%	50.30%	0.40%
Median age	36	38	-5.56%
Families	3,735	703,130	
Average number of children per family for families with children	1.9	1.8	5.26%
for all households (a)	1	0.8	20.00%
All private dwellings	4,931	1,147,872	
Average number of people per household	2.8	2.5	10.71%
Median weekly household income	\$1,921	\$1,815	5.52%
Median monthly mortgage repayments	\$1,700	\$1,842	-8.35%
Median weekly rent (b)	\$350	\$340	2.86%
Average number of motor vehicles per dwelling	2	1.9	5.00%

- The demographic of male vs female is almost identical to the Western Australian average
- The family dynamic is also very similar in the locality and Western Australia
- Median Household income is 5.5% higher within the locality compared to rest of the state
- Mortgage repayments are lower within the locality to the State average (-8.35%)
- The demographic provided suits the applicant's target market and vindicates the market research for the demand and requirement for an upscale hospitality venue
- The applicant intends to target all genders equally, families and provide an upscale venue that welcomes a cross section of Western Australia

³⁸ <https://abs.gov.au/census/find-census-data/quickstats/2021/507051187#people-and-population>



Cultural Communities within the locality

The applicant has sought to identify the cultural diversity within the locality in assessing the PIA for the proposed venue.

The tables below extracted from Australian Bureau of Statistics indicate the cultural diversity trends within the locality compared with Western Australia ³⁹

Cultural Statistics - Port Kennedy						
Ancestry, top responses						
All people	Port Kennedy	%Port Kennedy	Western Australia	%Western Australia		
English	6,679	49.6	1,000,796	37.6		
Australian	4,682	34.7	789,282	29.7		
Scottish	1,422	10.6	232,541	8.7		
Irish	1,098	8.1	233,323	8.8		
Maori	444	3.3	31,044	1.2		
Religious affiliation, top responses						
All people	Port Kennedy	%Port Kennedy	Western Australia	%Western Australia		
No Religion, so described	6,841	50.8	1,130,094	42.5		
Catholic	1,969	14.6	496,847	18.7		
Anglican	1,691	12.5	269,583	10.1		
Not stated	907	6.7	200,210	7.5		
Christian, nfd	444	3.3	89,919	3.4		
Country of birth of parents						
All people	Port Kennedy	%Port Kennedy	Western Australia	%Western Australia		
Both parents born overseas	5,056	37.5	1,106,195	41.6		
Father only born overseas	1,216	9	207,167	7.8		
Mother only born overseas	992	7.4	165,635	6.2		
Both parents born in Australia	5,411	40.1	1,008,229	37.9		
Not stated	808	6	172,800	6.5		
Country of birth, top responses						
All people	Port Kennedy	%Port Kennedy	Western Australia	%Western Australia	Australia	%Australia
Australia	8,849	65.7	1,648,794	62	17,019,815	66.9
England	1,694	12.6	196,885	7.4	927,490	3.6
New Zealand	710	5.3	75,591	2.8	530,492	2.1
South Africa	257	1.9	44,889	1.7	189,207	0.7
Scotland	181	1.3	26,146	1	118,496	0.5
Philippines	95	0.7	37,524	1.4	293,892	1.2

- The ancestry groups within the locality indicate a very large proportion of English speaking nations and much higher than the state average
- Religious groups identified indicate that “No Religion” (50.8%) makes up over half of the locality compared to the state average of (42.5%)
- The majority of parents born in the locality are born in Australia (40.1%), higher than the state average (37.9 %)
- 86.8% of residents within the locality were born in English speaking countries compared to 74.9% of Western Australia, Australia was by far the majority (65.7%)
- The applicant has identified a large section of the intended target market aligns with the cultural diversity identified by the ABS stats in the table above and cannot identify any higher risk to cultural diversity as a locality.

