

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

Part 1 — Application details

Applicant name:	Broadwater Village Grocer Pty Ltd ACN 635 864 809
What licence or permit type are you applying for?	Ongoing extended trading permit - Sunday (inc.) Existing trading licence number- 603218363322
Are you applying for:	<input checked="" type="checkbox"/> New licence <input type="checkbox"/> Removal of existing licence (which licence/permit
Premises trading name:	Broadwater Village Liquor
Address of proposed premises:	Shop 9 & 13 / 539 Bussell Highway, Broadwater, Western Australia

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

Part 2 — Manner of trade

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

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

The proposed manner of trade for Broadwater Village Liquor is to satisfy the very reasonable demand of the local community to access packaged liquor in their locality on a Sunday.

The target client base consists of adults aged 18+ including local residents, visitors and holidaymakers seeking quality liquor products for responsible home consumption.

In determining the communities view on the Application, a representative sample size of the community completed the Public Interest Survey.¹ Submissions address the public interest requirements as set out in Section 38 of the Liquor Control Act 1988 as well as the Director's policy entitled "Extended Trading Permits – Sunday Trading for Non-metropolitan liquor stores".²

To summarise, 98% of respondents who completed the Public Interest Survey indicated overwhelming support for the extension of trade of Broadwater Village Liquor to include Sundays.

Furthermore, with the Premises located within the Broadwater Shopping Village precinct the benefits for residents, visitors and holidaymakers of the locality include:

- A safe, secure and inviting place to shop for local residents, visitors and holidaymakers;
- A one stop shopping experience for residents, visitors and holidaymakers;
- The offer for sale a variety of packaged alcoholic beverages made by local wineries and breweries;
- A convenient and easily accessible packaged liquor Premises; and
- Increased employment opportunities in the locality.

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

The Premises is located in the Busselton suburb of Broadwater, approximately 225 kilometres South of Perth.³ Busselton is a coastal city that is a popular holiday destination and premier seaside resort and coastal playground.

The suburb of Broadwater falls within the local government area of the City of Busselton along with the suburbs of Dunsborough, Busselton and Geographe.⁴

As indicated by the Australia Bureau of Statistics, the population will only continue to grow.⁵ As such, it is reasonable to suggest this will drive consumer demand for independent local venues to satisfy consumer needs.

¹ Public Interest Survey (Annexure A)

² Directors Policy, Public Interest Assessment pursuant to section 38 of the Liquor Control Act 1988 (as amended)

³ Perth to Busselton map - distance

https://www.google.com/maps/@33.2073445,113.3845619,7.32z?entry=ttu&g_ep=EgoyMDI1MDIxOS4xIKXMDSoJLDEwMjExNDUzSAFQAww%3D%3D

⁴ Map of Broadwater locality

The Premises street address is Shop 9 & 13 / 539 Bussell Highway, Broadwater, Western Australia.⁶ The Broadwater Shopping Village is a small precinct that is easily accessible to the public. The establishment has been operating for 34 years and is home to a number of variety stores including:⁷

- Brewalicious – café/restaurant serving breakfast, lunch and beverages;
- Broadwater Village Grocer – supermarket and liquor premises (operated by applicant);
- Broadwater News – newsagent;
- Hair on Broadwater – hairdresser;
- Freshalicious - café/restaurant serving breakfast, lunch and beverages;
- Gropers Fish and Chips; and
- Broadwater Pharmacy.

The existing floor plan of the designated liquor outlet comprises of a sufficient retail layout. The fit out consists of organised shelves displaying categorised beverages in addition to refrigerated categorised beverage options.⁸ The design of the Premises emphasises a modern aesthetic with clear signage and displays to encourage foot traffic.

The limitations set out by the Liquor Control Act regarding outlet density for packaged liquor Premises are observed.⁹ The establishment does not contribute to an oversaturation of such facilities in the area based on distance between Premises. The Licensee is committed to maintaining responsible alcohol retailing and the positive impact on community welfare of the local area.

⁶ Australian Bureau of Statistics (**Annexure B**)

<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50183>

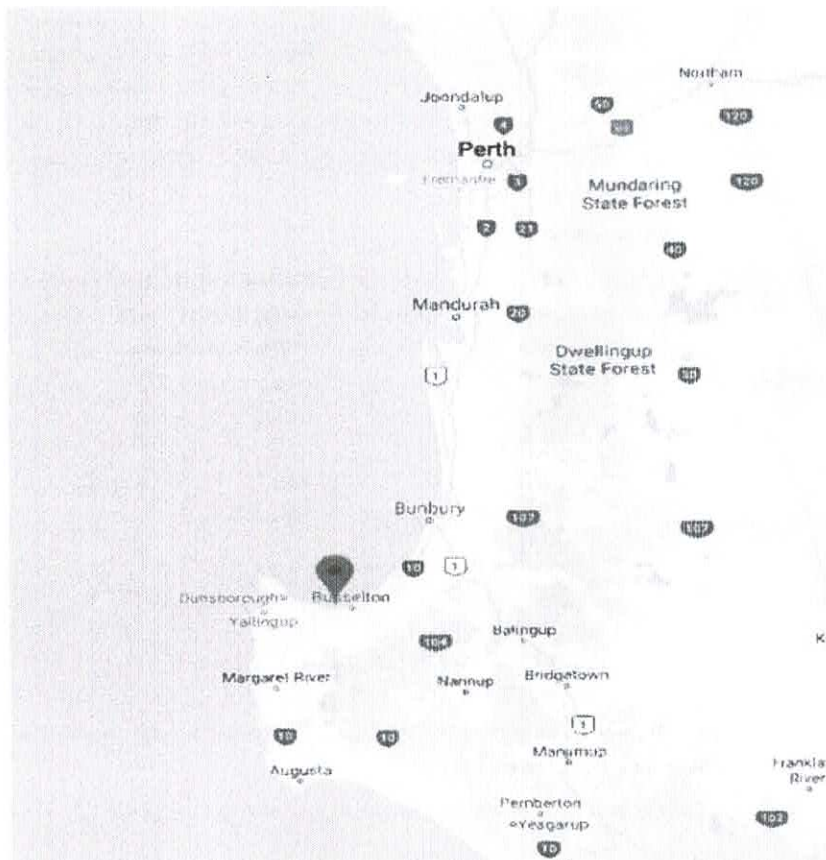
⁷ Broadwater Village Grocer & Liquor streetscape.

