

APPLICATION FOR THE CONDITIONAL GRANT OF A TAVERN LIQUOR LICENCE

LICENSEE: FROTH CRAFT BEACH PTY LTD

TRADING AS: FROTH CRAFT BEACH

PUBLIC INTEREST ASSESSMENT



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PARTICULARS

APPLICATION

Tavern Liquor Licence

APPLICANT

Froth Craft Beach Pty Ltd (ACN 665 572 207)

PREMISES

Froth Craft Beach, located at 1 North Beach Road, North Beach WA 6020 (**the Premises**).

The Applicant is a member of the Australian Hotels Association of Western Australia (AHA W.A).

This Public Interest Assessment (PIA) supports the application by Froth Craft Beach Pty Ltd (ACN 665 572 207) to seek approval for the grant of a Tavern Licence in respect of premises situated at 1 North Beach Road, North Beach WA 6020. The business is currently trading at the Premises as Froth Craft Beach under a Small Bar Liquor Licence no. 634220178923; which was granted on 13 December 2023.

This Application seeks to amend the manner of trade applicable under a Tavern Licence in such a way that it would not detract from Froth Craft Beach's priority to maintain its established reputation as a family friendly hospitality venue with a high standard and focus on dining, beverages and customer service. This proposal involves pioneering in North Beach a "craft beer mecca", which is a tourism asset that focuses on the culture of responsibly enjoying locally produced craft beer, and expanding the current services at the premises to include limited take-away packaged liquor services from the microbrewery operated and owned by their associated entity Froth Craft Bunbrewery (ABN 79 380 346 113), located at 12 Victoria St, Bunbury W.A 6230.

The Applicant is not seeking to convert Froth Craft Beach into a "traditional tavern/pub", rather the Licensee is applying for the Tavern Licence so as to continue to provide quality food and beverage services to local residents, tourists and those resorting to the area for work or leisure purposes, and to cater to the requirements of those consumers but without the constraints of a Small Bar license type limiting the; capacity (number of patrons), ability to sell limited packaged takeaway liquor, and ability to exhibit at external events such as pop-up bars at community markets, beer festivals etc.

THE PUBLIC INTEREST ASSESSMENT (PIA)

This Public Interest Assessment has been prepared pursuant to; the objects of the *Liquor Control Act 1988 (WA)* (**the Act**)¹ as provided in section 5 and the matters set out in Section 38 of the Act, in support of the Application. The purpose of the public interest assessment is based on the principle that all licensed premises should operate within the interests of the affected individual community.

¹ https://www.legislation.wa.gov.au/legislation/statutes.nsf/main_mrtitle_546_homepage.html

The Butterworth's Australian Legal Dictionary defines the term "public interest" as:

"an interest in common to the public at large or a significant portion of the public and which may, or may not, involve the personal or proprietary rights of individual people."

The public interest is also to be consistent with the primary and secondary objects of the Act.

The primary objects of the Act (section 5(1)) are:

- a) to regulate the sale, supply and consumption of liquor;
- b) to minimise harm or ill-health caused to people, or any group of people, due to the use of liquor;
- 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 secondary objects 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; and
- b) to provide adequate controls over, and over the persons directly or indirectly involved in the sale, disposal and consumption of liquor; and
- c) to provide a flexible system, with as little formality or technicality as may be practicable, for the administration of the Act.

Liquor is defined in the Act as a substance intended for human consumption which at 20 degrees Celsius contains more than 1.15% ethanol by volume, or such other proportion as is prescribed.

This PIA addresses all relevant aspects of the public interest in accordance with both the Liquor Control Act 1988 (WA) ('the Act') and the licensing authority's Public Interest Assessment policy as last amended 11 January 2017 (PIA Policy). Furthermore, this application is consistent with all local council, the City of Stirling's, requirements. In accordance with the PIA Policy this application is regarded as "complex" and therefore, the sections of this PIA document reflect what is required under the PIA Policy for such applications.