³⁹ <https://abs.gov.au/census/find-census-data/quickstats/2021/507051187#cultural-diversity>



Risk groups within the locality

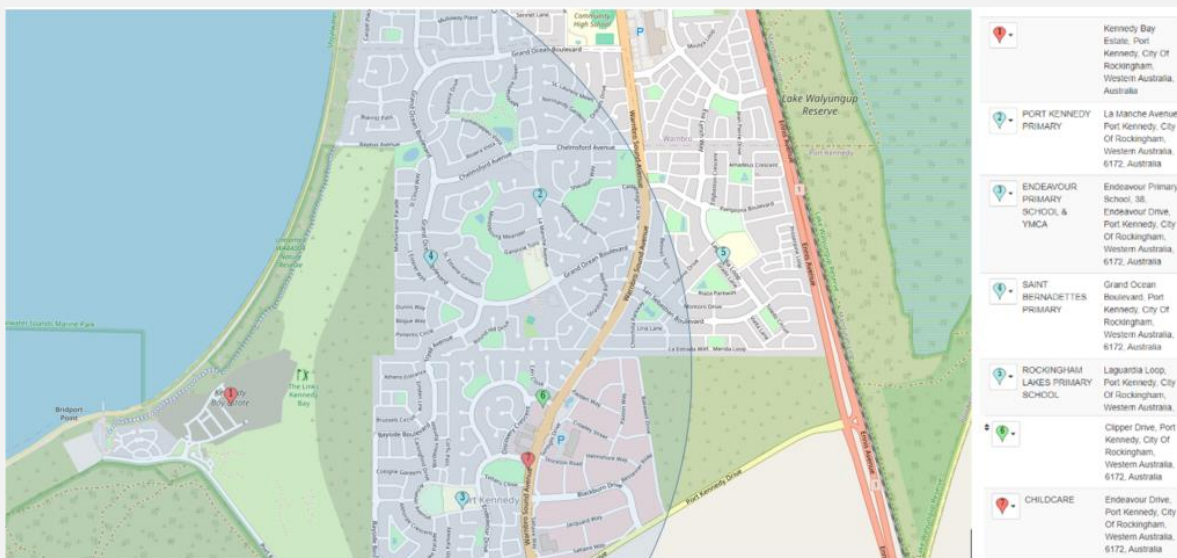
The applicant has considered the following “At risk” groups that may be located within the 3km locality:

- Schools
- Drug and Alcohol Rehabilitation Centres
- Hospitals
- Childcare Centres
- Indigenous Offices

The applicant will provide notices to the local schools and childcare when applicable. Drug and Alcohol Rehabilitation Centres, Hospitals and Indigenous Offices were not located within the locality.

Institutions, Community Groups, Schools / Childcare within Locality

The applicant has identified the following educational, health care and local and regional government institutions, as well as community and church groups, within the locality. All groups and institutions will be provided with appropriate documentation of this application as required.

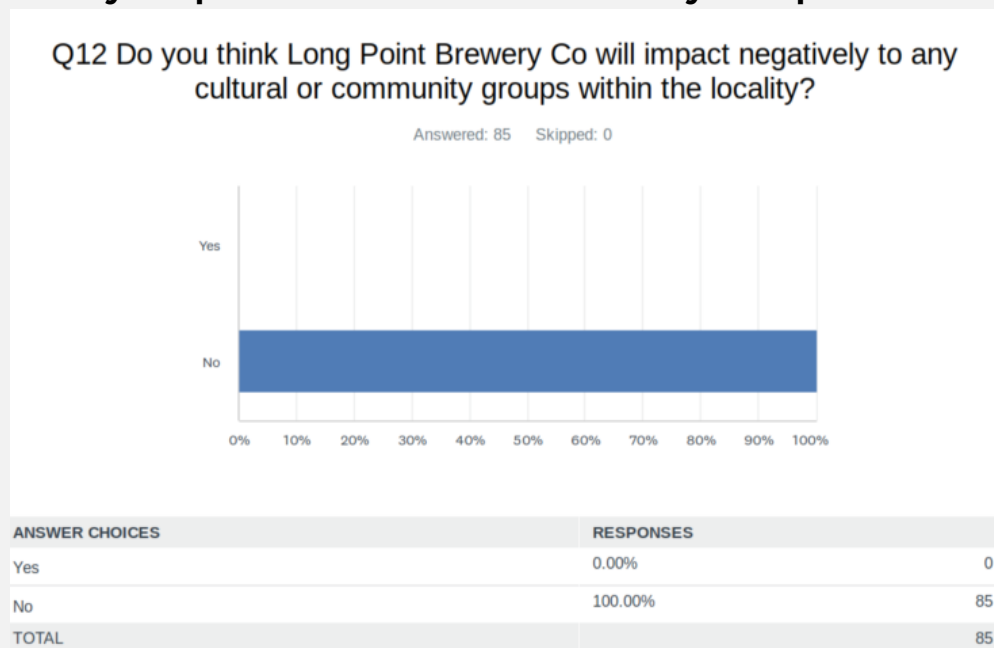


Responsible Service Protocols

The Applicant will not:

- Promote, advertise, or employ incentives which encourage the excessive consumption of liquor (not exclusive to) 'laybacks', 'shooters', 'slammers', 'test tubes' and 'blasters'.
- Advertise or promote rapid liquor based consumption incentives such as drinking games or skolling etc.
- Provide excessively discounted liquor beverages
- Advertise or promote cheap or free drinks for a particular race, gender or age

Survey Response – Cultural & Community Groups



- Of the 85 respondents, 100% responded that they feel Long Point Brewery will not impact negatively to any Cultural or Community Groups within the locality.