⁸ Ariel view of Broadwater Shopping Village.

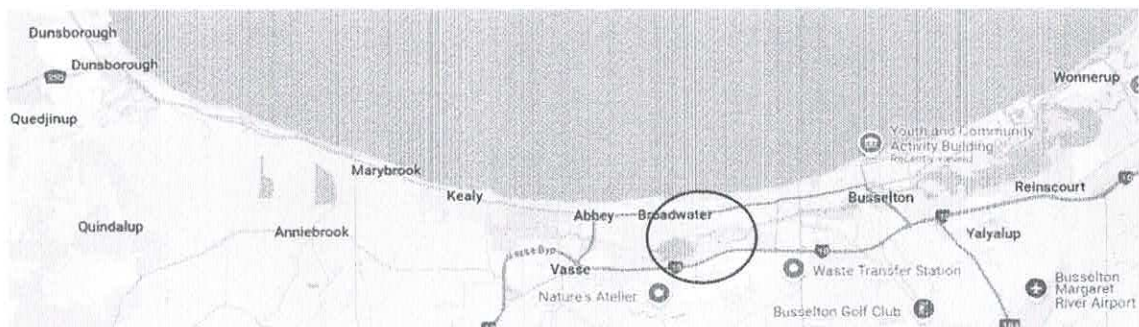
⁹ Broadwater Village Liquor floorplan.

⁹ The Liquor Control Act 1988 (as amended)

https://www.austlii.edu.au/cgi-bin/viewdb/au/legis/wa/consol_act/lca1988197/



Distance from Perth to Busselton, approximately 225 kilometres.



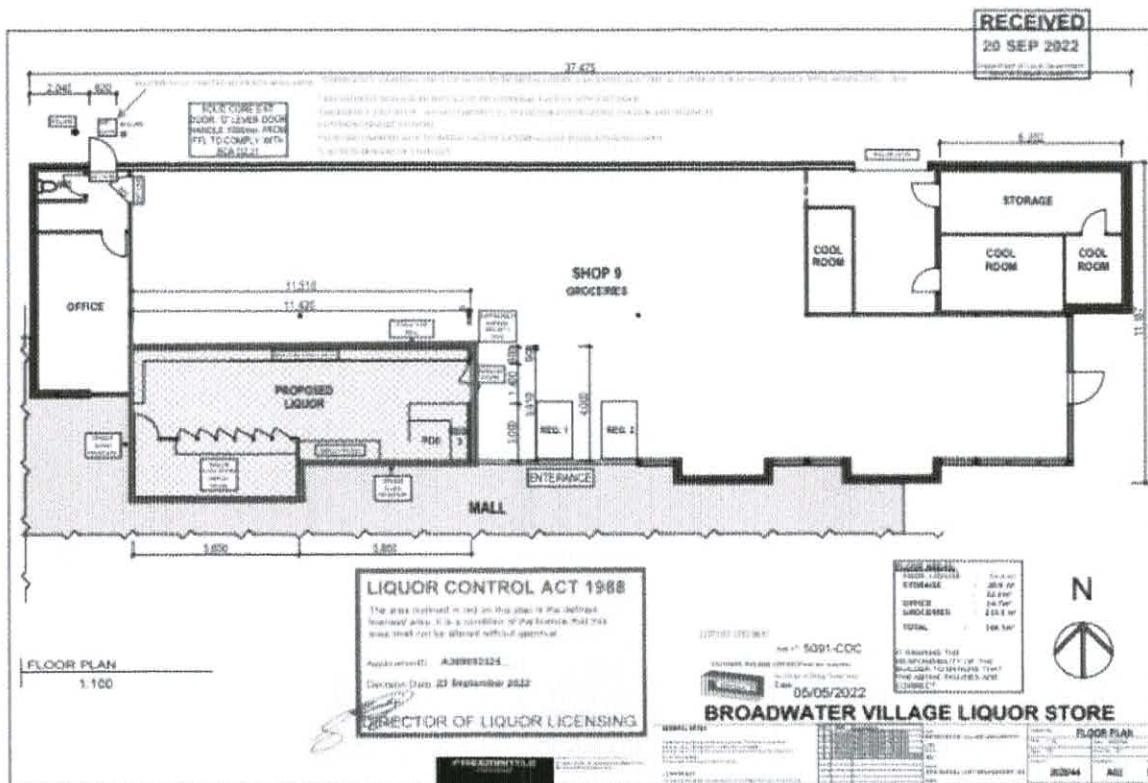
Map of Broadwater locality.



Streetscape of Broadwater Shopping Village.



Ariel view of Broadwater Shopping Village.



Broadwater Village Liquor floorplan.

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

For the purposes of section 36b(4) of the Liquor Control Act 1988, the Applicant notes within a two kilometre radius of the Premises, there are no packaged liquor facilities. When considering a wider distance from the Premises, the Applicant notes the following licensed premises are permitted to sell packaged liquor.