REASONS FOR TAVERN LICENCE REPLACING CURRENT SMALL BAR LICENCE

- To cater for the stated requirements of our customers
- Operate with a maximum capacity of 200 persons on the Premises at any one time
- The ability to sell limited take-away packaged liquor from our associated entity's micro-brewery, Froth Craft Bunbrewery (in the form of 'growlers' - 1.89L refillable bottles)
- Proper promotion of our business (entering and participating in craft beer festivals, pop-up bars at markets and other events etc.)
- Better facilitate the use and development of our venue for the performance of live original entertainment
- Facilitate the use and development of our licensed premises to better reflect the diversity of the requirements of our customers, including the ability to host functions, events and take reservations

MANNER OF TRADE

The intended mode of operation is not expected to significantly change from its current operations. As a result, Froth Craft Beach is agreeable to the Tavern Licence, if granted, being conditioned so as to require at least 50% of the dining area to always be set up with tables and chairs for dining, except during pre-arranged functions or events. Froth Craft Beach considers that this condition would reflect the intention to continue to focus on food service and control the context of drinking at the Premises, in effect reducing over-crowding and better managing responsible service, and consumption, of alcohol. The summarised manner of trade, under a Tavern Licence is:

- Maintain regular opening hours all year round
- Froth Craft Beach proposes to have food available at all times (lunch, afternoon, dinner, supper) which would differentiate us from many other venues in the locality that don't have food available at all times of trading
- Service of food and drinks will be provided for 200 guests in a rustic and welcoming, yet sophisticated venue that actively promotes its fantastic ocean views and location
- The only take-away packaged liquor sales will be that of beer produced by the associated entity of the Applicant
- The tavern class of licence is not sought to facilitate the intention of trading as a traditional large pub style venue, but rather because of the technical provisions in the Act which mean that a tavern class of licence is the most appropriate to cater the Froth Craft Beach product to the demand of guests and the community at large
- Froth Craft Beach will continue to accommodate people of all ages and remain family friendly

CONCESSIONS TO STANDARD TAVERN LICENCE CONDITIONS

The Applicant is open to the inclusion of reasonable conditions that would minimise the potential for harm in such a way that they would allow the additional flexibility we seek for the proper development of our business, and provide for the requirements of our customers.

1. Packaged Liquor Sales limited to liquor produced by the Licensee's associated entity
2. Food will be available at all trading times
3. Seating available for 100 patrons at all times except for pre booked functions or live music events
4. Smoking and vaping prohibited in all licensed areas
5. No TAB

APPLICANT

Froth Craft Beach is owned and operated by directors Tyler Little, Phil Gray, Neil Rae and Peter Firth.

The same four directors are also the directors of:

- Little Phete Pty Ltd trading as Froth Craft Brewery (ABN 21 578 763 582) under Tavern License no.602210985917. This venue started trading on 23 February 2017. Among others, this venue won A.H.A (W.A) Awards 2019 Best Boutique Brewery, Best Regional Venue and Best Outdoor Area.
- Froth Bunbury Pty Ltd trading as Froth Craft Bunbrewery (ABN 79 380 346 113) under Tavern License no.6020041236. This venue started trading on 8 July 2022. Among others, this venue won A.H.A (W.A) Best Craft Brewery Award 2024 and Best New Venue Award 2023.
- It is to be noted that these other two successful, award winning, exemplary venues are operated and managed responsibly and in full adherence to liquor licensing laws and regulations. Froth Craft Beach, the third venue in Western Australia from the director group of Little/Gray/Rae/Firth, is likewise run and managed responsibly and in full adherence to liquor licensing laws and regulations.

Premises

The premises is located at 1/1 North Beach Road, North Beach WA 6020.



Image 1. The North Beach Shopping Centre in Perth, Western Australia (Source: Google)

