



## Public Interest Assessment Application for ETP (Ongoing Hours)

**Premises Name:** Jagga Daku  
**Address:** 123 Oxford Street, Leederville, WA 6007  
**Licensee:** Sneh Lata Pty Ltd  
**Licence:** Tavern Restricted Licence  
**Licence #:** 638219228922



**Prepared by:**



**HOSPITALITY  
TOTAL SERVICES**  
EST 1992

Office 2, 48 Kishorn Road, Applecross WA 6153  
[admin@hospitalitytotalservices.com.au](mailto:admin@hospitalitytotalservices.com.au)

Ph. 08 9316 8699 Fax 08 9316 9699  
[www.hospitalitytotalservices.com.au](http://www.hospitalitytotalservices.com.au)

*This Submission is not to be copied in part or its entirety by any person without prior written consent from Hospitality Total Services (Aus) Pty Ltd. Failure to do so may result in legal action.*

## **Introduction**

1. In accordance with Section 64 of the Liquor Control Act 1988 (the Act), this application is submitted on behalf of Sneh Lata Pty Ltd (the Licensee Applicant) for an Extended Trading Permit (ETP) - Ongoing Hours for Jagga Daku.
2. Based on Jagga Daku's operational experience in the popular Leederville dining and Entertainment Precinct under its current Tavern Restricted Licence, the Licensee Applicant has identified a significant consumer demand for extended trading hours. This observation is particularly noted for Thursday, Friday, and Saturday when there is a clear public interest in extending the trading hours to 2:00 a.m., as demonstrated by the Consumer Surveys<sup>1</sup> and Letters of Support<sup>2</sup>.

## **Background**



**Figure 1: Jagga Daku in Leederville<sup>3</sup>**

3. Jagga Daku, which accommodates a maximum of 200 patrons, is located at 123 Oxford Street, Leederville, WA 6007. It is situated in the Leederville Entertainment Precinct. The request for an ETP - Ongoing Hours has been carefully considered to further develop the dining and entertainment options in this culturally and socially vibrant precinct.

<sup>1</sup> Attachment 2 – Consumer Surveys

<sup>2</sup> Attachment 3 – Letters of Support

<sup>3</sup> [https://www.bangkokbrothers.com.au/index.php?branch\\_id=1#GalVenue](https://www.bangkokbrothers.com.au/index.php?branch_id=1#GalVenue)



Figure 2: Example of Weekly Events at Jagga Daku<sup>4</sup>


4. With the proposed ETP—Ongoing Hours, Jagga Daku aims to offer its culturally diverse menu of modern Indian and fusion dishes. Extending the operating hours will enable consumers to enjoy the amenities at Jagga Daku with live music and entertainment that resonate with the diverse themes of Indian and broader Asian cultures, catering to locals' and visitors' requirements, thereby developing the cultural and social amenity of the locality. This initiative directly aligns with the Objects of the Act by enhancing the cultural and social offerings available to consumers, especially during later hours.
5. The Licensee Applicant has received overwhelmingly positive online reviews (**286 Google Reviews – 4.2 Stars**) highlighting public interest in the amenity available at Jagga Daku in the Leederville Entertainment District (Refer to screenshots below):

<sup>4</sup> <https://jaggadaku.pub/>

**Dane Singh**  
8 reviews · 12 photos  
★★★★★ 2 months ago  
A\$200+

5★ still not enough to rate this place. Mouthwatering foods. Beautiful atmosphere. Amazingly professional and caring staff. Icing on the cake was the live music. Loved everything at Jagga Daku. Jai Bhadrakali 🙏. Will definitely be back.

Food: 5/5 | Service: 5/5 | Atmosphere: 5/5



👍 1

**Emma Tomkinson**  
10 reviews · 5 photos  
★★★★★ 2 months ago

Loved our meal at Jagga Daku! Every dish was excellent - butter chicken probably the most outstanding, but the goat, Rogan Josh and palak paneer also fantastic. We arrived just before the kitchen closed, so we were grateful to be served, but food arrived very quickly. Service was friendly and efficient- we enjoyed chatting with our waiter. Booth seating added to the fun.

Food: 5/5 | Service: 5/5 | Atmosphere: 5/3

**Recommended dishes**  
Goat Curry, Butter Chicken




👍 1

**Kathryn Preston**  
28 reviews · 21 photos  
★★★★★ 2 months ago  
A\$20-40

Wonderful food and service. Enjoyed the Makan Masala especially and the Dani Puri balls. Everything was presented beautifully. Will definitely return.

Food: 5/5 | Service: 5/5 | Atmosphere: 5/4



👍 1



Figure 3: Jagga Daku - Food

6. Please find below some images from the Jagga Daku's web page, identifying a range of food and beverage amenity available at the premises:

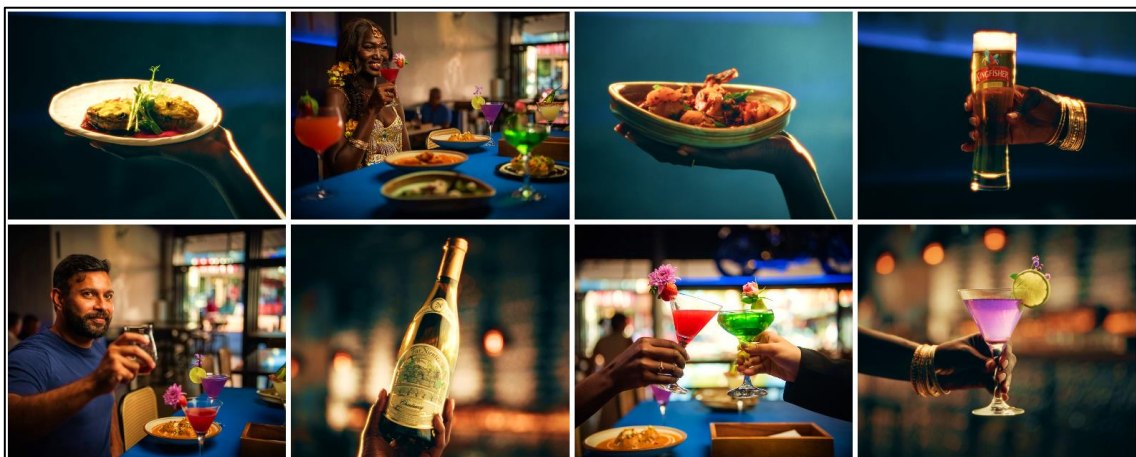


Figure 4: Images from Jagga Daku<sup>5</sup>

<sup>5</sup> <https://jaggadaku.pub/>

## The Application



**Figure 5: Jagga Daku – Diverse Mature-Age Consumers**

7. The ETP – Ongoing Hours application for Jagga Daku is sought to cater to a diverse range of consumers including, but not limited to:
  - Local residents.
  - Members of the Perth Indian community.
  - Consumers interested in Indian cuisine, music, and culture.
  - Tourism visitors (local, national and international).
  - Persons resorting to the Leederville Entertainment Precinct to attend diverse entertainment, art, sports, or cultural establishments located nearby.
  - Persons resorting to the premises for the contemporary offering, ambience and safety of the well-managed licensed venue.
8. The premises has a maximum patron capacity of up to 200 persons, with areas to accommodate a variety of uses, including (but not limited to):
  - Dining,
  - Formal and informal meetings,
  - Functions (including corporate functions),
  - Special events, and
  - Socialising with colleagues, family and friends.



Figure 6: Jagga Daku - Live Acoustic Music

9. Should this application be granted, the extended trading hours (subject to approval) permitting trade between:
  - Thursday, Friday and Saturday: 12 midnight to 2:00 a.m. the following day
10. The Licensee Applicant notes that while the permitted trading hours under a Tavern Restricted Licence permits them to open at 6:00 a.m., they generally do not open until 11:30 a.m.
11. The Licensee Applicant accepts the following conditions to be applied on the ETP – Ongoing Hours, subject to approval:

Trading Conditions:

- 1 The licensee is authorised to sell and supply liquor in accordance with the provisions of Section 41 of the Act as it relates to a Tavern Restricted Licence.
- 2 The sale of packaged liquor for consumption off the licensed premises is prohibited.
- 3 The Licensee is to have and maintain a CCTV system in accordance with the policies of the Director of Liquor Licensing.
- 4 The premises must be predominantly set up with dining tables and chairs unless during a special function or event.
- 5 From opening until 1 hour prior to the closing time, a comprehensive food and dining menu must be available for purchase by patrons, for consumption on the premises.
- 6 The Licensee shall not promote or sell drinks that offer liquor by their 'emotive' titles such as, but not limited to, 'laybacks', 'slammers', 'test tubes', and 'blasters'.
- 7 Drink options that contain low alcohol liquor content, as well as a range of non-alcoholic drink options, must be available at all times.
- 8 A lockout policy will be implemented at 1:00 a.m. on the days the ETP—Ongoing Hours is invoked.
- 9 Crowd Controllers will be on duty from 8:00 p.m. until half an hour after close at the rate of two (2) for the first 100 patrons, then one (1) for the additional 100 patrons.
- 10 Dress Standards – Outlaw Motorcycle Gangs.

The following dress standard applies during the permitted trading hours:

Jackets or any other clothing or accessory, or any clearly visible body marking, bearing patches or insignia of any Outlaw Motorcycle Gangs not limited to, but including, the following listed Outlaw Motorcycle Gangs, are not permitted to be worn or to be visible on the licensed premises:

- Coffin Cheaters,
- Club Deroes,
- Gods Garbage,
- Gypsy Jokers,
- Outlaws,
- Finks,
- Rebels,
- Comanheroes,
- Hell's Angels,
- Rock Machine, and
- Mongols.