Premises name	Licensee	Licence type	Address	Distance (straight line/by car)
BWS – Abbey*	Woolworths Group Limited	Liquor Store	20 Monaghans Way, Abbey	2.1km/2.1km
Amelia Park Lodge	Newtown Lodge Pty Ltd	Hotel (unrestricted)	Lot 11, 5850 Bussell Highway, Abbey	2.2km/2.3km
BREW+	Baytown Holdings Pty Ltd	Liquor Store	231 Bussell Highway, West Busselton	3.1km/3.3km
Liquorland Vasse	Liquorland (Australia) Pty Ltd	Liquor Store	18 Napoleon Promenade, Vasse	3.2km/4.3km

*BWS – Abbey is the nearest licensed premises permitted to sell packaged liquor. BWS – Abbey only trade on a Sunday in the peak season.

The licensed premises permitted to sell packaged liquor in the wider area are shown on the map (see page 8), the circles indicate a 2 kilometre and 3 kilometre radius. The premises Brew+ and Liquorland Vasse are located outside of the three kilometre locality of the Premises. Additionally, Amelia Park Lodge does not have a dedicated packaged liquor facility and does not offer customers a browse area. As such, it is deemed Amelia Park cannot meet reasonable packaged liquor requirements for those in the locality as it simply does not offer full packaged liquor services.

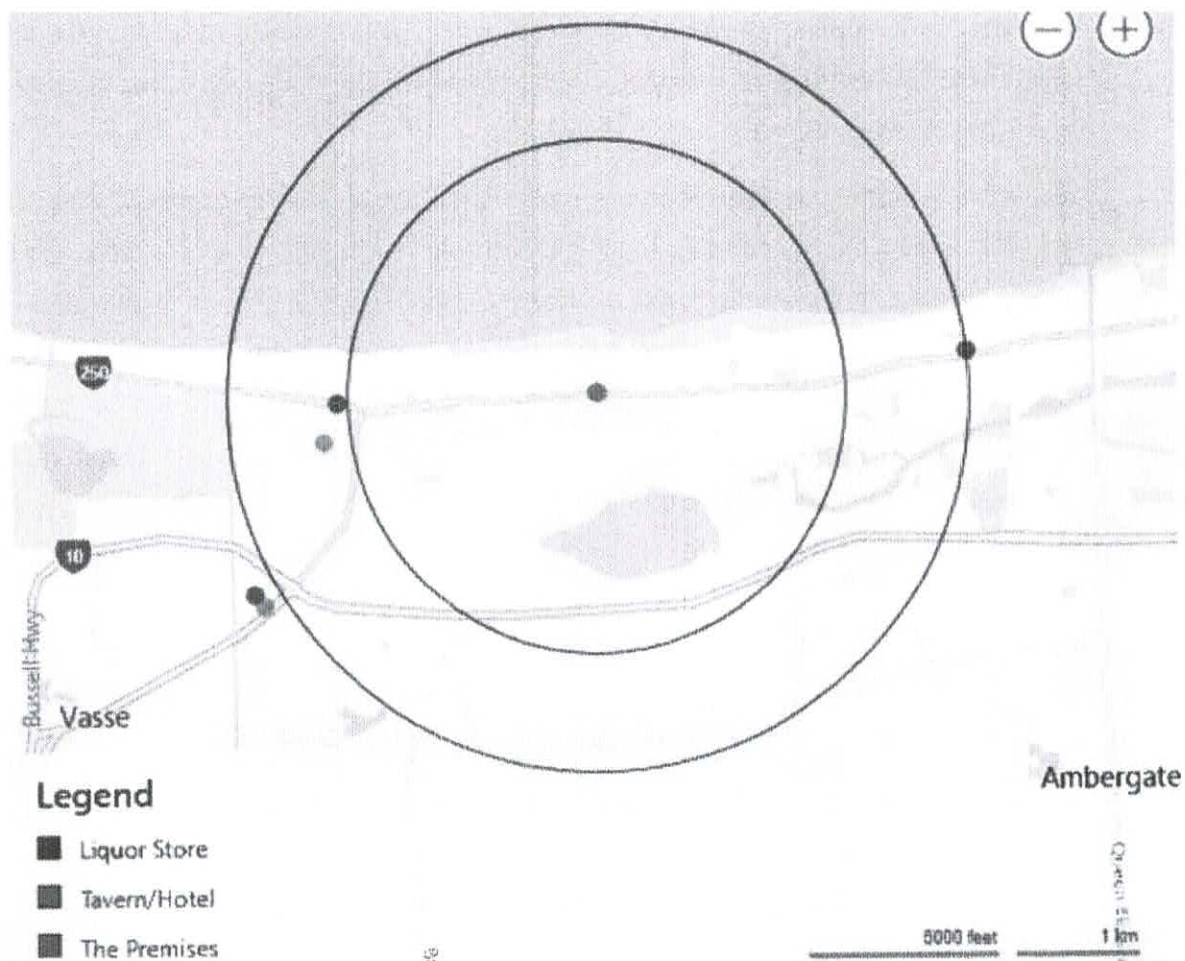
Additionally, Brew+ (formerly Cape Cellars Dri Thru) operates as a drive thru coffee and liquor store, as well as a browsing bottle shop. Brew+ promotes a broad range of wines from the big names to the smaller family owned and run labels. Brew+ advertise a wide selection of local breweries and wineries along with national and international craft beer.

Previously, the Applicant engaged an Independent Consultant, Katherine Dehavilland to conduct an extensive audit on the existing licensed premises within a four kilometre radius of the Premises.¹⁰ The findings of the Independent Report revealed the current liquor stores operating under BWS and Liquorland brands fail to meet local consumer needs due to a lack of availability for products from smaller producers. As such, this highlights the scarcity of local products in the area. To address this, the Applicants inventory features a robust assortment of craft beers from boutique breweries and

¹⁰ Independent Report of Katherine Dehavilland (Annexure C)

premium wines. This offering aligns with growing consumer trends for unique and localised offerings to cater to discerning customers. As such, the Applicant is fulfilling a niche market for packaged liquor requirements by enhancing the overall selection available to consumers within the locality.