Summary:

Long Point Brewery Co has considered all Cultural and Community Groups within its proposal. The survey responses confirm these considerations to mitigate risk within the locality



Dress Standards

The Applicant will refuse entry to the licensed area to any person wearing a jacket or any other clothing bearing patches or insignias, including, but not limited to the following Outlaw Motorcycle Gangs:

- Bandidos
- Club Deroes
- Coffin Cheaters
- Comancheroes
- Finks
- God's Garbage
- Gypsy jokers
- Hell's Angels
- Outlaws
- Rebels
- Rock Machine



Section 36 (B) – Packaged Liquor

The applicant is seeking approval for packaged liquor sales (takeaway).

This applicant by way of an imposed condition on the proposed Tavern License will dedicate an area for display, tastings and retail take away sales area within the premises.

The applicant has considered the factsheet provided for consideration of packaged liquor as displayed on its website

Grant or removal of a licence authorising the sale of packaged liquor:

If an application for the grant or removal of a licence for the sale of packaged liquor has been made, the DLL must consider if there are existing licensed premises selling packaged liquor in the proposed locality.

Outlet density is a relevant consideration for the grant or removal of three different liquor licence types: hotels (if they are authorised to sell packaged liquor), taverns and liquor stores.

The DLL must not approve additional packaged liquor outlets in an area unless satisfied that existing licensed premises cannot meet local requirements. As a result, applications for a new packaged liquor outlet in an area must provide evidence to satisfy the DLL that any existing premises cannot meet local requirements⁴⁰

- In support of the application for a packaged liquor license, it is essential to consider the unique characteristics and locations of the newly developed commercial precinct and residential area the proposed venue will service at Kennedy Bay.
- The newly created precinct is part of a new development with no major roads or passing traffic, which limits the ability for local residents and businesses to access existing liquor outlets.
- The absence of nearby high-traffic areas means that local demand for liquor services will primarily be fulfilled by residents and patrons within the subdivision and precinct itself. Therefore, the introduction of a small packaged liquor outlet will play an integral role in meeting the needs of this growing community.
- Moreover, the commercial precinct where the proposed tavern will be located has been designed and sized to cater for the new subdivision, providing a community space designed to cater for the convenience of local residents and workers.
- Existing outlets are unlikely to meet the specific requirements of Kennedy Bay due to their distance from the proposed venue and lack of passing road networks to nearby localities.

⁴⁰ <https://www.dlgsc.wa.gov.au/racing-gaming-and-liquor/liquor/liquor-licensing/license-types-and-trading-hours/outlet-density-of-packaged-liquor-premises>



- As this newly created precinct continues to grow, it will need local retail offering and services to help its development, with packaged liquor essential to providing a well-rounded commercial and retail offering to the community. The proposed amenity also aligns with the broader goal of supporting a vibrant, locally serviced community.
- While outlet density is an important consideration for the Director, it should be weighed against the fact that this area is a new and independent precinct, where existing outlets are not positioned to meet future demand and needs.
- The small-scale nature of the development, along with its geographical separation from other high-density areas, supports the argument that packaged liquor sales will play a vital role in servicing the local population.
- Approving this license will ensure that the precinct has the essential services it needs to thrive, while avoiding the over-saturation of liquor outlets in any existing, nearby commercial areas.



Location & Road Network

- As evidenced in the below map, Ennis Avenue can be seen as a natural road “buffer” to the extended market radius when considering immediate target market, needs and public interest.
- The neighbouring Golf course should also be viewed as an immediate buffer for servicing the locality due to the fact that there are no passing or connecting roads through the precinct and only a single in/out road is provided for.
- There is no direct highway or major road access to capture passing traffic.
- Takeaway sales will be targeted primarily to patrons within the Venue and also those residents within the locality and newly formed community.