Entertainment Conditions:

- (a) A person resorting to, or on the premises, including the licensee or manager, or an employee or agent of the licensee or manager, shall not:
    - i. Be immodestly or indecently dressed on the licensed premises, and/or
    - ii. Take part in, undertake or perform any activity or entertainment on the licensed premises in a lewd or indecent manner.
  - (b) The licensee or manager, or an employee or agent of the licensee or manager, is prohibited from:
    - i. Exhibiting or showing, or causing, suffering or permitting to be exhibited or shown, on the licensed premises any “R 18+”, “X 18+” or “RC” classified film or computer game or “Category 1 – Restricted” or “Category 2 – Restricted” publication, or extract therefrom; or
    - ii. Causing, suffering or permitting any person employed, engaged or otherwise contracted to undertake any activity or perform any entertainment on the licensed premises to be immodestly or indecently dressed on the licensed premises; or
    - iii. Causing, suffering or permitting any person to take part in, undertake or perform any activity or entertainment on the licensed premises in a lewd or indecent manner.
  - (c) In this condition, “licensed premises” includes any premises, place or area:
    - i. which is appurtenant to the licensed premises; or
    - ii. in respect of which an extended trading permit granted to the licensee is for the time being in force but does not include any part of the premises which is reserved for the private use of the licensee, manager or employees of the licensee and to which the public does not have access.
12. The proposed 2:00 a.m. close on Thursday, Friday, and Saturday is only being sought to permit patrons to enjoy the Jagga Daku premises and to provide high-quality, late-night, licensed premises in the Leederville Entertainment Precinct, in line with the standards and amenities available in other developed metropolitan capital cities across Australia and internationally.
13. The Licensee Applicant undertook a Consumer Survey<sup>6</sup> specifically relating to this application to demonstrate that the application for the premises to operate on Thursday, Friday, and Saturday until 2:00 a.m. was in the public interest.
14. The aforementioned Consumer Surveys indicate strong public interest in Jagga Daku remaining open until 2:00 a.m. on Thursday, Friday, and Saturday. Detailed survey results will be covered later in these submissions.

---

<sup>6</sup> Attachment 2 – Consumer Surveys

15. The Harm Minimisation Plan<sup>7</sup>, initially submitted with the Tavern Restricted application for Jagga Daku, will continue to be rigorously implemented during the extended hours on Thursday, Friday and Saturday up to 2:00 a.m., including a 1:00 a.m. lockout, subject to the approval of this application.
16. The Licensee Applicant has reviewed the Director's Policy on 'Extended Trading Permits – Ongoing and Indefinite'<sup>8</sup> and acknowledges the importance of adhering to the conditions stipulated within. The Licensee Applicant understands that the policy details conditions applicable to the grant of an ETP - Ongoing Hours.



Figure 7: Jagga Daku - Special Event Menu

<sup>7</sup> Attachment 3 – Harm Minimisation Plan

<sup>8</sup> <https://www.dlgsc.wa.gov.au/department/publications/publication/extended-trading-permits-ongoing-and-indefinite-policy#>

17. Jagga Daku, an establishment offering a modern Indian-centric experience, contributes significantly to the diverse amenity within the Leederville Entertainment Precinct. This is particularly relevant for locals and interstate and international tourists who expect a variety of late-night, licensed amenities in a developed, contemporary capital city like Perth. The extension of trading hours under the ETP – Ongoing Hours will enhance Perth's image as a vibrant city, catering to the reasonable expectations of visitors seeking diverse and culturally rich dining and entertainment options and the local and State governments.

## **Legislative Framework – Liquor Control Act 1988**

### **Section 60**

18. Section 60 of the Liquor Control Act 1988 outlines the type of ETPs available and what they permit a Licensee Applicant to undertake:

#### ***60. Extended trading permit, purposes, effect and conditions of***

**(4)** *The purposes for which an extended trading permit may be issued are —*

**(g)** *extended hours, authorising the licensee to sell liquor under the licence at specified hours that would not otherwise be permitted hours, on such days other than a Good Friday as may be specified, or in relation to such occasion as may be specified, which remains in force for the period, not exceeding 10 years, specified; or”*

19. As per Section 60(4)(g) of the Act, the Licensee Applicant requests an ETP - Ongoing Hours to enable the premises to extend trade from 12.00 a.m. on Thursday, Friday and Saturday until 2:00 a.m. the next day.

### **Section 5 – Objects of the Act**

20. **The primary objects as set out in Section 5 (1)<sup>9</sup> of the Act are:**

#### ***a) To regulate the sale, supply and consumption of liquor***

- As demonstrated by the Harm Minimisation Plan attached (Attachment 4 - Harm Minimisation Plan), the Licensee Applicant is committed to adopting responsible practices in the sale and supply of liquor, including (but not limited to):
  - A lockout to apply at 1:00 a.m.
  - A selection of low and mid-alcohol beer to be available.
  - Zero alcohol options.
  - Not permitting service of alcohol to persons in school uniform (regardless of ability to produce legal photo ID).

---

<sup>9</sup> [http://www.austlii.edu.au/au/legis/wa/consol\\_act/lca1988197/s5.html](http://www.austlii.edu.au/au/legis/wa/consol_act/lca1988197/s5.html)

- All drinks will be served in an open container as required under the Act.
- There is CCTV coverage throughout the premises, including the entrance, exit, and delivery area, which will record throughout the operational hours of the premises and be accessible by staff, WA Police, and any other authorised person as required by the Director's Policy on *Safety and Security at Licensed Premises*<sup>10</sup>.
- All staff working at Jagga Daku that provide alcohol service as part of their employment have a current RSA certification, with a copy of the qualification kept on premises in a training register as per the Director's Policy on *Mandatory Training*<sup>11</sup>.
- The Licensee Applicant respects and understands the importance of the Director's Policy on the *Responsible Promotion and Advertising of Liquor* to "ensure that liquor is sold and consumed in a responsible manner" [Section 64(3) of the Act], and all employees understand and comply with the policy.
- A variety of seating options will be provided throughout the premises in the public interest. The majority of seating can be rearranged or moved for functions or large groups if and as required.
- All Duty Managers will hold the higher qualification Manage Licensed Premises (MLP1) and support the staff in their daily duties.
- All staff of the proposed Jagga Daku involved in the sale and supply of liquor will be required to undergo and complete the appropriate RSA training in accordance with Section 33 and 103A of the Act.
- A copy of each staff member's RSA certificate will be kept on premises in a Training Register as per the Director's Policy relating to Training.
- Subject to approval, the Applicant will participate in the meetings of the Vincent Accord and abide by any resolutions or strategies the Liquor Accord deems appropriate.

**b) To minimise harm or ill-health caused to people, or any group of people, due to the use of liquor**

- The Licensee Applicant submits that there have been no recent known alcohol-related breaches at the premises and believes that their experience, combined with the Harm Minimisation Plan implemented during all hours of operation, will minimise and mitigate any potential undue harm or ill-health to the locality, subject to the grant of the application in the public interest.

---

<sup>10</sup> <https://www.dlgsc.wa.gov.au/department/publications/publication/safety-and-security-at-licensed-premises-policy>

<sup>11</sup> <https://www.dlgsc.wa.gov.au/department/publications/publication/mandatory-training-and-training-register-policy>

- The '*Design Out Crime*'<sup>12</sup> Planning Guidelines were considered when the Licensee Applicant designed and fitted out the venue, and the open plan assists with monitoring patrons, incorporating CCTV coverage throughout the premises in accordance with the Director's Policies.
  - The activation of the premises will also provide passive surveillance in the locality, which will continue until 2:00 a.m. on Thursday, Friday, and Saturday should this application be approved.
  - Food to be available until one hour before close.
  - The Licensee Applicant will remain committed to the continued responsible service of alcohol at all times.
  - The Harm Minimisation Plan<sup>13</sup> will be thoroughly adhered to at all times.
  - The Applicant will stock a selection of low, and non-alcoholic products that will assist in encouraging more responsible drinking practices.
  - Persons in school uniform will not be served alcohol, regardless of age and ability to produce relevant photo ID.
  - All policies of the Directors of Liquor Licensing relating to juveniles will be complied with at all times.
  - The Applicant will also provide staff with comprehensive in-house training focused on customer service, product knowledge, and harm minimisation, including preventing undue intoxication and anti-social behaviour.
- 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 granting of this ETP—Ongoing Hours Licence (subject to approval) will permit the Licensee Applicant to meet the contemporary requirements and expectations of consumers in the locality, persons seeking a unique Indian cuisine and entertainment experience, and local, interstate, and international visitors resorting to the locality.
  - Patrons who wish to socialise longer on weekend evenings do not have to leave the safe premises and go to a nightclub, for example.
  - Approval of the application will aid in the development of the liquor, tourism, and hospitality industries, as evidenced by the Consumer Survey and Letters of Support, which strongly support the grant of the application.
  - Leederville is a locality that strongly focuses on entertainment, food, beverage, and hospitality, and Jagga Daku's extended hours will further develop its vibrancy.
  - Subject to approval, extending the operating hours of the existing independent food and beverage premises (Jagga Daku) will provide

---

<sup>12</sup> <https://designoutcrime.org/>

<sup>13</sup> Attachment 3 – Harm Minimisation Plan

additional employment opportunities for local people and further support the local WA liquor, hospitality, and tourism industry. This will also offer a new late-night amenity with strong connections to Leederville for local residents and visitors to the locality.