The Applicant also reiterates there is no packaged outlet within two kilometres of the Premises. Persons living in the locality or holidaymakers visiting the locality must drive some distance (at least 2 kilometres) from their home or accommodation in order to purchase packaged liquor. The Applicant submits that in a regional city such as Busselton that is unreasonable.



Licensed premises permitted to sell packaged liquor in the wider area. Circles indicating a 2 kilometre and 3 kilometre radius.

Part 3 — The profile of the local community

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

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

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

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

3.1 Please outline the population characteristics in the locality.

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

The Premises is located in the Busselton suburb of Broadwater, approximately 225 kilometres south of Perth. Broadwater falls within the local government area of the City of Busselton along with the suburbs of Dunsborough (17.6km distance), Busselton (6km distance) and Geographe (9.2km distance).

Based on data obtained from the Australian Bureau of Statistics and local government resources, the following population characteristics are outlined:⁵

- **Total population:** The total population within the locality of Broadwater is 4,269 based on the 2021 Census.
- **Estimated Population Growth:** In 2023, the area experienced a regional growth rate of 1.44%, indicating a trend of increasing residents and potential customers.
- **Median Age:** The median age of residents in this locality is 53.
- **Income and Employment Status:** The median household income in the area is \$1,232 with an unemployment rate of 2.8%.

⁵ Australian Bureau of Statistics (**Annexure B**)
<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50183>

- The locality is home to a mix of families, young professionals, and retirees, with a sizeable portion of residents employed in agriculture, construction, manufacturing, retail and tourism.
- Major Economic Drivers: Broadwater is part of a world-renowned tourist destination; the City of Busselton has traditionally been a centre for agriculture. The City is recognised as a premium wine growing region and a significant hub for technology-based and creative industries. The leading economic driver within the City of Busselton and second leading driver in the South West. The construction industry is responsible for \$932.6 million of the City's gross revenue each year. The agriculture and manufacturing industries still have a strong foothold with a gross revenue generated in both sectors equating to approximately \$847 million.

The below data obtained from the Australian Bureau of Statistics outlines cultural diversity, income, employment and health conditions of the locality.

Cultural diversity

Ancestry, top responses All people	Broadwater (WA)		Western Australia		Australia	
		%		%		%
English	2,018	47.3	1,000,796	37.6	8,385,928	33.0
Australian	1,698	39.8	789,282	29.7	7,596,753	29.9
Scottish	454	10.6	232,541	8.7	2,176,777	8.6
Irish	422	9.9	233,323	8.8	2,410,833	9.5
Italian	151	3.5	137,255	5.2	1,108,364	4.4

Note 1: Respondents had the option of reporting up to two ancestries on their Census form, and this is captured by the Ancestry multi response (ANCP) variable used in this table. Therefore, the sum of all ancestry responses for an area will not equal the total number of people in the area.

Note 2: Calculated percentages represent a proportion of the number of people in the area (including those who did not state an ancestry). In 2016 QuickStats percentages were based on total number of responses and will not be comparable to this table.

Country of birth, top responses All people	Broadwater (WA)		Western Australia		Australia	
		%		%		%
Australia	3,135	73.4	1,648,794	62.0	17,019,815	66.9
Other top responses:						
England	436	10.2	196,885	7.4	927,490	3.6
New Zealand	106	2.5	75,591	2.8	530,492	2.1
South Africa	50	1.2	44,889	1.7	189,207	0.7
Scotland	46	1.1	26,146	1.0	118,496	0.5
Netherlands	30	0.7	8,833	0.3	66,481	0.3

More information on [Country of birth of person \(BPLP\)](#)

Table based on place of usual residence

Aboriginal and/or Torres Strait Islander peoples

People characteristics Aboriginal and/or Torres Strait Islander people	Broadwater (WA)		Western Australia		Australia	
		%		%		%
Male	55	51.4	44,716	50.4	403,709	49.7
Female	52	48.6	43,985	49.6	409,025	50.3
Median age	18	N/A	24	N/A	24	N/A

Employment status	Broadwater (WA)		Western Australia		Australia	
People who reported being in the labour force, aged 15 years and over		%		%		%
Worked full-time	893	52.0	786,345	57.1	7,095,103	55.9
Worked part-time	654	38.1	439,984	32.0	3,962,550	31.2
Away from work (a)	126	7.3	79,916	5.8	991,758	7.8
Unemployed	48	2.8	70,001	5.1	646,442	5.1

Note 1: Calculated percentages represent a proportion of people aged 15 and over who reported being in the labour force in the area.

Note 2: The ABS Labour Force Survey provides the official estimates of Australia's labour force. More information is provided in [Comparing 2021 Census and Labour Force Survey](#).

(a) Counts employed people who reported 0 hours of work the week before the Census or did not state their hours of work.

Income and work

Participation in the labour force	Broadwater (WA)		Western Australia		Australia	
People aged 15 years and over		%		%		%
In the labour force	1,716	47.1	1,376,251	63.9	12,695,853	61.1
Not in the labour force	1,725	47.4	641,842	29.8	6,858,081	33.1
Not stated	197	5.4	136,153	6.3	1,200,851	5.8

Note 1: Calculated percentages represent a proportion of people aged 15 and over in the area.

Note 2: The ABS Labour Force Survey provides the official estimates of Australia's labour force. More information is provided in [Comparing 2021 Census and Labour Force Survey](#).

More information on [labour force status \(LFS\)](#).

Table based on place of usual residence.