- It is intended that the packed liquor requirement and demand will grow as residents move into the area and will be catered for accordingly.



Section 36B of the Act

Section 36B of the Liquor Control Act⁴¹ states :

Restrictions on grant or removal of certain licences authorising sale of packaged liquor. Local packaged liquor requirements, in relation to an application to which this section applies, means the requirements of consumers for packaged liquor in the locality in which the proposed licensed premises are, or are to be, situated;

- (4) The licensing authority must not grant an application to which this section applies unless satisfied that local packaged liquor requirements cannot reasonably be met by existing packaged liquor premises in the locality in which the proposed licensed premises are, or are to be, situated.**
- (5) Regulations made for the purposes of the definition of prescribed distance in subsection (1) may prescribe different distances in relation to packaged liquor premises in different areas of the State.**

In this regard, applications for the grant of a new packaged liquor outlet must include evidence and submissions demonstrating that existing packaged liquor outlets in the locality of the proposed packaged liquor premises cannot reasonably satisfy the local packaged liquor requirements of the public.⁴²

- Currently at the time of application there are 3 Tavern (restricted) or Liquor store licenses within the 3km locality, however the applicant understands that intended target market extends beyond the 3km limit.
- For this proposal for packaged liquor, the applicant will include all licensed venues within locality listed above, beyond the 3km for packaged liquor requirements.

Licence Ref	Licence Type	Premises Name	Licensee Name	Status	Decision	Suburb	Postcode	Address	Approx Distance (By Road) from Proposed Premises
6020035816	LIQ-Tavern	Port Kennedy Tavern	Alpine Court Pty Ltd	Current	Granted	PORT KENNEDY	6172	379 WARBRO SOUND AVENUE PORT KENNEDY WA 6172	3.4km
6030079491	LIQ-Liquor Store	Liquorland Port Kennedy	Liquorland (Australia) Pty Ltd	Current	Granted	PORT KENNEDY	6172	St Clair Shopping Centre Cnr Charleford Ave & La Rochelle Ave St Clair Estate PORT KENNEDY WA 6172	5.9km
6030134016	LIQ-Liquor Store	Cellarbrations Port Kennedy	Limo Lima Pty Ltd	Current	Granted	PORT KENNEDY	6172	397 Warbro Sound Avenue PORT KENNEDY WA 6172	3.4km

- There are 3 Tavern licenses that provide takeaway liquor sales:
 - PK's Tavern – Drive Thru Bottleshop (3.4kms by road)
 - Cellarbration's (3.4kms by road)
 - Liquorland (5.9kms by road)

⁴¹https://www.legislation.wa.gov.au/legislation/statutes.nsf/main_mrttitle_546_homepage.html

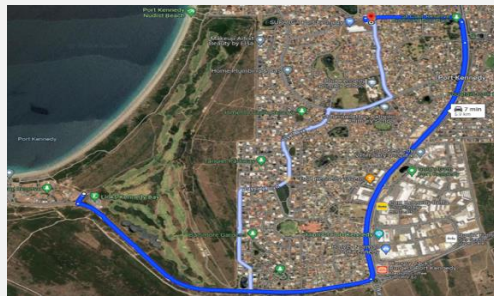
⁴² <https://www.dlgsc.wa.gov.au/departments/publications/publication/public-interest-assessment-policy>



Proposed Premises to PK's & Celebrations by vehicle (3.4km's)



Proposed Premises to Liquorland by vehicle (5.9km)