23. **The secondary objects as set out in Section 5 (2) of the Act are:**

***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***

- A range of Indian-influenced music and live entertainment is provided at Jagga Daku, in keeping with the time of day and day of the week, reflecting the diversity of the requirements of consumers in the locality.
- The approval of the ETP – Ongoing Hours on Thursday, Friday, and Saturday until 2:00 a.m. will cater to the diverse needs of consumers resorting to the Leederville Entertainment Precinct (Refer Consumer Surveys<sup>14</sup>).
- Jagga Daku ETP – Ongoing Hours (subject to approval) will have a genuine focus on catering to the diverse requirements of local residents and those resorting to the Leederville locality for recreation, leisure, hospitality, and tourism purposes.
- The Applicant will continue to provide dietary-specific food options for patrons, including Gluten-Free, vegetarian, vegan, dairy-free, and biodynamic.
- The Applicant is committed to working with the Department of Local Government, Sport and Cultural Industries, the WA Police, the WA Department of Health, the City of Vincent, and other relevant local authorities throughout the application process and operation of premises (subject to approval).

***e) To provide adequate controls over, and over the persons directly or indirectly involved in, the sale, disposal and consumption of liquor***

- As a responsible Licensee operator, there already exists a robust Harm Minimisation Plan which, when combined with appropriately RSA-trained staff and an Approved Manager, has ensured that the sale and consumption of alcohol on the premises is done so in a safe and responsible manner.
- Further, the existing conditions on the licence that will be implemented during the ETP—Ongoing Hours (subject to approval) will also support the safety of staff and patrons alike, with a 1:00 a.m. lockout and two Crowd Controllers at the entry/exit door from 8:00 p.m.
- All management, staff, and patrons will continue to be required to comply with the venue's Code of Conduct; patrons who do not comply will be politely asked to leave the premises.

---

<sup>14</sup> Attachment 2 – Consumer Surveys

- The Licensee Applicant will continue to implement procedures such as clearing glassware and tableware regularly, offering water to patrons regularly, strict adherence to ID checks, RSA-trained staff, and other such measures that will ensure the safety and enjoyment of both patrons and staff on the premises.
- An Incident Register will continue to be maintained, recording details of all incidents and complaints (if any) and documenting any corrective action taken in line with the Director's Policy on *Incident Register at licensed premises*<sup>15</sup>.

***f) To provide a flexible system with as little formality or technicality as may be practicable for the administration of this Act.***

- The Licensee Applicant respectfully requests that a degree of flexibility and less formality be applied in approving the application based on the significant consumer interest and the culturally focused manner of trade at these premises that advances the development of the live entertainment and hospitality industries.

## **Section 38 – Public Interest**

24. The Licensee Applicant notes that applications for an ETP - Ongoing Hours must address the relevant public interest matters under Section 38, as outlined in the Director Policy relating to 'Extended Trading Permits – Ongoing and Indefinite' that states:

### ***Public Interest***

*An application for an extended trading permit is required to be dealt with on its merits, after such inquiry as the licensing authority sees fit. In support of the application, licensees seeking an extended trading permit under section 60(4)(g) will be expected to demonstrate that the grant of the permit is in the public interest as set out in section 38 of the Act. Please refer to the Director's policy titled "Public Interest Assessment".*

*In terms of the public interest, under section 33(1) of the Act, the licensing authority has an absolute discretion to grant or refuse an application on any ground or for any reason the licensing authority considers to be in the public interest.*

*The licensee is required to lodge a written submission in support of all other extended trading permit applications.*"<sup>16</sup>

25. As demonstrated in the Consumer Surveys, this ETP – Ongoing Hours application will cater to the consumer's expectations and contribute positively to the late-evenings

---

<sup>15</sup><https://www.dlgsc.wa.gov.au/department/publications/publication/incident-register-at-licensed-premises-policy>

<sup>16</sup><https://www.dlgsc.wa.gov.au/department/publications/publication/extended-trading-permits-ongoing-and-indefinite-policy>

amenities of the Leederville Entertainment Precinct, in line with the Objects of the Act and supported by industry insights from the Australian Hotels Association<sup>17</sup>.

26. The Australian Hotels Association (AHA) document highlights the importance of maintaining high standards of compliance and safety in hospitality venues. This aligns with Jagga Daku's efforts to ensure a safe and enjoyable environment during the extended trading hours until 2:00 a.m. on Thursday, Friday, and Saturday evenings.

## **Consumer Requirement and Support for the ETP - Ongoing Hours**

### **Patron Counts**<sup>18</sup>

27. The patron count data provided for Jagga Daku, covering Thursday, Friday, and Saturday evenings over consecutive weekends during the generally quieter winter months, is compelling evidence of consumer requirements for extended trading hours at the premises. The data shows a consistent and significant number of patrons present during the late-evening hours, particularly on Friday and Saturday nights (refer to Attachments).
28. Alignment with the Liquor Control Act 1988:
- **Section 5—Objects of the Act:** The Objects of the Act aims to regulate the sale, supply, and consumption of liquor and to aid in the development of the liquor, hospitality, and tourism industries. The patron count data supports the demand for extended trading hours at Jagga Daku to cater to consumer requirements during busy late-evening periods in this Entertainment Precinct.
  - **Section 38(4) – Public Interest:** The Act requires applications for extended trading hours to demonstrate public interest. Data shows many consumers are already present on the premises until closing time, supporting an extension to 2:00 AM on Thursday, Friday, and Saturday.
29. Harm Minimisation Measures:
- As part of the proposed conditions for the extended trading hours, Jagga Daku will have two Crowd Controllers for the first 100 patrons and one Crowd Controller for the additional 100 patrons on duty from 8:00 PM until half an hour after close.
  - Considering the Directors Policy on '*Extended Trading Permits — Ongoing and Indefinite*<sup>19</sup>'  
*Persons (other than an “authorised person”) are prohibited from entering or re-entering the licensed premises 30 minutes prior to the close of trading prescribed on the licence or permit.*

---

<sup>17</sup> Attachment 8 - Australian Hotels Association NSW

<sup>18</sup> Attachment 6 - Patron Counts

<sup>19</sup> <https://www.dlgsc.wa.gov.au/department/publications/publication/extended-trading-permits-ongoing-and-indefinite-policy>



The responsible Licensee Applicant proposes a lockout condition at 1:00 AM to prevent new patrons from entering the premises after this time.

- The premises has comprehensive CCTV coverage, providing real-time monitoring of all entry and exit points and the main areas within the premises.
  - No liquor is to be sold or supplied for consumption on the premises in any of the following ways:-a)In any vessels with a measurement capacity exceeding 750ml, except vessels containing premixed drinks (e.g. RTDs) which shall not exceed 375ml;b)in non-standard measures of spirits (i.e. no more than 50mls of spirits is permitted in any vessel).
  - The licensee is prohibited from selling and supplying beverages in such a way that would encourage rapid consumption of liquor (for example but not limited to, unadulterated spirit or liqueur in a shot glass); or drinks known as 'laybacks', 'shots', 'shooters', 'test tubes', 'jelly shots', 'blasters' or 'bombs' or any other emotive title.
30. The patron count data strongly supports the application for an Extended Trading Permit (ETP) at Jagga Daku. It demonstrates clear consumer requirements for extended trading hours. By aligning with the Objects of the Act and by implementing harm minimisation measures, Jagga Daku with its culturally focused amenity is well-positioned to cater to consumer requirements by extending trading hours until 2:00 AM on Thursday, Friday, and Saturday (subject to approval) to enhance the diversity of amenity within the Leederville Entertainment Precinct.

### **Consumer Surveys**

31. The Consumer Survey conducted as part of the application for an Extended Trading Permit (ETP) for Jagga Daku provides cogent evidence of public interest and consumer requirement for the proposed extension of trading hours until 2:00 a.m. on Thursday, Friday, and Saturday nights. The online survey was completed by 131 respondents, offering valuable insights into the preferences and expectations of consumers living and resorting to the locality.
32. Key Findings:
- **Local Interest:** An overwhelming 84.7% of respondents have a strong connection to Leederville, either through frequent visits for dining and entertainment, living within the area, or regularly travelling through it for work. This significant engagement highlights the integral role that Jagga Daku plays within the Leederville Entertainment Precinct and underscores the community's support for the proposed extended trading hours.
  - **Age Distribution:** Most respondents (56.49%) fall within the 26-40 age group, indicating that Jagga Daku attracts a mostly mature demographic seeking late-evening entertainment options and would like to stay longer rather than leave and go to a nightclub.

- **Strong Support:** An overwhelming 99.24% of respondents support the grant of the ETP at this culturally focused and safe licensed premises.
- **Preference for Extended Hours:** 88.55% of respondents believe that allowing Jagga Daku to operate until 2:00 a.m. will add to the diversity of venues in the Leederville Entertainment Precinct, while 85.50% appreciate the option to socialise longer in a safe environment rather than moving to a nightclub or another late-night venue.
- **Perception of Safety and Public Interest:** A large majority of respondents (95.42%) believe that granting the ETP is in the public interest, while 92.37% do not foresee any undue offence, annoyance, disturbance, or inconvenience as a result of the extended hours.
- **Public Interest:** The broad support for the ETP, as reflected in the Consumer Survey, confirms that the extension of hours is in the public interest, contributing to the proper development of the liquor, hospitality, and tourism industries in Leederville.

33. The consumer survey results provide robust evidence that extending trading hours at Jagga Daku is not only in line with consumer requirements but also in the public interest as defined by the Act. The premises' commitment to harm minimisation and responsible management further supports the case for granting the ETP. This extension will allow Jagga Daku to continue serving its patrons in a safe, enjoyable, and culturally enriching environment, contributing positively to the Leederville Entertainment Precinct.

### **Letters of Support**

34. Key stakeholders of Jagga Daku have submitted several letters of support as part of this application for an Extended Trading Permit (ETP). These letters highlight the strong public interest for the proposed extension of trading hours until 2:00 a.m. on Thursday, Friday, and Saturday nights.