Employment status	Broadwater (WA)		Western Australia		Australia	
People who reported being in the labour force, aged 15 years and over		%		%		%
Worked full-time	893	52.0	786,345	57.1	7,095,103	55.9
Worked part-time	654	38.1	439,984	32.0	3,962,550	31.2
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Note 1: Calculated percentages represent a proportion of people aged 15 and over who reported being in the labour force in the area.

Note 2: The ABS Labour Force Survey provides the official estimates of Australia's labour force. More information is provided in [Comparing 2021 Census and Labour Force Survey](#).

(a) Counts employed people who reported 0 hours of work the week before the Census or did not state their hours of work.

Median weekly incomes (a)	Broadwater (WA)		Western Australia		Australia	
People aged 15 years and over		%		%		%
Personal (b)	\$632	N/A	\$848	N/A	\$805	N/A
Family (c)	\$1,562	N/A	\$2,214	N/A	\$2,120	N/A
Household (d)	\$1,232	N/A	\$1,815	N/A	\$1,746	N/A

(a) Incomes are collected in ranges. The medians are then calculated using information from the Survey of Income and Housing.

(b) Excludes people aged 15 years and over who did not state their income.

(c) Excludes families where at least one family member aged 15 years and over did not state their income.

(d) Excludes households where at least one household member aged 15 years and over did not state their income.

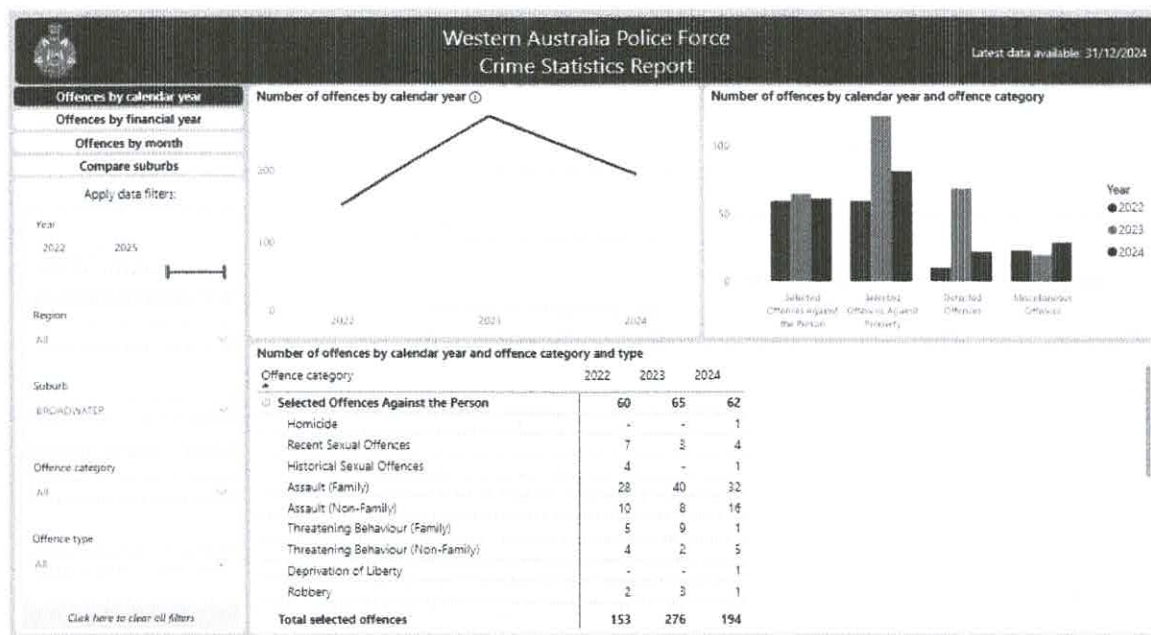
Health

Type of long-term health condition	Broadwater (WA)		Western Australia		Australia	
All people		%		%		%
Arthritis	623	14.6	202,847	7.6	2,150,396	8.5
Asthma	380	8.9	195,300	7.3	2,068,020	8.1
Cancer (including remission)	227	5.3	72,864	2.7	732,152	2.9
Dementia (including Alzheimer's)	163	3.8	17,612	0.7	189,162	0.7
Diabetes (excluding gestational diabetes)	274	6.4	117,182	4.4	1,198,721	4.7
Heart disease (including heart attack or angina)	293	6.9	94,523	3.6	999,096	3.9
Kidney disease	78	1.8	20,352	0.8	231,777	0.9
Lung condition (including COPD or emphysema)	118	2.8	42,087	1.6	441,109	1.7
Mental health condition (including depression or anxiety)	441	10.3	220,581	8.3	2,231,543	8.8
Stroke	119	2.8	21,573	0.8	234,609	0.9
Any other long-term health condition(s)	401	9.4	196,431	7.4	2,041,929	8.0
No long-term health condition(s)	2,143	50.2	1,629,249	61.2	15,292,718	60.2
Not stated	340	8.0	235,428	8.9	2,066,251	8.1

Note 1: Respondents had the option of reporting multiple long-term health conditions. Therefore, the sum of all long-term health condition responses for an area will not equal the total number of people in the area.

Note 2: Calculated percentages represent a proportion of the number of people in the area (including those who did not answer the long-term health conditions question).

The below is a crime statistics dashboard obtained from the Western Australian Police Force website outlining offences which have been reported in the locality.¹¹



There is a noticeable increase in some offences from 2022 to 2023, followed by a decline in 2024 for certain categories. Factors that influenced these changes are not listed.