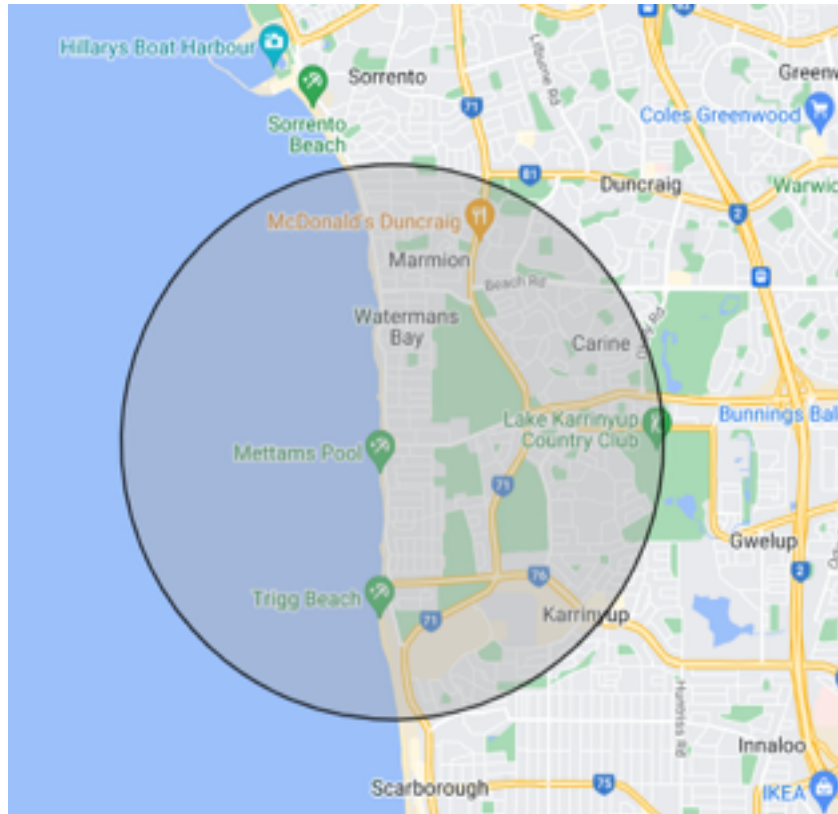


Image 2. North Beach and 3 km radius of the Premises (Source: Google)

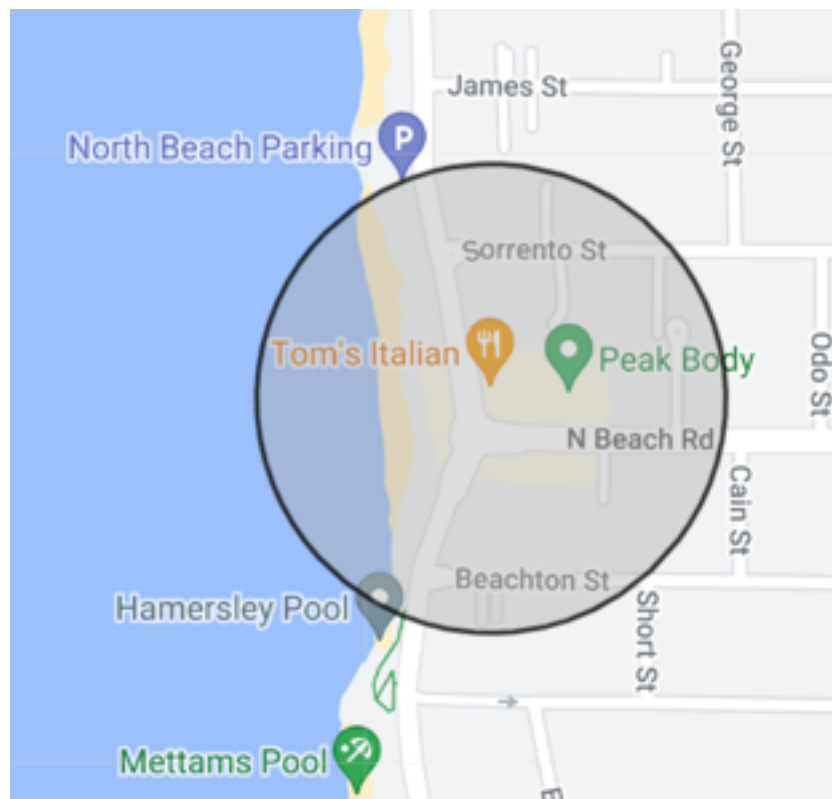


Image 3. North Beach Shopping Centre and 250m radius of the Premises (Source: Google)



Image 4. North Beach Shopping Centre & Froth Craft Beach (Source: Google)

NORTH BEACH

SHOPPING CENTRE

Your local shopping destination by the sea

Food & Beverage	Retail
A Ground 95 on the Beach	B Ground Farmer Jacks
C Ground 95 Express	F Ground Cafe Collective WA
D Ground Froth Craft Beach	G Ground Mea Boutique
E Ground North Beach Bakery & Patisserie	I Ground North Beach Gourmet Butcher
Q Level 1 Tom's Italian	L Ground Post Office
Health, Wellness and Beauty	
H Ground Timeless Skin & Beauty	N Ground Thirsty Camel North Beach
J Ground Boss Cuts Barber	O Ground Hollow Surf
K Ground Paradise Nail Lounge	
M Ground Studio Black North Beach	
P Ground North Beach Pharmacy	
R Level 1 Peak Body Health and Fitness	
S Level 1 West Coast Health Physio North Beach	