### **Section 38(2) of the Liquor Control Act**

35. Section 38(2) of the Act mandates that: *"A Licensee who makes an application to which this subsection applies must satisfy the licensing authority that granting the application is in the public interest."*<sup>20</sup>

#### ***LIQUOR CONTROL ACT 1988 - SECT 38***

#### ***38. Some applications not to be granted unless in the public interest***

**(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 —*

---

<sup>20</sup> [http://www8.austlii.edu.au/cgi-bin/viewdoc/au/legis/wa/consol\\_act/lca1988197/s38.html](http://www8.austlii.edu.au/cgi-bin/viewdoc/au/legis/wa/consol_act/lca1988197/s38.html)

- (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.<sup>21</sup>*

### **Section 38(4)(a) – Harm or ill health**

36. Understanding the responsibilities associated with extended late-night trading, Jagga Daku is dedicated to proactively addressing any risks related to undue alcohol-related harm or ill health. The experienced Licensee Applicant is steadfast in implementing robust policies and procedures to ensure a safe and secure environment. The decision to apply for an extension until 2:00 a.m. on Thursday, Friday, and Saturday reflects a forward-thinking approach grounded in a strong commitment to public safety and the responsible service of alcohol.
37. A comprehensive Harm Minimisation Plan has been developed that meets industry best practice standards. By taking these proactive measures, Jagga Daku aims to extend trading hours, enhance the vibrancy of Leederville's amenity, and prioritise the well-being of consumers in the locality.
38. Jagga Daku is conveniently located near Leederville's major public transport hub, which offers a range of free, late-night transport options for patrons. This includes easy access to both train and bus services, as well as designated safe areas for taxi and Rideshare pickups. The availability of these transport options significantly contributes to the safety of patrons leaving the premises after late-night trading, thereby supporting the public interest by ensuring a safer nighttime economy in the locality.
39. The Licensee Applicant will implement the 'Ask for Angela' safety protocol at the premises for patrons who may feel uncomfortable.
40. 'Ask for Angela' <sup>22</sup>is an initiative that originated in the UK in 2016 and is used in bars, pubs, nightclubs and other venues to reduce incidents of sexual assault and make patrons feel safer in public spaces.
41. Complementing the premises' internal safety measures, the City of Vincent has made significant strides in public safety by installing a comprehensive CCTV network across Leederville. This developing surveillance network contributes to the safety and security

---

<sup>21</sup> [http://www8.austlii.edu.au/cgi-bin/viewdoc/au/legis/wa/consol\\_act/lca1988197/s38.html](http://www8.austlii.edu.au/cgi-bin/viewdoc/au/legis/wa/consol_act/lca1988197/s38.html)

<sup>22</sup> Attachment 4 - Ask For Angela Initiative

of patrons in the Leederville locality, including those visiting Jagga Daku. The presence of this surveillance system is a testament to the city's commitment to maintaining a safe and secure environment for all residents and visitors. This aligns with the premises' objectives to ensure patron safety, especially during extended trading hours.

42. The City of Vincent's CCTV Strategy 2013-2018<sup>23</sup> and the Safer Vincent Plan 2019-2022<sup>24</sup> further support these efforts, focusing on enhancing community safety and reducing criminal and anti-social behaviour through collaborations and partnerships. The CCTV Strategy emphasises the use of fibre-optic technology and alternative transmission methods to ensure reliable and efficient surveillance. The strategic expansion of CCTV coverage in high-risk areas within Leederville aligns with the City's broader objectives of fostering safer environments and promoting positive perceptions of community safety.

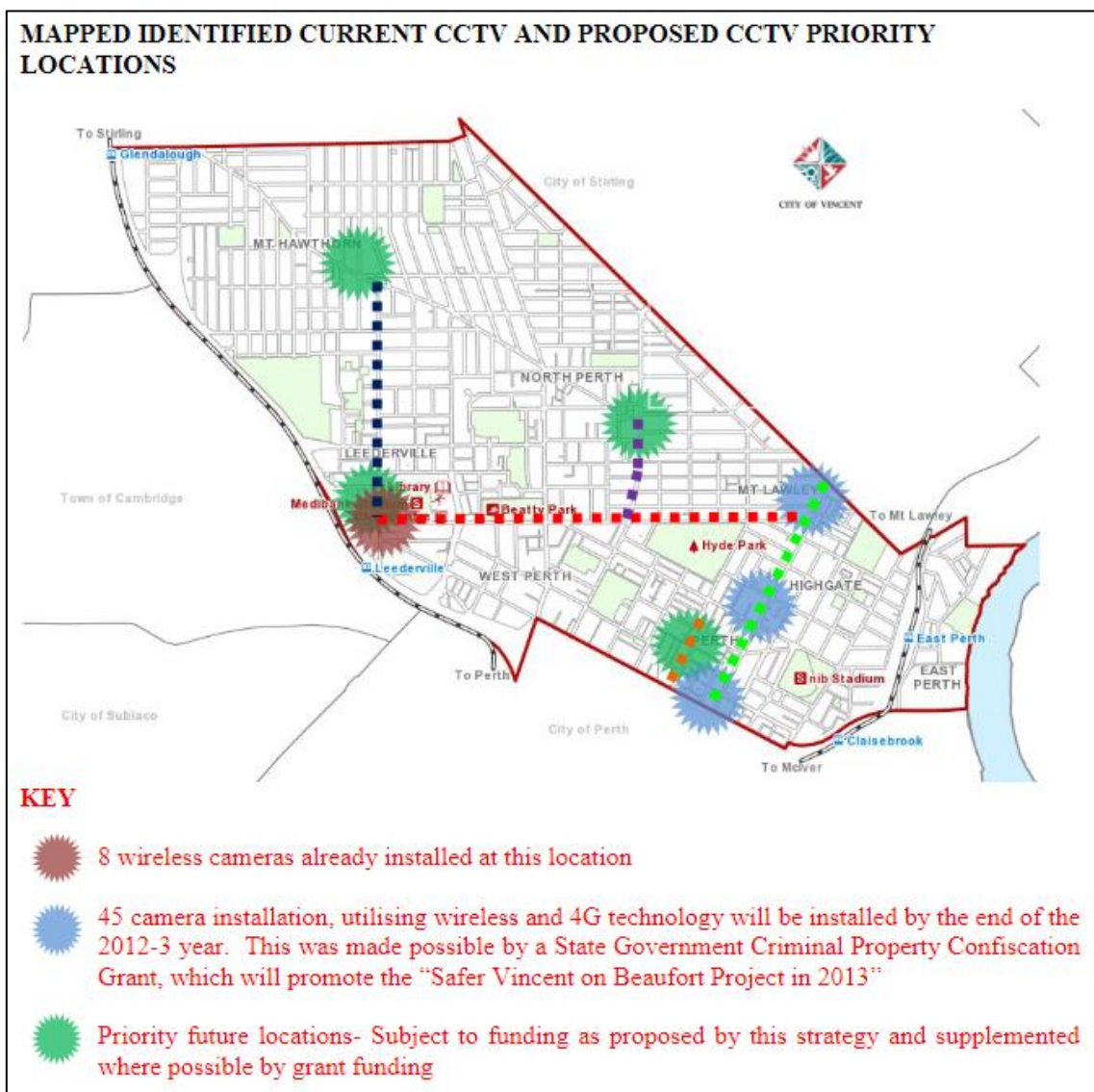


Figure 8: CCTV Coverage for the City of Vincent<sup>25</sup>

<sup>23</sup> <https://www.vincent.wa.gov.au/documents/178/closed-circuit-television-cctv-strategy-2013>

<sup>24</sup> [https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Safer\\_Vincent/0370\\_-\\_Safer\\_Vincent\\_2019\\_22\\_-\\_v22.pdf](https://www.vincent.wa.gov.au/Profiles/vincent/Assets/ClientData/Safer_Vincent/0370_-_Safer_Vincent_2019_22_-_v22.pdf)

<sup>25</sup> <https://www.vincent.wa.gov.au/documents/178/closed-circuit-television-cctv-strategy-2013>

### **Section 38(4)(b) – Amenity, quiet and good order of the locality<sup>26</sup>**

43. The Licensee Applicant observes that according to the Environmental Protection Authority (EPA) guidelines, there is no difference in noise levels between 12:00 midnight and 2:00 a.m. This insight supports the Licensee Applicant's premise that extending the trading hours to 2:00 a.m. is unlikely to impact the noise levels in the precinct any more than what currently occurs.

### **Section 38(4)(c) – Offence, annoyance, disturbance of inconvenience**

44. Jagga Daku has established a comprehensive Harm Minimisation Plan, which ensures the premises operate in a safe and responsible manner. This Plan encompasses a range of strategies and measures designed to mitigate risks associated with alcohol consumption, thereby upholding the highest standards of safety and responsibility in its operations.
45. The comprehensive Harm Minimisation Plan will extend to the proposed ETP - Ongoing Hours (subject to approval), ensuring the continuity of safe operational practices. This extension is crucial to maintaining the integrity of Jagga Daku's commitment to preventing undue alcohol-related harm or ill health within the Leederville Entertainment Precinct, especially during the extended trading hours.
46. Jagga Daku maintains a diverse and inclusive consumer base, spanning various age groups, reflecting the venue's commitment to offering a unique and culturally rich experience, appealing to a broad demographic spectrum. Acknowledging this diverse demographic, the Harm Minimisation Plan is meticulously crafted to address the needs of all age groups, ensuring a safe and responsible environment.