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

Community buildings and facilities accessible in the locality of Broadwater include:

Name	Address	Facility category
Broadwater Lodge	12-18 Fathom Crescent, Broadwater	Aged Care
St. Mary's Anglican Church	54 Queen Street, Broadwater	Church
Broadwater Early Learning Centre	13 Fathom Crescent, Broadwater	Childcare centre
Broadwater Primary School	43 Fathom Crescent, Broadwater	School

¹¹ Western Australian Police Force, crime statistics
<https://www.wa.gov.au/organisation/western-australia-police-force/crime-statistics>

Part 4 — Minimising the potential for alcohol to cause harm

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

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

Demographics of the locality are outlined in section 3. The Licensee acknowledges ‘at risk’ groups live in and visit the locality can contribute towards the level of alcohol related harm and ill-health experienced in the locality. However, the Licensee submits the locality has a lower than average number of at-risk groups present based on current Australian Bureau of Statistics data.⁵

Furthermore, the existing management plan clearly sets out the Licensees policies and procedures for a variety of harm minimisation initiatives which aim to decrease any potential for undue harm or ill-health in the locality. Components implemented include:

- Refusal of service;
- Identification checks;
- Creating a safe environment; and
- Education and training of all staff.

As the Premises already exists the Licensee confirms all policies and procedures are strictly adhered to and no alcohol has been supplied to minors, or anyone who is or may be affected by alcohol. Additionally, any persons who look under 25 years of age are asked to produce valid identification on demand, otherwise service is refused. Furthermore, signage is permanently displayed at the Premises outlining the requirement for identification and sale of liquor to persons 18+.

In addition, the Licensee has existing experience in the hospitality industry. This experience has been pivotal in implementing appropriate and effective plans to minimise disturbance and harm as a result of the operations of this Premises. Furthermore, staff members (18+) hold a Responsible Service of Alcohol accreditation.

⁵ Australian Bureau of Statistics (Annexure B)
<https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50183>

Finally, there will be no change in the current style of operation. It is therefore anticipated that this application, if granted, will not add to the potential for alcohol related harm or ill-health in the locality. Since being in operation, the Premises has never received any liquor infringements nor any complaints from local residents.

The initial Public Interest Assessment & Section 26B – Application for liquor licence, the Applicants representative spoke with the WA Police – Liquor Enforcement Unit regarding the proposed application. The WA Police, after considering the locality, expressed no concerns regarding the Application. Evidence of this is listed in a Statutory Declaration of Steven Ante Sumich.¹²

As the Premises already exists, this application is not for a new licence.

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

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

- in good repair, well lit, with operational CCTV and designed to allow passive surveillance of areas such as the car park and entrances, it will tend to discourage anti-social behaviours such as vandalism or crime
- designed with sufficient parking and with good transport options available, it will allow patrons to leave the area quickly rather than potentially inconveniencing the neighbours.
- provided with sound insulation sufficient for the proposed entertainment, it will prevent the surrounds from being exposed to unacceptable noise.

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

Due to the nature of the community and precautions taken by the Licensee, it is highly unlikely that the grant of this permit will result in negative impact on the local community. It is anticipated the grant will provide an alternative currently lacking in the locality offering convenience and choice for residents, holidaymakers and visitors on a Sunday.

The Premises design already significantly contributes to the amenity, quiet, and good order of the locality. This is achieved through:

Well-maintained facilities: The Premises is in excellent repair, ensuring a professional

¹² Statutory Declaration of Steve Ante Sumich (Annexure D)

and welcoming environment. The upkeep discourages anti-social behaviour and promotes a positive image within the community.

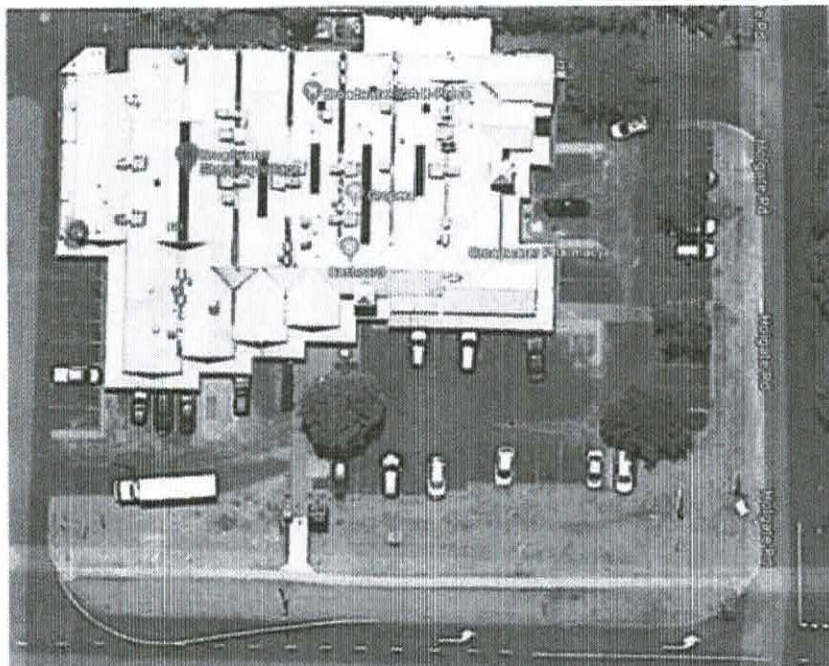
Lighting and surveillance: Ample lighting and operational CCTV throughout the Premises, particularly in parking areas and entrances has been incorporated. This design feature not only enhances safety but also fosters a sense of security for patrons, nearby residents and holidaymakers, deterring potential vandalism or crime.

Efficient traffic management: The Broadwater Shopping Village has sufficient parking facilities and easy access to public transport, allowing patrons to exit the Premises promptly. This consideration minimises any inconvenience to nearby residents and holidaymakers, even during extended trading hours.

Community engagement: The Licensee is committed to engaging with the local community and addressing any concerns that may arise. Through maintaining open lines of communication, the Licensee aims to further existing positive relationship within the Broadwater community.