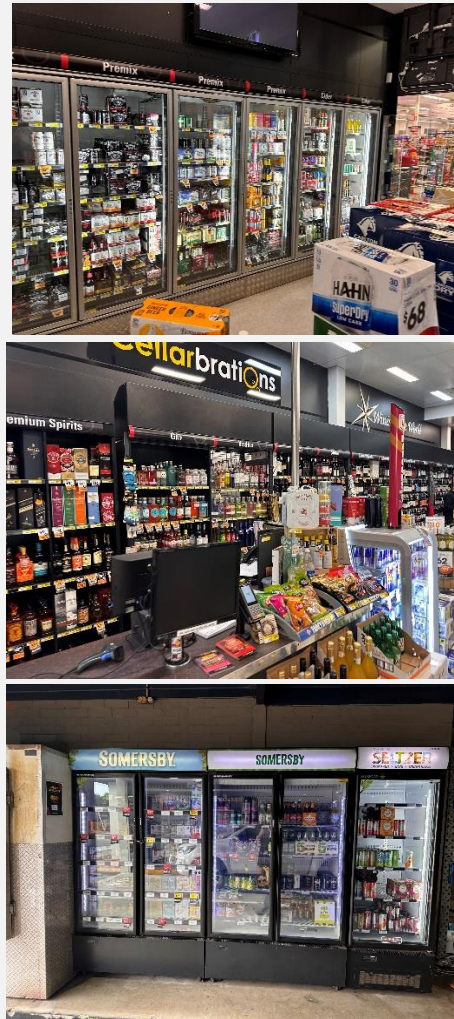
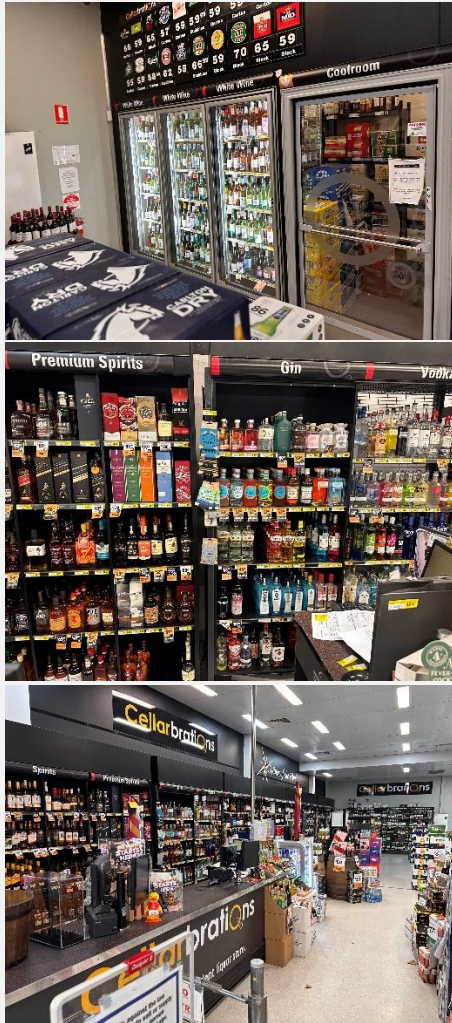
- The intended Retail area for takeaway sales is very small in relation to the footprint of the proposed venue
- The applicant understands the lack of takeaway liquor options within the locality and provision for the new subdivision and commercial district is required to service the newly created market.
- The ability to cater for this demand as the locality develops and providing a convenience for the local catchment and business district will be required.
- There will be 900 new residential lots⁴³ being developed within the immediate locality as well as a commercial and retail precinct that needs to be serviced.
- The intended catchment is not “passing traffic” as there are no connector or ring roads around the premises, the small volume of takeaway sales will be for the local community who may require liquor whilst performing their weekly convenience shopping.
- The intended target market is for the new residents to the locality and not capturing existing residents within the locality.
- The proposed retail footprint is small in comparative to the total business operation.
- The takeaway component will allow the applicant to provide a dedicated area to sell carefully sourced and selected beer, wine and spirits.

⁴³ Kennedy Bay Leasing Attached Appendix E



- PK's Tavern, Liquorland and Cellarbrations liquor are a more traditional liquor store model (PK Drive thru) focusing on major brands and volume sales.
- The location of these 3 Licenses provide for "passing traffic" on high trafficable roads and also convenience shopping experience being part of local shopping centres where they are located.
- Long Point Brewing does not rely on passing traffic and is land locked by the golf course, ocean and forever bushland. It will service the new development within close proximity and add to the retail amenity of the newly proposed town centre.
- The layout of PK, Liquorland and Cellarbrations as indicated below are very traditional and volume based selling style.
- Photos of Nearby Independent Liquor Stores (Liquorland generic to typical nationwide standard store and not pictured):



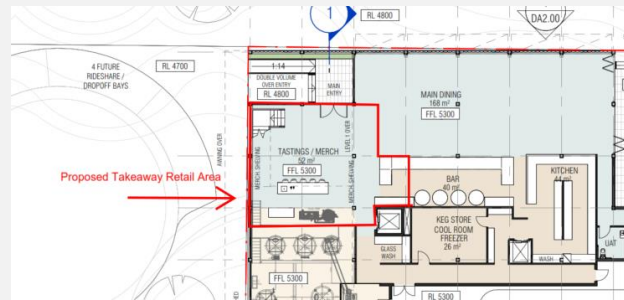


- The small proposed retail footprint highlights the small portion of the business plan dedicated to retail sales and the target being the local consumer within the immediate locality for convenience to that commercial precinct.
- The main purpose of the retail sales area is to focus on in house produced beverages and provide products not readily available in other other Bottleshop or tavern within the locality. This will remain our priority for this dedicated area however will provide options for mainstream brands if demand requires it for the local community.
- Wine, beer and spirits provided will be at the mid to higher end in terms of price and targeted demographic, with a strong focus on quality and premium products that match our branding and venue presentation.
- The applicant will prioritise unique selections, intending steering clear of bulk promotion and display of mainstream products to provide customers with an exceptional and distinctive experience.