### **Section 38(4)(ca) – Tourism, community and cultural matters**

47. Located in close proximity to the Perth CBD, Leederville is described as:

*Leederville is a culinary and cultural melting pot brimming with cheap eats, cafes, fine dining restaurants and delicatessens, all blended with a lively bar and club scene and a string of hip fashion boutiques.*

*Sitting just three kilometres from Perth's central business district, Leederville's Oxford Street hub has a buzzy inner-city village vibe. A seven-minute ride by train or car from Perth will get you there, and if you're taking the cycle path, it's an easy 15-minute ride away.*

*Some of the icons of Leederville's cafe and bar scene today have been part of local life since the late 19th century, including the fully revamped Leederville Hotel and the former Post Office building. Cross the street and you can catch a movie at the original 1920s theatre and outdoor picture gardens.*

---

<sup>26</sup> Attachment 5 – Noise Management

*Sip coffee at a street-side table and do some people watching, or embark on a culinary tour of world cuisines. Head along to Newcastle Street on a Sunday morning and you'll also get to sample and buy some of the best fresh local produce and gourmet artisan goodies at the Leederville Farmers Market.*"<sup>27</sup>

48. Leederville is located in the City of Vincent local Government Area (LGA):

*"The City of Vincent encompasses a number of vibrant inner-city suburbs, holding within its boundaries a varied and rich history stretching back long before the settlement of the Swan River Colony.*

*Since settlement, much of Vincent's rich heritage stems from the 1890s and 1900s, following the gold boom, when many community buildings were established. North Perth emerged as a municipality in its own right in 1901, alongside Leederville and Perth. These merged in 1914 to form the Greater Perth Council, which our suburbs were part of until 1994, when Perth was subdivided once again and the Town of Vincent created.*

*More recently, inner-city living has become ever more popular, and new developments have joined old, and they can now be seen sitting side by side in the leafy suburbs.*

*Riding in tandem with the increasing popularity of inner-city living, Vincent's shopping precincts have thrived and become popular café strips for residents and visitors alike.*

*Vincent's population has also developed into a wonderfully rich melting pot of cultures and nationalities, which has contributed to its unique diversity.*"<sup>28</sup>

49. The City of Vincent is bounded by the City of Stirling, the City of Perth, the City of Subiaco, and the City of Bayswater and is centrally located in close proximity to the Perth CBD.
50. The City of Vincent also boasts a thriving dining and entertainment precinct recognised by Tourism WA as one of nine (9) Entertainment Precincts in Greater Perth.
51. The City of Vincent includes residential developments as well as having a strong representation of commercial, retail, hospitality, and tourism uses.
52. Oxford Street, in particular, has a unique identity, which is reflected in its mix of retail, civic, hospitality, corporate, and entertainment amenities, and is well patronised by a diverse range of consumers seeking hospitality amenities.

*"Oxford St, Leederville area just 4 km from the Perth CBD has some of the best cafes, restaurants, bars, and trendy shops. Making it a fun, hip, and unique place to visit while in Perth.*"<sup>29</sup>

---

<sup>27</sup> <https://www.westernaustralia.com/au/places/leederville/56b26bf92880253d74c52bd6>

<sup>28</sup> <https://www.vincent.wa.gov.au/our-city/about-vincent.aspx>

<sup>29</sup> <https://perthplaces.com/listing/leederville-oxford-st-perth/>

## Leederville as an Entertainment Precinct

53. Leederville is also one of nine (9) identified Entertainment Precincts in greater Perth, and as outlined in the report for Tourism WA. In 2017, Tourism WA commissioned a report into 9 identified 'Entertainment Precincts' in Perth, with those precincts being:

- Perth,
- Northbridge,
- Elizabeth Quay,
- Beaufort Street,
- Leederville,
- Subiaco,
- Leederville,
- Scarborough, and
- Victoria Park.

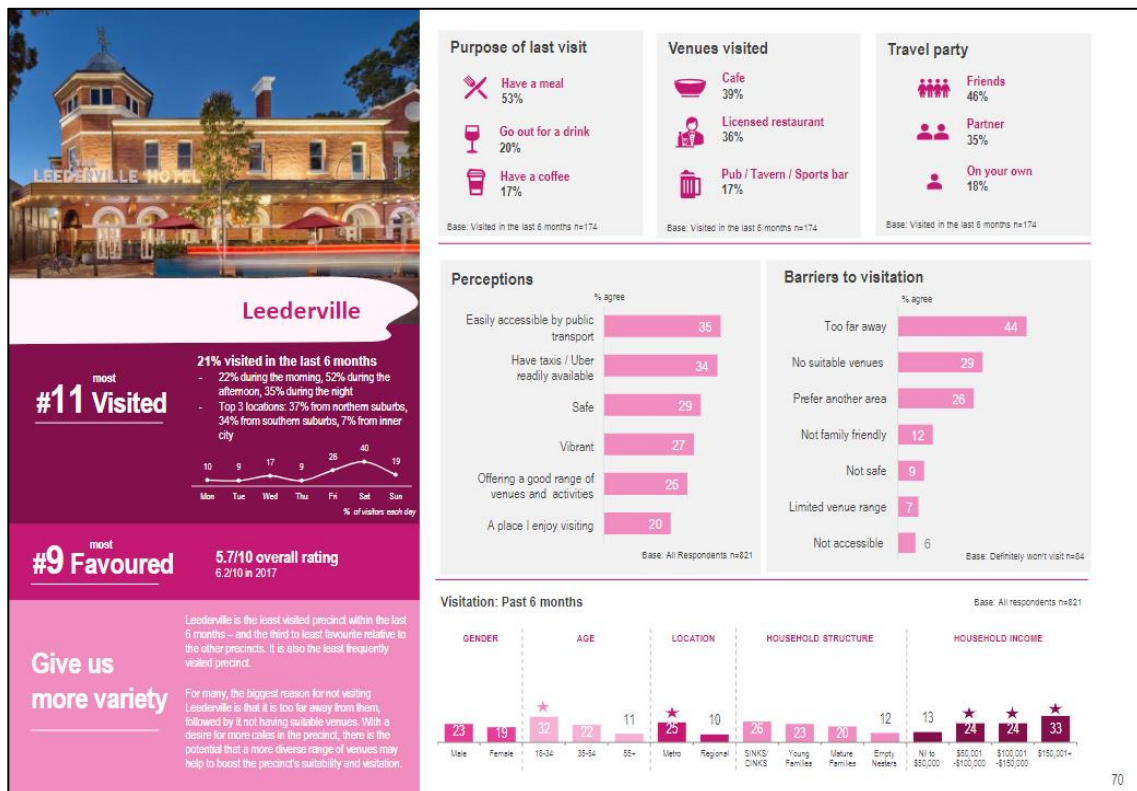


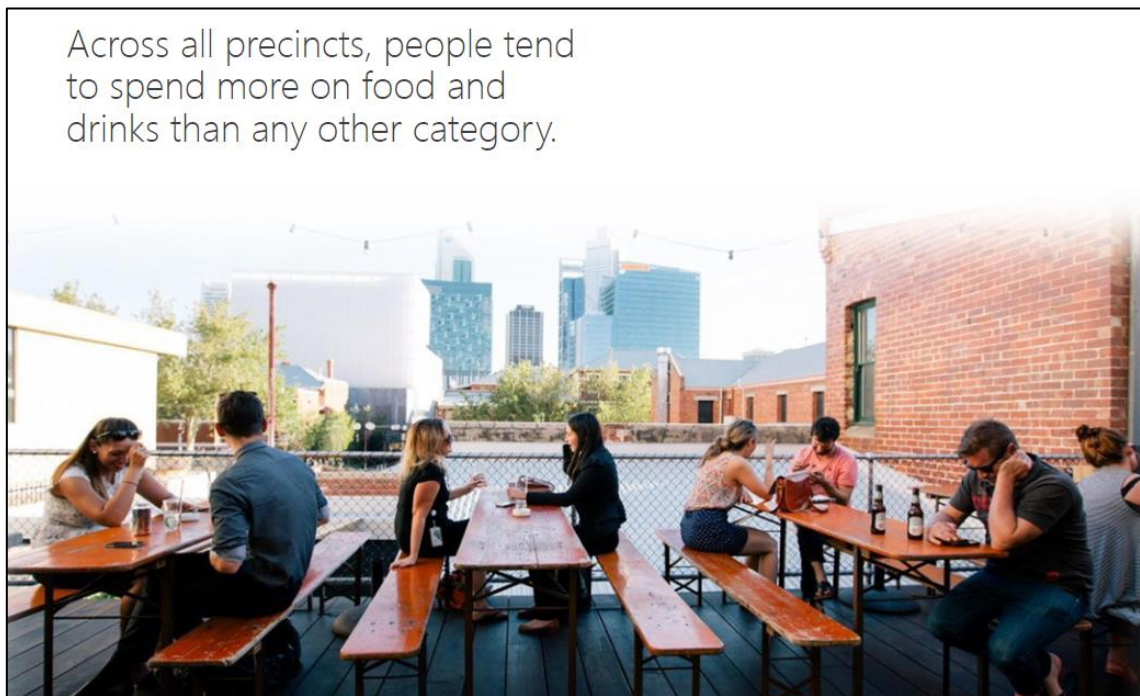
Figure 9: Analysis of Consumers Tastes & Preferences in Leederville<sup>30</sup>

54. Analysis in relation to Leederville:

- Leederville is a popular dining destination, with many visitors enjoying meals (53%) and café experiences (39%). The area is frequented by groups of friends (46%) and couples (35%), with a notable percentage visiting alone (18%).

<sup>30</sup><https://www.tourism.wa.gov.au/Publications%20Library/Markets%20and%20research/Specialised%20reports/Tourism%20WA%20Entertainment%20Precincts%20-%20Presentation.pdf>

- The busiest days for visitation are Thursday, Fridays and Saturdays, indicating a strong appeal for weekend activities. Leederville is perceived positively for its accessibility, safety, vibrancy, and variety of venues and activities. These attributes align well with the objectives of providing a diverse and enjoyable nightlife experience.
- Leederville's eclectic mix of dining and entertainment options and its vibrant atmosphere and ease of access make it an appealing destination for a diverse range of visitors. Jagga Daku's extended trading hours will likely bolster this appeal by offering more opportunities for late-night socialising and cultural engagement, further enriching the locality's nightlife and tourism profile.