In summary, the Premises has a well-thought-out design, and operational strategies effectively protect the amenity, quiet, and good order of the locality. Based on the Licensees profile, allowing extended trading hours would result in responsible retailing with minimal impact on the surrounding area.

The below image is an ariel view of the Premises.



The Licensee purports the following:

- An approved manager will be working in the Premises during all trading hours managing the day-to-day operations;
- There will be one to three staff on duty, depending on the time of day;

- The Premises is adequately laid out, well lit, with operational CCTV designed to allow passive surveillance of areas such as the car park and entrances. This level of surveillance tends to discourage anti-social behaviours such as vandalism or crime; and
- The Licensee has put in place a detailed management plan, which will help in minimising any potential for undue harm or ill-health in the locality.

- A convenient and easily accessible packaged liquor facility. Part 6 — Impact on the people who live or work nearby, and whether they might suffer offence, annoyance, disturbance or inconvenience

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

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

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

The Premises is boutique size, currently trading six days a week within the retail precinct of Broadwater. Although there is some residential housing nearby, the Premises itself is situated within the Broadwater Shopping Village. Since operating, residents have not been impacted by this retail offering and the Licensee has not received any liquor infringements nor any complaints from local residents.

The proposed trading hours (Sunday 10am to 10^{PM}), the Licensee does not expect this to cause disturbance to local residents. Furthermore, unruly, disorderly and anti-social behaviour will not be tolerated at the Premises. Staff will refuse entry or ask such customers to leave if the behaviour standard is not met.

In addition, there will be no excessive alcohol consumption on the Premises aside from tastings offered. Pursuant to s47 (2) of the Act, the Licensee is authorised to supply liquor,

by way of a free sample, for consumption within the licensed Premises. This is subject to the following conditions:¹³

- Tastings must be conducted under the full responsibility and supervision of the Licensee or approved manager at all times;
- Tastings cannot be supplied to juveniles;
- Glasses to be used for tastings are to be washed in accordance with the provisions of the Standards of Licensed Premises Policy of the Director of Liquor Licensing unless individual use disposable containers are used;
- Compliance with the Food Act 2008 at all times;
- Tastings per sample must not exceed the measures stipulated in the Liquor Regulations; and
- Free drinking water must be made available at all times that samples of liquor are available for tasting.

Since operating, the Licensee continues to adhere to the abovementioned requirements and affirms ongoing commitment to operating a safe liquor store which engages in efficient harm minimisation strategies. Based on the Applicants record to date, it can be concluded it is unlikely the granting of this application will cause any offence, annoyance, disturbance or inconvenience to any people or group of people in the locality. In addition, the Application also meets the test in section 36B(4) of the Act, as there are no packaged liquor outlets in the locality that meet local packaged liquor requirements.⁹

Part 7 — Impact on tourism, culture and the community

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

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

The City of Busselton is a popular tourist hub due to the regions climate, renowned food and wine scene, national parks, beaches, caves and eco-tourism sites. Tourism WA purports, annual visitor numbers (being visitors who spend at least one night) to Busselton exceeds 895,000 with over 866,000 intrastate visitors. Domestic visitors to

¹³ Liquor Control Act 1988 – SECT 47
https://www.austlii.edu.au/cgi-bin/viewdoc/au/legis/wa/consol_act/lca1988197/s47.html

Busselton stayed 3 million nights on average for 2023/24. Busselton is also a regular seasonal port of call for cruise ships, with between 10-15 cruise ships visiting the port each year.

In addition, construction of the Busselton-Margaret Rive Airport has been completed. This has resulted in regular interstate flights and significantly increased tourism numbers in the region. The WA Government established the Aviation Recovery Fund (ARF) as part of the state's Reconnect WA strategy, allocating up to \$75 million to support the recovery and growth of WA's international and domestic aviation network. The state's air capacity has surpassed pre-COVID levels in the interstate and international markets. Interstate flights into Western Australia in June 2024 reached 112 per cent of pre-COVID 2019 levels, indicating interstate aviation capacity recovery has been achieved. Perth's international aviation capacity recovered to 124 per cent of pre-COVID 2019 levels by May 2024, confirming international aviation capacity recovery has also been achieved.¹⁴

Broadwater Village Liquor is surrounded by numerous accommodation facilities as indicated in the table and map below. Notably, 34% of domestic visitors either rented accommodation or stayed in a hotel/resort. The proximity of holiday facilities to the Premises enables tourists to purchase their groceries and packaged liquor needs within walking distance from where they are staying. The Applicant denotes this unique feature of the locality must be considered as part of the Application. Additionally, the Applicant submits unlike permanent residents, tourists, holidaymakers and retirees do not like to travel as far for their purchases, preferring facilities in walking distance.

