

DECISION OF DIRECTOR OF LIQUOR LICENSING

APPLICANT: FREMANTLE CLEANSKINS PTY LTD

PREMISES: WA CLEANSKIN CELLARS @ FREQ

PREMISES ADDRESS: SHOP 3, 39 ADELAIDE STREET, FREMANTLE

APPLICATION ID: A000193150

NATURE OF APPLICATION: CONDITIONAL GRANT OF A LIQUOR STORE LICENCE

DATE OF DETERMINATION: 1 JUNE 2016

Introduction

- 1 This is an application by Fremantle Cleanskins Pty Ltd (the applicant) for the conditional grant of a liquor store licence for premises to be known as WA Cleanskins Cellars @ Freq and located at Shop 3, 39 Adelaide Street, Fremantle. The application is made pursuant to ss 47 and 62 of the *Liquor Control Act 1988* (the Act).
- 2 The application was advertised for public comment in accordance with instructions issued by the Director of Liquor Licensing. There were no objections or interventions to the grant of the application.
- 3 The application will be determined on the written material lodged by the applicant as permitted under ss 13 and 16 of the Act.

The applicant's evidence and submissions

- 4 The applicant seeks to establish a moderately sized liquor store of approximately 72m² in the Adelaide Street Plaza at 39 Adelaide Street, Fremantle. The proposed liquor store will offer approximately 90 lines of cleanskin wine products that are not readily available in the locality.
- 5 The director of the applicant company, Mr Steven Cloughley, is also a director of WA Cleanskin Cellars Pty Ltd, which owns and operates a number of Cleanskin Cellars liquor stores across the metropolitan area; however, these stores are predominantly north of the river. WA Cleanskin Cellars @ Freq will be a destination store for people south of the river.
- 6 According to the applicant, the proposed business will have a focus on providing quality cleanskin wines at a reasonable and value for money price, with a focus of local WA and Australian producers. Patrons will be able to taste the wine prior to purchase. The applicant also proposes to provide a personalised wine label service for its customers, which has proven very popular at the other cleanskin wine stores.

- 7 It was submitted by the applicant that the locality surrounding the proposed liquor store has a growing residential population and Fremantle experiences a high number of visitors, including people from across the metropolitan area and tourists from interstate and overseas. The proposed liquor store will cater to this diverse range of customer.
- 8 The applicant submitted a Public Interest Assessment (PIA) together with 227 consumer surveys and various letters of support.

Determination

- 9 This is an application for the grant of a moderately sized liquor store in the Adelaide Street Plaza, Fremantle. The proposed liquor store will only sell and supply cleanskin wine products, and other liquor products such as beer, RTD's and spirits will not be available. The applicant will also provide additional services such as tastings of products prior to purchase and personalised wine labels. The proposed business will cater to local residents, visitors to the area and tourists.
- 10 Although the application is uncontested, there is no presumption in favour of the grant of the application. Section 38(2) of the Act places a burden on an applicant for the grant of a liquor store licence to satisfy the licensing authority that the grant of the application is in the public interest. An applicant must therefore adduce sufficient evidence to discharge this burden.
- 11 In determining whether the grant of an application is 'in the public interest' I am required to exercise a discretionary value judgment confined only by the scope and purpose of the Act (refer *Water Conservation and Irrigation Commission (NSW) v Browning* (1947) 74 CLR 492; *O'Sullivan v Farrer* (1989) 168 CLR 210; *Palace Securities Pty Ltd v Director of Liquor Licensing* [1992] 7WAR 241; and *Re Minister for Resources: ex parte Cazaly Iron Pty Ltd* (2007) WASCA 175).
- 12 The factual matters which I am bound to take into account when determining whether the grant of an application is 'in the public interest' are those relevant to the primary and secondary objects of the Act as set out in s 5 (refer *Woolworths v Director of Liquor Licensing* [2013] WASCA 227).
- 13 The primary objects of the Act are:
- to regulate the sale, supply and consumption of liquor;
 - to minimise harm caused to people, or any group of people, due to the use of liquor; and
 - 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.
- 14 The secondary objects of the Act are:

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- 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;
 - to provide adequate controls over, and over the persons directly or indirectly involved in, the sale, disposal and consumption of liquor; and
 - to provide a flexible system, with as little formality or technicality as may be practicable, for the administration of this Act.
- 15 The licensing authority is also entitled (but not bound) to take into account the factual matters set out in s 38(4) of the Act as part of the public interest considerations.
- 16 I have considered the applicant's evidence and submissions and I am of the view that the business to be conducted under the licence would be catering to the requirements of consumers for liquor and related services as contemplated under object 5(1)(c) of the Act, and the grant of the application would also be in the proper development of the liquor and tourism industries in the State. The applicant's survey data reflects good support for the services to be provided under the licence and therefore the grant of the application would also facilitate the use and development of licensed facilities reflecting the diversity of consumers (object 5(2)(a) of the Act).
- 17 I am also mindful that the applicant will only be selling cleanskin wines and not other mainstream liquor products, therefore I am satisfied that the grant of the application will not pose an unacceptable risk to the health and well-being of the community, and therefore the grant of the application is not at odds with the harm minimisation object of the Act.
- 18 In weighing and balancing the evidence presented by the applicant, I am satisfied the applicant has discharged its onus under s 38(2) and the grant of the application is in the public interest.
- 19 Consequently, I am satisfied the applicant has complied with all of the statutory requirements and conditions precedent to the application being granted, and a liquor store licence is conditionally granted to the applicant subject to the following:
- (a) a Certificate under s 39 of the Act being lodged before the operation of the licence;
 - (b) compliance with the *Local Government Act 1960*, *Health Act 1911* and any written law relating to the sewerage and drainage of these premise;
 - (c) all work being completed within 12 months in accordance with the plans and specifications dated 8 January 2016.
 - (d) the recommendations of the Inspector of Licensed Premises on the Schedule of Requirements being satisfactorily completed and the Director of Liquor Licensing being notified in writing at least 21 days prior to applicant wishing to trade under the licence;

- (e) a final inspection by an Inspector of Licensed Premises being conducted to ensure that all requirements have been satisfactorily completed; and
- (f) the applicant seeking confirmation of the grant on or before **31 May 2017** pursuant to s 62(4)(c) of the Act.

Conditions to be imposed on the issue of the licence

Trading hours

The permitted trading hours are those prescribed in s 98D of the Act.

Trading

The licensee is authorised to sell and supply cleanskin wine only as packaged liquor in accordance with the provisions of s 47 of the Act.

Tasting condition

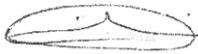
Pursuant to s 47(2) of the Act, the licensee is authorised to supply liquor, by way of free sample, for consumption within the licensed premises, subject to the following conditions:

- (a) Tastings must be conducted under the full responsibility and supervision of the licensee or approved manager at all times.
- (b) Tastings cannot be supplied to juveniles.
- (c) 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 single use disposable containers are used.
- (d) Compliance with the Food Act 2008 at all times.
- (e) Tastings per sample must not exceed the following measures:
- (i) Wine – 50 mls
 - (ii) Beer – 100 mls
 - (iii) Spirits – 15 mls.
- (f) Free drinking water must be made available at all times that samples of liquor are available for tasting.

Compliance with harm minimisation policy

The licensee is to have a House Management Policy, Code of Conduct and Management Plan developed for these premises in accordance with the Harm Minimisation Policy. These documents must be retained on the licensed premises and produced to any Authorised Officer if required.

- 20 Pursuant to s 127(2) of the Act, the prescribed licence fee will be payable prior to the operation of the licence.
- 21 The applicant is reminded that trading **may not** commence without the prior written approval of the licensing authority.
- 22 This matter has been determined by me under delegation pursuant to s 15 of the Act.



Peter Minchin
DELEGATE OF THE DIRECTOR OF LIQUOR LICENSING