**Figure 10: Food and Drink<sup>31</sup>**

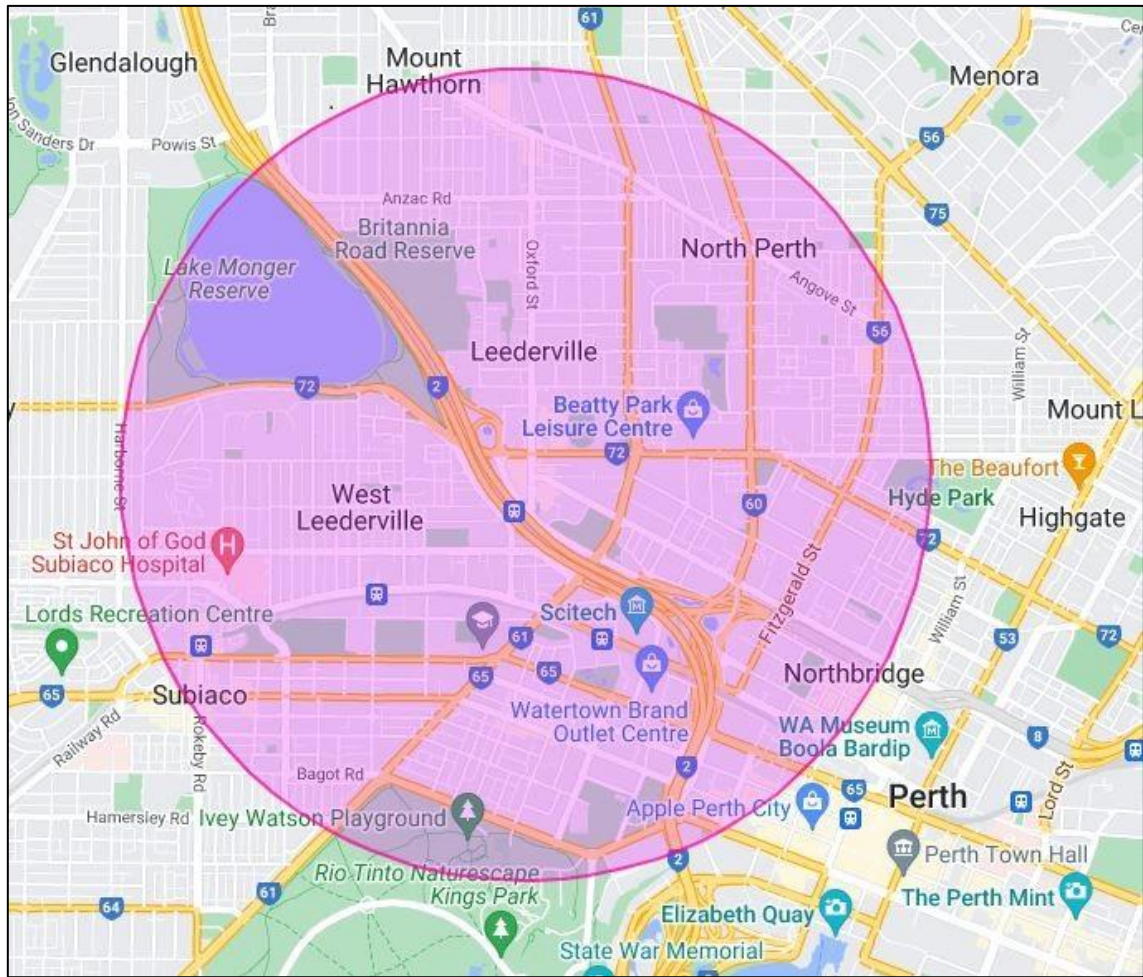
55. The Australian Hotels Association's (AHA) *'Independent Review of 2014 Liquor Reforms'*<sup>32</sup> sheds light on hospitality venues' critical role in bolstering the local economy and tourism sector. By extending trading hours at Jagga Daku, the venue actively contributes to this role. Such an extension enriches the late-night amenities in the Leederville Entertainment Precinct, thereby attracting a wider audience and stimulating economic activity. This amenity also supports the broader goal of enhancing Perth's appeal as a vibrant and culturally diverse destination for both locals and tourists to the locality.

<sup>31</sup><https://www.tourism.wa.gov.au/Publications%20Library/Markets%20and%20research/Specialised%20reports/Tourism%20WA%20Entertainment%20Precincts%20-%20Presentation.pdf>

<sup>32</sup> Attachment 8 - Australian Hotels Association NSW



## The Locality



**Figure 11: 2km Radius Locality for Jagga Daku**

56. For this submission, the defined locality (as identified above) includes the suburb of Leederville (where the premises is located) and West Leederville, North Perth, Mount Hawthorn, Subiaco and Northbridge in the City of Vincent.
57. As part of the overview of the locality, data from the Australian Bureau of Statistics 2021 Census<sup>33</sup> for the suburbs of Leederville, West Leederville, North Perth, Mount Hawthorn, Subiaco, and Northbridge have been used, as required by the Director's Guideline on 'Specification of Locality' as part of the Public Interest Assessment Policy.

<sup>33</sup> <https://www.abs.gov.au/census/find-census-data>

## Demographics of the Locality

58. The ABS 2021 Census Data<sup>34</sup> reveals demographic data for the locality.

	Locality	Western Australia	Greater Perth
Population	37195	2660026	2116647
Median Age	37	38	37
Population under 14 years	15.93%	19.01%	18.96%
Indigenous Person	0.82%	3.33%	1.99%
Australia Born	63%	61.98%	59.46%
Speak English only at Home	77.18%	75.29%	73.99%
Couple Family without Children	49.32%	38.50%	37.50%
Couple Family with Children	37.22%	45.30%	46.30%
One Parent Family	11.43%	14.50%	14.50%
Other Family	2.18%	1.70%	1.80%
Median Household Income	\$2330.67	\$1815.00	\$1865.00

**Figure 12: Population Statistics for 'defined' Locality.**

59. The demographic overview presented highlights the characteristics of the greater community surrounding Jagga Daku. According to the 2021 Australian Bureau of Statistics data, the region where the premises is located has a population of 37,195.

60. Analysis of the Demographic Data for Leederville:

- **Population Insights:** Leederville has a population of 37,195, contributing to the locality's vibrant community atmosphere. This demographic base presents Jagga Daku with an opportunity to develop close customer relationships and offer personalised service.
- **Age Demographics:** With a median age of 37, Leederville's population is in line with Greater Perth (37) and Western Australia (38), indicating a balanced community. Jagga Daku tailors its product and service offerings to suit the preferences of a diverse demographic, emphasising quality and variety.
- **Income Distribution:** The median weekly income for a household in Leederville is \$2,330.67, which is significantly higher than that of Greater Perth (\$1,865) and Western Australia (\$1,815). Jagga Daku's ability to offer a range of premium options alongside value-oriented products ensures accessibility without compromising quality.
- **Family Dynamics:** A significant portion of families in Leederville are couples without children (49.32%), higher than the percentages for Greater Perth (37.50%) and Western Australia (38.50%). Couples with children comprise 37.22% of families, slightly lower than Greater Perth (45.30%) and Western Australia (46.30%). This demographic trend underscores the potential demand for family-friendly and responsible alcohol consumption messaging at Jagga Daku.

<sup>34</sup> <https://www.abs.gov.au/census/find-census-data>

- **Language and Cultural Considerations:** A high percentage of Leederville residents are Australian-born (63%) and speak only English at home (77.18%), suggesting a predominantly English-speaking, Australian-born population.
- **Indigenous and Diverse Communities:** With 0.82% of the population identifying as Indigenous, which is lower than the Greater Perth average (1.99%) and the Western Australian average (3.33%), Jagga Daku has an opportunity to engage with and acknowledge Indigenous products and cultural sensitivity in its product selections.
- **Consumer Preferences:** The demographic characteristics of the Leederville locality reinforce the importance of Jagga Daku's commitment to offering a diverse range of products, including health-conscious options like low and no-alcohol beverages, which can appeal to the mature, family-oriented community.

61. By extending trading hours at Jagga Daku, the premises actively contributes to Leederville's role as a vibrant entertainment precinct. This extension enriches the Leederville Entertainment Precinct's late-night amenities, attracting a wider consumer base and stimulating economic activity. This amenity also supports the broader Objectives of the Act to aid in the development of the liquor, hospitality, and tourism industries. Increasing Leederville's appeal as a vibrant and culturally diverse destination for locals and tourists.

## SEIFA



Index of Relative Socio-economic Disadvantage		
export  reset 		
City of Vincent's small areas and benchmark areas		
Area	2021 index	Percentile
Mount Hawthorn	1,093.4	95
Leederville	1,088.9	93
City of Vincent	1,067.5	84
North Perth	1,064.4	82
Inner Perth	1,055.0	76
Perth	1,053.9	75
West Perth	1,047.9	71
Mount Lawley - Highgate	1,046.5	70
North Claisebrook - East Perth	1,039.2	66
Greater Perth	1,020.0	54
Western Australia	1,011.0	48
Australia	1,001.2	42

Figure 13: Leederville SEIFA Status<sup>35</sup>

62. According to a review of the SEIFA Index of Relative Socio-Economic Disadvantage for the 'City of Perth's small areas and benchmark areas', it has been found that Leederville

<sup>35</sup> <https://profile.id.com.au/vincent/seifa-disadvantage-small-area>

has a low degree of disadvantage, with a score of 1088. This score is higher than Greater Perth, which has a score of 1020, and WA, which has a score of 1011. In comparison to the whole country, Australia has a SEIFA score of 1001.2, as shown in Figure 10.