*1 North Beach Road, North Beach
6020*

Image 5. Centre Directory of North Beach Shopping Centre (Source: North Beach Shopping Centre Instagram)

HISTORY OF PREMISES

Built in 1972, the North Beach Shopping Centre is an institution amongst locals and beachgoers in North Beach and surrounding suburbs, providing a range of fresh produce, retail, health, beauty and real estate offerings. The Froth Craft Beach site was once a carpark, then a Chicken Treat in the 1990s, later transforming into coffee shop 96 Express. 96 Express also sublet a space to Davey Real Estate, forming the front part of the premise in which Froth Craft Beach currently sits. Upon the sale of the centre in 2022, the new landlord commenced an activation project which saw a number of improvements to the centre such as maintenance, rebranding and the installation of several new tenants aside from Froth Craft Beach, including:

- 96 on the Beach
- 96 Express coffee kiosk
- Boss Cuts Barber
- Paradise Nail Salon
- West Coast High Health Physiotherapy
- Studio Black Hair Salon
- Café Collective gift shop
- Eddy's Thai Massage
- High Resolution Australia Pty Ltd (consultancy)

PHOTOGRAPHIC HISTORY OF STREET FRONTAGE



Image 6: What is now Froth Craft Beach back in 2022, when it was 96 Express and Davey Real Estate (Source: Prestige Property Group)



Image 7: What is now Froth Craft Beach and 96 Express circa 2019 (Source: Space Real Estate)



Image 8: Then and now, 1932 image of Henderson Corner Store, which was located on the corner of Odo and North Beach Roads, behind what is now the NBSC site (Source: Chris Holyday)

NORTH BEACH

According to the history provided by local government The City of Stirling, North Beach was first settled in 1837 and went on to become a quarantine station for camels entering the country for service in the Goldfields during the gold rush era. Throughout the 1940-50s North Beach became a popular holiday destination for Perth residents with coastal shacks and holiday homes, before developing into a residential suburb in the early 1960s².

POPULATION

North Beach has a permanent resident population of approximately 3,689 people³. Population growth projections provide a measure of the expected population growth path for a region. Substantial increases in population can create pressures on existing services and infrastructure, and generate demand for new services and infrastructure. Between the 2016 and 2021 Census' North Beach's population grew 8.6% from 3,398 permanent residents. When compared to growth across the same period in neighbouring suburbs Scarborough (13.8%), Trigg (2.2%) and Watermans Bay (6.9%), this growth figure does not appear abnormal for the area, suggesting that recent pressure on existing services and infrastructure has not been substantial.⁴

DEMOGRAPHICS

According to the 2021 Census data from the Australian Bureau of Statistics, there were 3,689 people living in North Beach. Of these 48.9% were male and 51.1% were female, comparable to the State figures of 49.7% male and 50.3% female, respectively. Children aged 0 - 14 years made up 16.7% of North Beach's population and people aged 65 years and over made up 22% of the population.

² <https://www.stirling.wa.gov.au/your-city/about-stirling/suburbs/north-beach>

³ North Beach (WA) QuickStats 2021 Census, <https://abs.gov.au/census/find-census-data/quickstats/2021/SAL51130>

⁴ Scarborough, Trigg & Waterman's Bay QuickStats 2016 & 2021 Census

Table 1. Age Groups in North Beach, WA and Australia (Source: 2021 Census)

Age	North Beach	%	WA	%	Australia	%
Median Age	44	N/A	38	N/A	38	N/A
0 – 4 years	170	4.6	161,753	6.1	1,463,817	5.8
5 – 9 years	228	6.2	172,654	6.5	1,586,14	6.2
10 – 14 years	218	5.9	171,377	6.4	1,588,051	6.2
15 – 19 years	184	5.0	153,263	5.8	1,477,812	5.7
20 – 24 years	174	4.7	158,817	6.0	1,579,539	6.2
25 – 29 years	161	4.4	176,045	6.6	1,771,676	7.0
30 – 34 years	227	6.2	196,312	7.4	1,853,085	7.3
35 – 39 years	269	7.3	200,904	7.6	1,838,822	7.2
40 – 44 years	224	6.1	178,589	6.7	1,648,843	6.5
45 – 49 years	265	7.2	174,632	6.6	1,635,963	6.4
50 – 54 years	253	6.9	173,622	6.5	1,610,944	6.3
55 – 59 years	262	7.1	162,778	6.1	1,541,911	6.1
60 – 64 years	242	6.6	150,667	5.7	1,468,097	5.8
65 – 69 years	247	6.7	132,186	5.0	1,298,460	5.1
70 – 74 years	239	6.5	115,196	4.3	1,160,768	4.6
75 – 79 years	164	4.5	78,012	2.9	821,920	3.2
80 – 84 years	91	2.5	53,115	2.0	554,598	2.2
85 years and over	66	1.8	50,106	1.9	542,342	2.1