- The applicant does not have the storage capacity to carry large product lines and will focus on targeted regions for specialised boutique low yield wines whilst supporting smaller spirit companies that are local and interstate (if it chooses to sell 3rd party packages products)
- There is no intention to heavily promote discounts or high volume style sales of off premise liquor.

Proposed Retail Floor Plan – Takeaway Area

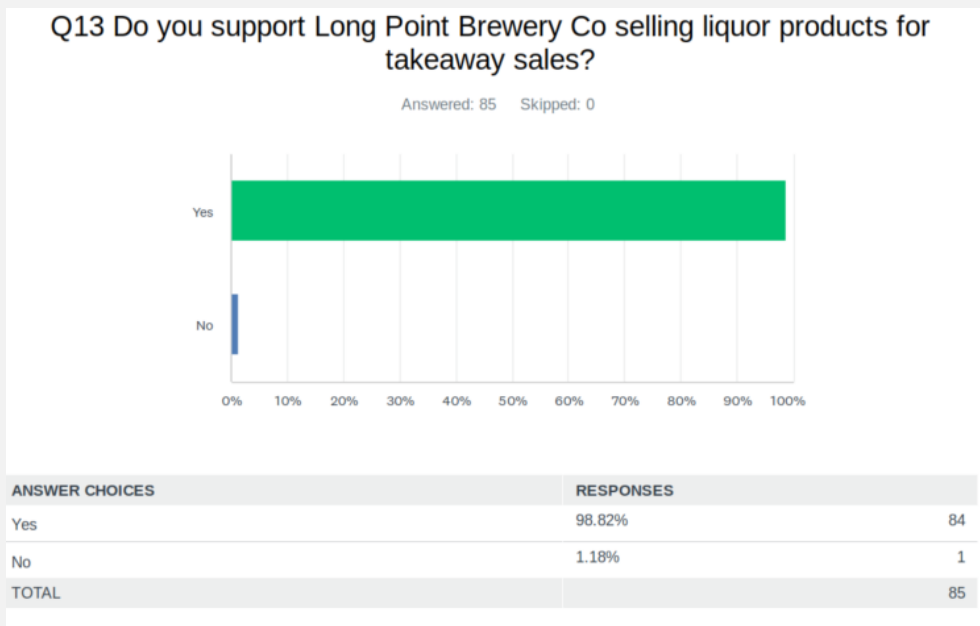


- The proposed area for takeaway is approximately 60m², providing a small proportion of the business relevant to the overall floor plan
- The area is tucked away in a discrete area of the building separate from the main dining area
- The area will have tables and chairs for tastings that can be moved as required.
- The area may be also used for small style function area as required.
- Merchandise will also be sold in this area.

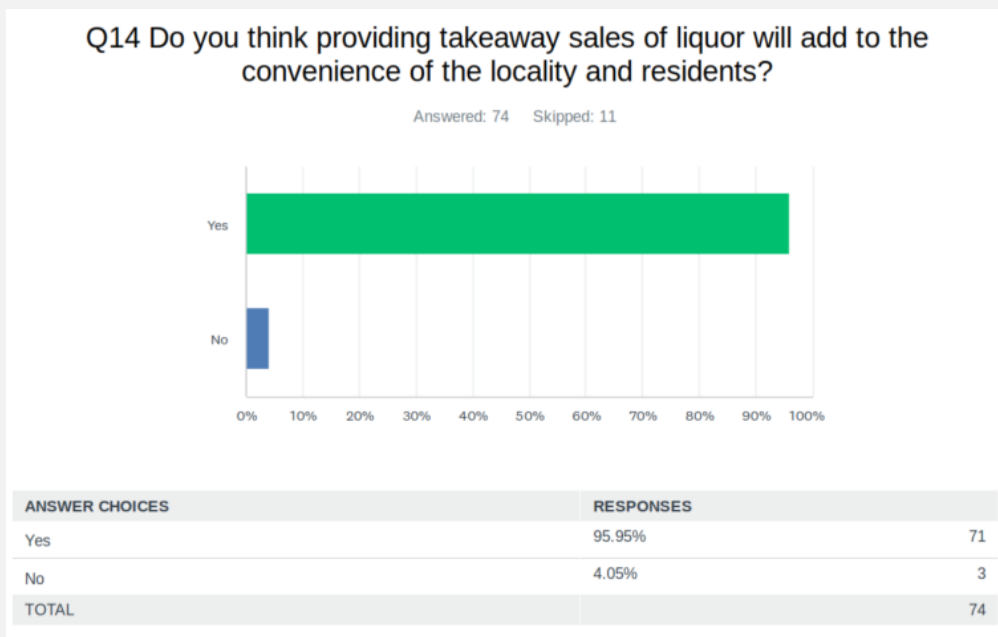
Indicative interior Photos attached as Annexure to this application.