63. There are a number of factors that may contribute to the Leederville's high SEIFA score. These include:

- A strong and diversified economy.
- A high level of education and skills among the workforce.
- A well-developed infrastructure and public services.
- A relatively low level of unemployment.
- A high level of amenity and lifestyle.

64. **Catering to Consumer Requirements:**

- The higher socio-economic status in the Leederville locality resonates with the Objects of the Act, particularly in catering to the requirements of consumers for liquor and related services.
- Jagga Daku, with its unique modern Indian-centric experience, aims to meet this demand, offering an alternative to the traditional nightlife scene and elevating the diversity of entertainment options available in the Leederville Entertainment Precinct.

65. **Supporting the Hospitality Industry:**

- The City of Vincent has a socio-economic advantage that supports the development of the hospitality industry. Jagga Daku contributes to the vibrancy and diversity of the Leederville Entertainment Precinct.
- This enhances the appeal of the locality to both locals and tourists.

66. **Promoting Responsible Consumption:**

The higher socio-economic status also aligns with the Object of the Act to minimise alcohol-related harm. The robust Harm Minimisation Plan and responsible service of alcohol by the Licensee Applicant further support this.

## **Other Public Interest Matters**

### **Transport**

67. Located in a central area, Jagga Daku offers its patrons a variety of transportation options. In addition to taxis and ride-sharing services like Uber, Ola, and DiDi, patrons can also take advantage of Transperth transport services, which are located very close to the premises. Transperth services operate until late on Friday and Saturday nights, making it a convenient option for those visiting Leederville. The City of Vincent's proactive approach in relocating the Taxi Zone to outside of 662 Newcastle Street (east of the intersection of Newcastle Street and Carr Place) has further facilitated easy access

to taxis, reducing congestion around the Oxford Street and Newcastle Street corner during peak times.

68. UBER, Ola, DiDi, and other ride-sharing service drivers can collect passengers at the ride departure point, and there are numerous taxi ranks and taxis available in the Leederville Entertainment Precinct to enable users to obtain a taxi quickly and easily. The trial relocation of the Taxi Zone has demonstrated the City's commitment to improving transportation logistics within Leederville, ensuring that patrons have reliable and efficient options to return home safely after enjoying the vibrant nightlife at Jagga Daku.

### **Positive Impacts of the Proposed ETP - Ongoing Hours**

69. The WA State Government is strongly supportive of increasing Perth's tourism appeal, as stated on their website:

*"Embrace the best of both worlds in Perth, where soft-sand beaches and scenic parks meet a thriving metropolis of small bars, creative restaurants and curated street art."*<sup>36</sup>

70. The WAVES 2033<sup>37</sup> outlines strategic goals and initiatives designed to grow tourism in Western Australia, with the target of achieving a visitor spend of \$25 billion by 2033. Specifically, WAVES 2033 aims to position Western Australia as a world-class destination by:

- **Positioning Western Australia as the Western Gateway:** A key strategy is to capitalise on its geographic position as Australia's western gateway, enhancing aviation and international connectivity.
- **Promoting Perth as a vibrant and affordable destination:** The strategy focuses on marketing Perth as a desirable, affordable urban centre with a strong connection to nature.
- **Attracting more regional visitors:** Expanding promotional efforts to encourage travellers to explore Western Australia's unique regional offerings.
- **Intensifying promotions in target markets:** WAVES 2033 emphasises intensifying marketing campaigns in key markets to encourage both leisure and business travel.

71. Another aspect of the government's drive to increase tourism visitation to WA is a cooperative marketing agreement targeting the youth market in the United Kingdom and Germany to help boost WA's tourism industry:

*Premier Mark McGowan and Tourism Minister Paul Papalia, who are in London promoting Western Australia as part of the start of the London-Perth direct flight, met with STA Travel representatives to launch the campaign, which aims to inspire the youth market to book travel to Western Australia.*

---

<sup>36</sup> <https://www.australia.com/en/places/perth-and-surrounds/guide-to-perth.html>

<sup>37</sup> <https://www.tourism.wa.gov.au/About-us/Strategies-plans-reports/Documents/WAVES%202033.pdf>

*The joint marketing agreement, which follows on from the recent Working Holiday Maker (WHM) campaign in the UK, runs from April through to August this year.*

*This material is being shared across MTV's media platforms to drive traffic to STA Travel's website, where a range of deals and packages are hosted.*

*During their UK visit, the Premier and Mr Papalia have promoted WA during their brief stay in London, which has included media events at London's Euston Station, Heathrow Airport and meetings with senior representatives from the UK's leading tour operators.*

*Comments attributed to Ex-Premier Mark McGowan:*

*"It's wonderful to be in the UK, Australia's biggest market for Working Holiday Maker travel, to encourage more young Brits to travel to WA - Australia's western gateway. The new London-Perth route is the first to directly link Australia with Europe, which has enormous potential for the State's economy, boosting our tourism and hospitality industries.*

*This new campaign is designed to increase WA's market share of visitors to Australia from the 18-35 age group. It is part of a long-term approach to attract a younger audience, who are keen to explore new places and who will disperse into our regions.*

*Comments attributed to (then) Tourism Minister Paul Papalia:*

*The State Government is excited to be entering into this new marketing agreement with STA Travel, targeting the important youth sector.*

*The UK youth market is a significant target market for WA, comprising 31 per cent of UK visitors.*

*"The average length of stay for youth visitors on a holiday to WA is 41 days.*

*"British Working Holiday Makers stay, on average, 153 days and contribute significantly to the WA economy.\_*

*"Campaigns such as this one provide an opportunity for us to showcase our beautiful city and the State's many regional attractions."<sup>38</sup>*

---

<sup>38</sup> <https://www.mediastatements.wa.gov.au/Pages/McGowan/2018/03/New-marketing-campaign-launched-to-target-youth-market.aspx>

72. A review of Tourism WA’s Western Australian Tourism Industry Scorecard by Purpose of Visit showed increases across all categories.
73. Prior to the COVID-19 pandemic affecting national and international travel all over the globe, tourism data also shows that WA was increasing its share of Intrastate, Interstate, and international visitors in previous years. Please find the statistics on visitation to the City of Perth in Figure 17.
74. The ‘*Destination Perth*’<sup>39</sup> website also offers a range of tours and food, beverage and entertainment options in the City of Perth (including Leederville) for tourism visitors and local Perth residents alike.
75. The Licensee Applicant submits that when determining this application, the licensing authority should highly consider the fact that an active “Entertainment Precinct” with various licensed premises is a significant tourist attraction from both a social and economic perspective.

Domestic Holiday YE Dec 2018				
Daytrips	Visitors	% Change	\$m	% Change
	11,940,000	24.2%	\$1,305	14.3%
Intrastate	Visitors	% Change	\$m	% Change
	3,803,000	10.5%	\$2,295	4.6%
Interstate	Visitors	% Change	\$m	% Change
	409,000	18.2%	\$654	24.3%
Domestic VFR YE Dec 2018				
Daytrips	Visitors	% Change	\$m	% Change
	5,872,000	7.3%	\$396	23.4%
Intrastate	Visitors	% Change	\$m	% Change
	2,812,000	21.6%	\$688	18.2%
Interstate	Visitors	% Change	\$m	% Change
	464,000	13.7%	\$356	25.8%
Domestic Business YE Dec 18				
Daytrips	Visitors	% Change	\$m	% Change
	1,904,000	10.4%	\$179	4.1%
Intrastate	Visitors	% Change	\$m	% Change
	2,180,000	11.1%	\$944	17.4%
Interstate	Visitors	% Change	\$m	% Change
	754,000	17.3%	\$583	14.8%

Figure 11: WA Tourism Industry Scorecard

## Potential Negative Impacts

76. The Licensee Applicant acknowledges that extended trading hours can potentially increase undue alcohol-related harm or ill health. However, they assert that proven measures such as 1:00 a.m. lockouts<sup>40</sup>, CCTV<sup>41</sup>, and two Crowd Controllers at the entry door can significantly mitigate and minimise any potential increase resulting from the application's approval.
77. The Licensee Applicant submits that the existing conditions on the Licence (to be carried over to the ETP – subject to approval) and the lockout condition will mitigate and minimise those issues due to the nature of the offering at Jagga Daku, and the focus of the venue is on the Indian Gastro Pub cuisine and entertainment, rather than being a dedicated drinking venue.