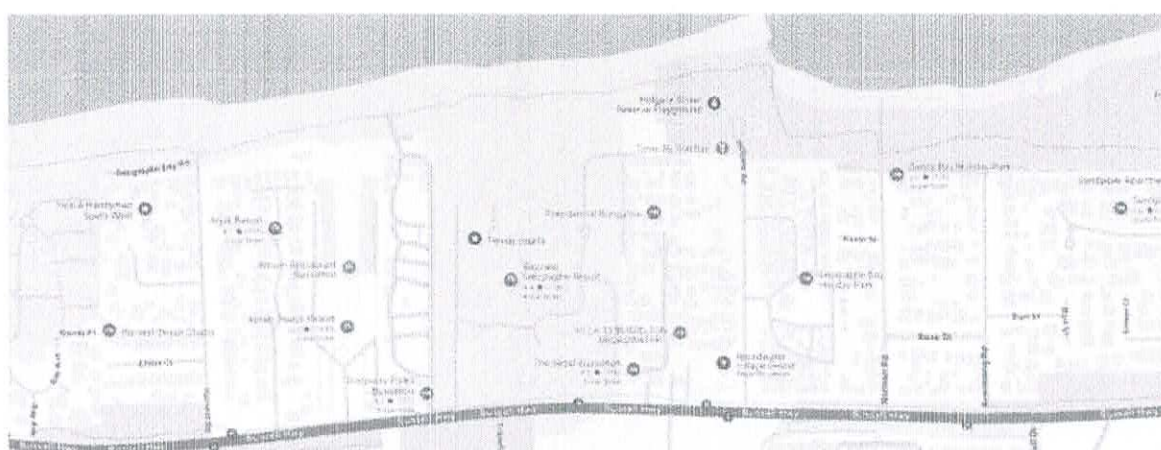
The below table sets out 20 accommodation facilities within a 180 meter to 3.2 kilometre radius from the Premises. The vast majority of the facilities are located within 1.4 kilometres of the Premises.

Name of Accommodation Facility	Address	Distance from Premises
Geographe Bay Holiday Park	535 Bussell Hwy, Broadwater	180m
Broadwater Beach Resort	11 Holgate Rd, Broadwater	240m
Amblin Caravan Park	583 Bussell Hwy, Broadwater	550m
Sandy Bay Holiday Park	2 Norman Rd, Broadwater	600m
Novacare Lifestyle Retirement Village	505/544 Ray Ave, Broadwater	600m
Aqua Resort	605 Bussell Hwy, Broadwater	600m
Bayview Geographe Resort	555 Bussell Hwy, Broadwater	800m
The Sebel Busselton	553 Bussell Hwy, Broadwater	900m

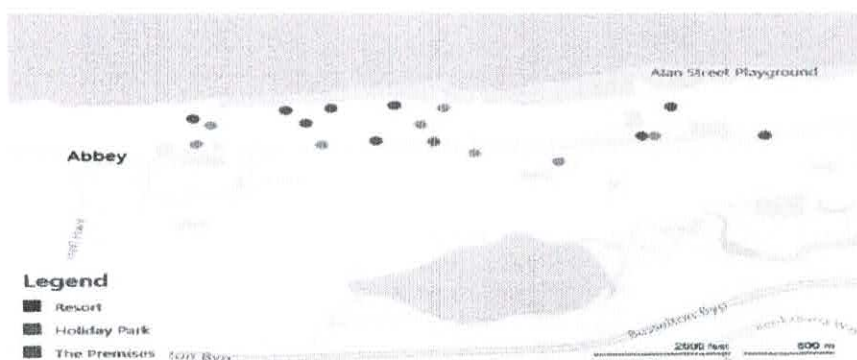
¹⁴ Tourism WA Insights and Planning (**Annexure E**)

<https://assets-us-01.kc-usercontent.com/53c284ed-8b6d-0077-d7d1-762b0c10baee/5408c292-38cc-4ea0-baf6-c9d91788c97f/LGA%20Visitor%20Factsheet%202023%20-%20Busselton.pdf>

Abbey Beach Resort	595 Bussell Hwy, Broadwater	900m
Lazy Days Caravan Park	452 Bussell Hwy, Broadwater	900m
Broadwater Bed and Breakfast	407 Bussell Hwy, Broadwater	1.3km
Capecare Retirement Village	20 Ray Avenue, Broadwater	1.4km
Oceanside Retreat Busselton	12 Little Colin St, Broadwater	1.4km
Cape View Beach Resort	12 Little Colin St, Broadwater	1.4km
Mandalay Holiday Resort	652 Geographe Bay Rd, Broadwater	1.9km
Restawhile Motel	340 Bussell Hwy, Broadwater	2.1km
BIG4 Beachlands Holiday Park	10 Earnshaw Rd, West Busselton	2.8km
Amalfi Resort	15 Earnshaw Rd, West Busselton	2.8km
RAC Busselton Holiday Park	97 Caves Rd, Abbey	3.0km
Busselton Holiday Park	97 Caves Rd, Abbey	3.2km



Some of the premises listed in the abovementioned table feature in the above and below maps.



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

The Licensee submits that the Premises will promote the objects of the Liquor Control Act 1988 by accommodating the diversity of consumer demand and by promoting responsible service of alcohol.

The Licensees intent is to continue operating as a convenient one-stop-shopping experience, offering packaged liquor products with supermarket and grocery items. Correspondingly, 98% of respondents who completed the Public Interest Survey indicated overwhelming support for the extension of trade of Broadwater Village Liquor to include Sundays with consumers affirming there is significant requirement for packaged liquor services.

The Licensee recognises that Sundays are different under the Act and believes the nuances of the locality as described in this application justifies granting the extended trading permit applied for. Given the Licensees existing mode of operation of the Premises coupled with the Licensees reputation and experience in the industry, there is minimal risk of harm, ill-health and anti-social behaviour occurring at the Premises should extended trading be permitted. The Licensee has proven to be a professional and responsible Licensee who can be entrusted with the privilege of operating under the permit for which has been applied.

Notably, the Premises has never received any liquor infringements nor any complaints from local residents. It is therefore expected that this application, if granted, will not add to the potential for alcohol related harm or ill-health in the locality.

Finally, in the opinion of the Licensee there are almost no foreseeable negatives relating to this application. It is therefore submitted that granting this application is very much in the public interest. The Licensee also meets the test in section 36B(4) of the Act, as there are no packaged liquor outlets in the locality that meet local packaged liquor requirements.

Part 8 — Declaration

I declare that the contents of this document and attachments are true, correct and complete and that I have made all reasonable inquiries to obtain the information required.

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

B. Smith

6/3/2025

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date

Signature of applicant/s

Date