Survey - Takeaway



- 99% of respondents supported takeaway liquor sales at Long Point Brewery.

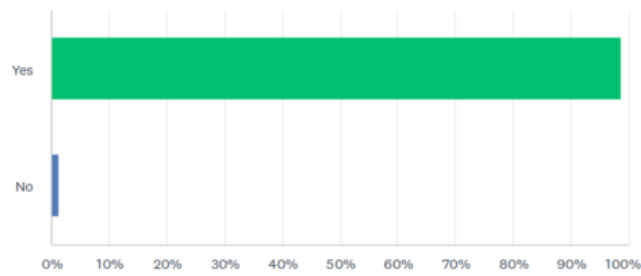


- 96% of respondents think takeaway sales will add to the convenience and positively to the amenity of the locality.



Q16 Would you like Long Point Brewing Co to provide a wide range of quality beer, wine and spirits for consumption onsite and takeaway?

Answered: 85 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	98.82%	84
No	1.18%	1
TOTAL		85

- 99% of respondents would like Long Point Brewery to provide beer, wine and spirits for takeaway

Summary:

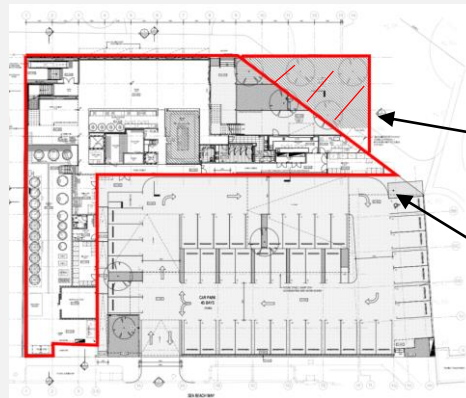
- There is an overwhelming strong support from the community for Takeaway sales at Long Point Brewery. Survey results indicate strong support of Takeaway Sales within the venue.



Proposed Licensed Area (Red Line)

- The proposed Liquor “Red Line” is detailed below (Plans attached in Annexure)

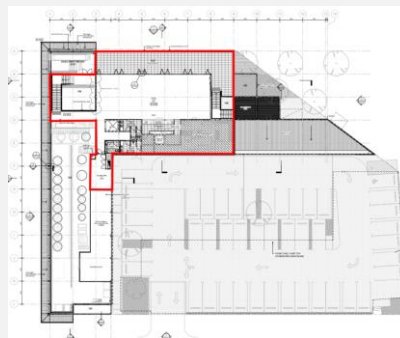
Ground Floor



Proposed
Leased/Licensed
Area with City of
Rockingham
(future)

Proposed Red
Line

First Floor



- It is the intention of the applicant to enter into a lease/license with the City of Rockingham regarding the truncated section shown above and cross hatched for exclusive use and construction of an alfresco area over this portion of the land.
- The applicant wishes to incorporate this area as part of the licensed area subject to entering into a lease with the City of Rockingham.
- If a lease/license cannot be agreed upon with the City of Rockingham, the applicant will proceed with the development without the truncated area and keep the licensed area to within its boundary lot.
- It is intended to have the lease/license finalised prior to business trading however conditional flexibility to approve beyond opening date is respectfully requested.
- It is intended that area will be exclusive use to LPB and conform with City of Rockingham licensing requirements.



Questionnaire Section

Full Survey Results are attached to this PIA as **Appendix G**.