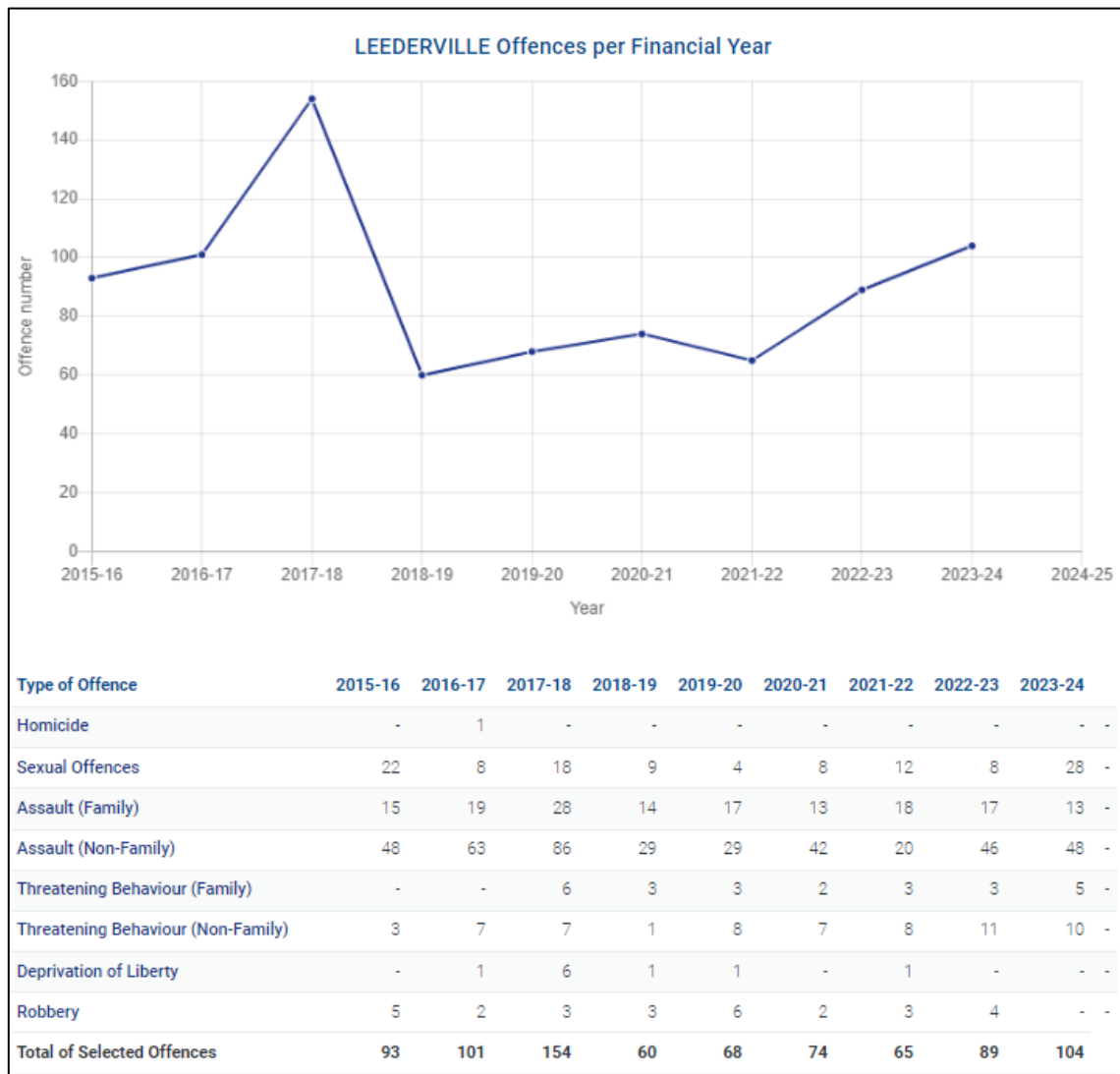
<sup>39</sup> <https://www.destinationperth.com.au/region/perth-city>

<sup>40</sup> <https://www.tandfonline.com/doi/abs/10.1080/15614260802586392>

<sup>41</sup> <https://www.sciencedirect.com/science/article/abs/pii/S0010945214001014?via%3Dihub>

## Crime Statistics

78. Please find below a screenshot of the 'Crimes Against Persons' from the WA Police Crime Statistics<sup>42</sup> website for Leederville.



**Figure 14: Crimes Against Persons Leederville<sup>43</sup>**

79. The data obtained from the WA Police website provides a quantitative measure of criminal offences but lacks qualitative depth in several key areas, which are crucial for a holistic understanding of the relationship between alcohol consumption and crime.

80. These limitations include:

- **Lack of Information on Alcohol Influence:** The data does not indicate if alcohol played a role in the listed crimes, an important consideration as the Act aims to minimise alcohol-related harm and ill-health.
- **Uncertainty of Alcohol Origin:** It is important to note that the available data does not provide any information on where the individuals who were under the

<sup>42</sup> <https://www.police.wa.gov.au/Crime/CrimeStatistics#/start>

<sup>43</sup> <https://www.police.wa.gov.au/Crime/CrimeStatistics#/start>



influence of alcohol obtained their drinks. This information is crucial for gaining an understanding of the role that licensed premises, such as taverns, restaurants, and liquor stores, play in contributing to alcohol-related harm.

- **Potential for Multiple Crimes by a Single Offender:** The statistics do not provide an accurate representation of the number of individuals involved in criminal activities, as a single offender could be accountable for multiple crimes.
  - **Repeat Offenders in Family-Related Assaults:** The data does not differentiate between first-time and repeat offenders, particularly in cases of assaults within families. It is crucial to establish targeted interventions and support for victims since repeat offences are a significant concern in such cases.
81. The submissions by the Licensee Applicant reflect a strong commitment to community safety and responsible alcohol management. This commitment aligns with the primary Objects of the Act. The analysis of crime data in the Leederville area indicates areas for improvement and highlights the need for continued vigilance and responsible practices.
82. The Licensee Applicant has developed policies to minimise harm, including extensive staff training and community engagement. These policies are designed to support the downward trend in negative incidents and improve the overall well-being of the locality.
83. Crime Stoppers is an invaluable and dependable link between the community and the WA Police. The Licensee Applicant is committed to integrating community safety with the core values and principles of Crime Stoppers:
- Social wellbeing,
  - Inclusivity,
  - Forward-thinking strategies,
  - Ethical conduct, and
  - Mutual respect.
84. The Licensee Applicant is informed by the *Western Australian Alcohol And Drug Interagency Strategy 2018-2022*<sup>44</sup> to reduce the harm caused by alcohol consumption. They plan to use evidence-based strategies and strengthen community ties to achieve this. The main objective of the Licensee Applicant is to raise awareness about the potential risks of alcohol consumption, particularly among the 'At Risk' groups, and encourage responsible consumption:
- *Putting people and their needs at the centre of planning and responses to problems,*
  - *Putting people's lives before political ideology,*
  - *Providing the necessary support to assist the Western Australian community,*

---

<sup>44</sup> <https://www.mhc.wa.gov.au/media/2831/western-australian-alcohol-and-drug-interagency-strategy-2018-2022.pdf>

- *Ensuring that people are well informed about alcohol and other drug-related issues, services and programs,*
- *Addressing new challenges in a pragmatic way.*

85. In evaluating this application for extended trading hours, the Licensee Applicant submits, with respect, that the Licensing Authority considers the pivotal role of a vibrant Entertainment Precinct in attracting tourism and enhancing the economic vitality of the locality in the public interest.

### **Harm Minimisation**

86. Further to the directions provided to staff in the Staff Training Handbook, the Management Plan contains specific reference to matters such as:

- Refusal of Service,
- Training (both RSA and in-house),
- The Liquor Control Act 1988,
- Juveniles,
- Crowd Controllers,
- Advertising and drink promotions, and
- Creating a safe environment.

### **Community Consultation**

#### **WA Police Liquor Enforcement Unit (LEU)**

87. The Licensee Applicant's representative communicated with a senior officer at the WA Police Liquor Enforcement Unit (LEU) regarding the application for an Extended Trading Permit (ETP) – Ongoing Hours for Jagga Daku, located at 123 Oxford Street, Leederville, WA 6007. During these discussions, several key aspects of the premises were considered, including its small to medium size with a maximum capacity of only 200 patrons, the open-plan layout that allows for easy monitoring, the dining-focused nature of the venue, and the adherence to existing licensing conditions.
88. Additionally, conditions supported by the LEU include requirements for Crowd Controllers and a lockout one hour before close.

#### **Chief Health Officer (CHO)**

89. In addition, a representative of the Licensee Applicant contacted the office of Chief Health Officer of the WA Health Department with an overview of the application. The Licensee Applicant acknowledges that the CHO will review the application when advertised and consider its options. Additionally, the Licensee Applicant affirms that any communication with the CHO's office does not constitute an endorsement of this application.

90. The Licensee Applicant also submits that a Notice of Application<sup>45</sup> will be sent via mail to the following entities: drug and alcohol treatment centres, schools, churches, local government authority, aged care facilities, hospices, hospitals, and refuges for young people; short-term accommodation or refuges for youth; and local government authorities and police stations that may be located within the designated locality of the premises.

## **Summary**

91. The Licensee Applicant submits that with all the development recently completed, currently underway, and planned for the near future in and around Leederville, including more high-density residential housing and office space, quality hospitality amenities are required to satisfy the contemporary needs and expectations of the people moving into those areas to live, work, and recreate. This includes more high-quality, safe, late-night licensed premises that provide an alternative to nightclubs in the locality.
92. The Licensee Applicant notes that the proposal to remain open until 2:00 a.m. on Thursday, Friday, and Saturday has strong support from consumers in the locality, as evidenced by the Consumer Survey provided with these PIA submissions.
93. The Licensee Applicant believes that this increase in trading hours (i.e., for two additional hours on established 'weekend' nights) will allow the Licensee Applicant to cater to those consumers who wish to enjoy the unique amenity available at the Jagga Daku premises, as there is no venue in the Leederville Entertainment Precinct that provides a comparable Indian cuisine and entertainment experience, particularly during those hours.
94. Based on these PIA submissions, the granting of the ETP – Ongoing Hours to Jagga Daku will cater to the contemporary requirements of consumers of liquor and related services with regard to the proper development of the liquor, hospitality, and tourism industries as per Section 5 of the Act.
95. The RSA staff, Approved Manager, and Crowd Controllers (subject to approval) will continue to operate the premises in a manner that adheres to all legislative and best practice requirements, strictly observing all the matters in the Harm Minimisation Plan as required in Section 101 of the Act.
96. The Licensee Applicant submits that, based on these PIA submissions, the request for the approval of the ETP (Ongoing Hours) on Thursday, Friday, and Saturday until 2:00 a.m. is in the public interest.

---

<sup>45</sup> Attachment 7 – At-Risk Groups

## **Attachments**

1. Jagga Daku Licence
2. Consumer Surveys
3. Harm Minimisation Plan
4. Ask For Angela Initiative
5. Letters of Support
6. Patron Counts
7. At-Risk Groups
8. Australian Hotels Association NSW