The table above shows data supporting the efficacy of Froth Craft Beach’s business model and targeted age demographics (see section **TARGET CLIENT BASE** below). The Census Data shows the median age of people in North Beach was 44 years, which is slightly higher than the State average of 38 years and suggests that North Beach is home to mature residents.

This suggests that North Beach has a higher percentage of residents in the age groups that Froth Craft Beach is targeting, specifically mature adults (both male and female) from 30 years to 55 years of age.

TARGET CLIENT BASE

In determining the community’s views in relation to the Application, and specific demographics of the locality, Froth Craft Beach conducted its own market research and by 27 November 2024 had obtained 711 individual responses to its survey in relation to the Applica-

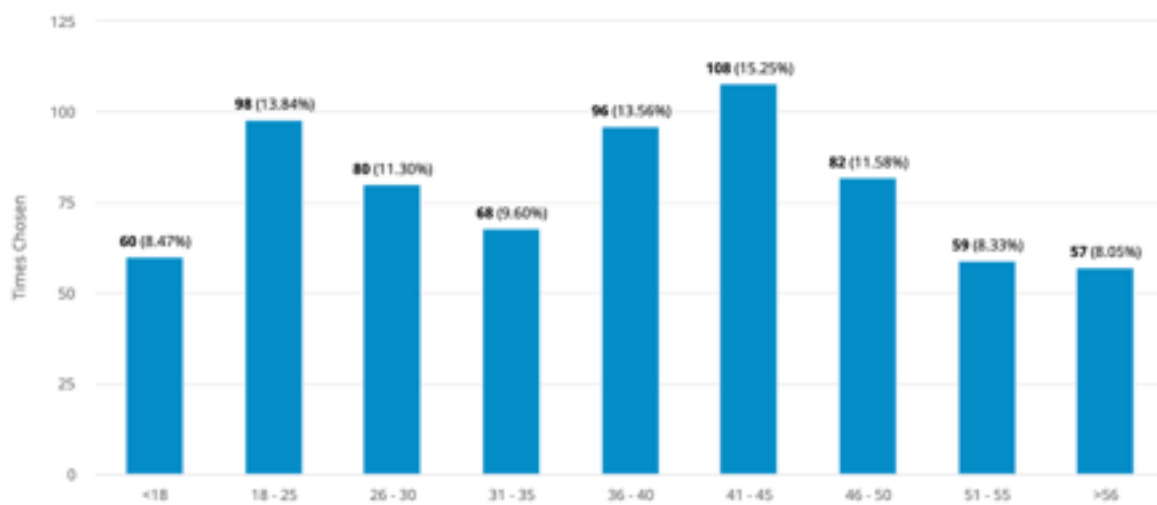
tion (referred to in this Application as ‘the Survey’). A copy of these questions are attached⁵ and the survey link is: <https://www.surveymhero.com/c/7sgmgipi>

The survey was online from 14 August 2024 to 27 November 2024 and advertised in the venue with posters, as well as on the venue’s social media. The majority of the respondents were residents of North Beach and its surrounds, and familiar with Froth Craft Beach’s operation. The chart below shows the breakdown of ages of the 677 respondents to the question: “What is your age”?

Chart 1. ‘What is your age?’ question of the Survey.

What is your age?