Advertising

- A Notice of Application will be distributed to residents and businesses within a 200m radius of the venue.
- A Notice of the Application will be distributed to any at risk groups and schools etc within the immediate locality
- This Public Interest Assessment Submission will be available for public inspection at the registered address during the advertising period.

Letters of Support

- **Appendix K** provides for a Letter of Support from a Licensed operator within the locality as well as the Developer of the subdivision.



Conclusion

The Applicant submits that it is in the public interest for the Application to be granted as:

- It is evident the Applicant has carefully considered all implications of operating a Tavern License within the locality
- The applicant is respect local business operator with experience in managing large projects, staff and delivery community projects
- The submitted survey responses indicate a strong community desire for the venue to proceed as a Licensed Tavern
- Any potential negative impact to the local amenity, community or cultural groups have been carefully considered and addressed within this PIA and also Business Planning.
- The style of operation and target market is not likely to invoke or promote high risk anti-social behaviour
- The Venue has been designed as a Destination Venue befitting the new community that will be created in the overall development
- The Venue has been designed and will operate as intended by the Developer and City
- Significant high class fitout and consultation with industry experts will ensure a world class precinct and product
- The grant will not result in harm or ill health to the community due to the consumption of liquor
- There will be no adverse impact upon the amenity of the Locality by the granting of the Application
- The granting of the Application will improve the amenity of the Locality
- Granting of the Application will add to the diversity and attraction within the newly established locality, supporting the activation and development of the City's tourism strategy
- The Application is within the intention of the relevant planning and tourism authorities planning for the locality
- The grant will not result in any significant antisocial behaviour, noise or disturbance through the operation of the Venue
- There are no tavern licenses or operations within the locality that offer comparable products and fit-out to what is proposed for the Venue



- Long Point Brewery will provide a hub for the new local community to gather and socialise in a safe relaxed environment
- Long Point Brewing will be Tourism Destination Venue and an asset to the City of Rockingham and Kennedy Bay locality
- The venue will provide for 500 seated patrons and will be a heavy food focus venue

- **Sample of Survey Responses support these conclusions:**

- Mar 26 2024 02:00 PM
"Looks great."
- Mar 26 2024 01:59 PM
"i would love to visit the new establishment."
- Mar 21 2024 08:39 PM
"Fantastic location in a developing area".
- Mar 21 2024 03:50 PM
"This will be a great addition to the Kennedy Bay community"
- Mar 21 2024 02:45 PM
"A brewery would complement the lifestyle of locals in the area as well as bringing in tourism/visitors"
- Mar 12 2024 11:22 PM
"I can't wait for it to open. Approx 10km from my house "
- Mar 12 2024 01:59 PM
"I believe it will be a great addition to the area"
- Mar 01 2024 08:06 AM
"Great location- and will be a wonderful tourism opportunity for the area".
- Nov 16 2023 07:43 AM
"I think the brewery will bring endless opportunities for the existing people in the community and new people entering the community. Along with the Kennedy Bay housing development, I think this will bring the community together, as a new hotspot for people and have something fun and exciting for people to come to in Port Kennedy. I only see extreme benefit with the Long Point Brewing Co, for Port Kennedy."
- Nov 15 2023 08:32 PM
"Icon beach front missing amenities such as a micro-brewery. Perfect location."
- Nov 15 2023 07:23 PM
"I support the need to expand our coastal hospitality opportunities and create a local community destination where people can gather and socialise"
- Nov 15 2023 07:22 PM
"Great to see a beach view tavern finally come to the area".
- Nov 15 2023 07:07 PM
"I think it's a fantastic addition to the area, and offers a destination for a day out with the family."

The Applicant requests with respect that the Director of Liquor Licensing consider approving this conditional grant for a Tavern Unrestricted Licence as it is in the public interest to approve accordingly.



This PIA was prepared by Luna Strategic Consulting on behalf of Long Point Brewing Co Pty Ltd.

A handwritten signature in black ink, appearing to be 'LSC' followed by a flourish and a period.

Luna Strategic Consulting on behalf of the applicant.

Appendix List

- A. Venue Plans
- B. Development Approval
- C. Food – Menu Items
- C. Beverage – Menu Items
- E. Leasing Opportunities
- F. Harm Minimisation Documents
- G. Survey Responses
- H. Individual Survey Responses
- I. Proposed Interior Designs
- J. Proposed Red Line
- K. Letters of Support – Licensed Venue Within Locality