Number of responses: 708



As shown in the chart above, the percentage of the 708 respondents in the age brackets:

- 31 - 35 years of age (9.60%)
- 36 - 40 years of age (13.56%)
- 41 - 45 years of age (15.25%)
- 46 - 50 years of age (11.58%)
- 51 - 55 years of age (8.33%)
- 56+ years of age (8.05%)
- Total over 31 years of age = 66.37%

The percentage of all respondents from the ages of 31 to 55 was 58.32%. The results from this question of the survey support Froth Craft Beach’s targeting of desired majority guest demographics, specifically mature adults (both male and female) from 31 years to 55 years of age. Should the Application be successful and a Tavern Licence granted, Froth Craft Beach intends to maintain the same target of desired majority guest demographic - specifi-

⁵ Attachment 2 - Froth Craft Beach Survey Questions

cally, mature adults (both male and female) from 30 years to 55 years of age. This mature age range has been shown to have the highest spend-per-head, visit the Premises through lunch, afternoon and dinner times and maintain a consistent high standard of reputable presentation, behaviour and responsible consumption of alcohol. This age range has also been found to be the most appreciative group of the wide variety of 17 Froth craft beers we have on tap, a lot of which are rotational/seasonal or exclusive releases; and all of which are produced in our associated entity’s brewery: Froth Craft Bunbrewery.

GUESTS

The primary objects of the Act (section 5(1)) are:

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

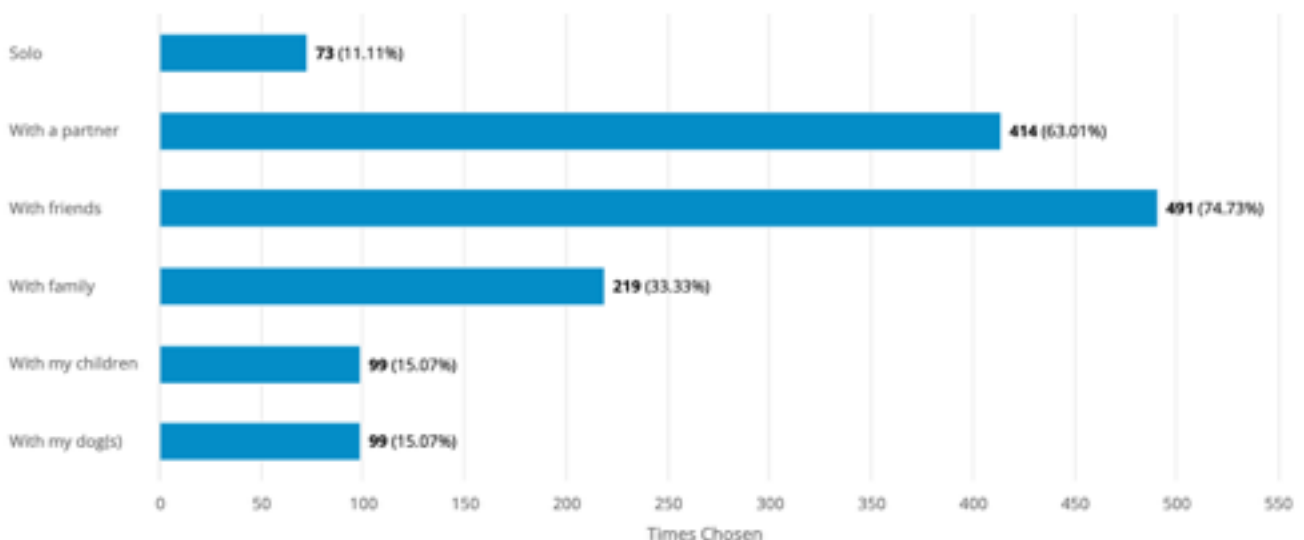
As demonstrated by the stringent Harm Minimisation Policy, House Management Plan and Code of Conduct⁶ attached with this submission, Froth Craft Beach is committed to the ongoing safety and health of its guests, neighbours and those residing in the locality, and the continuation of adopting the responsible practises in the sale and supply of alcohol that it has upheld since it started trading in December 2023. The following sections below identify ‘at risk’ groups that are considered vulnerable to the impact of alcohol in the locality and the measures taken by Froth Craft Beach to mitigate risk and minimise harm due to the use of liquor.

A wide demographic enjoy frequenting the venue. Females, seniors and families enjoy the venue due to the safe, family-friendly and welcoming environment Froth Craft Beach provides. A total of 657 responses in the Applicant’s Survey on a question regarding visitor demographics to the Premises shows a wide demographic enjoy frequenting Froth Craft Beach (note that respondents were able to select multiple answers to this question).

Chart 2. ‘(With who) Do you like to visit Froth Craft Beach?’ question of the Survey.

Do you like to visit Froth Craft Beach:

Number of responses: 657



As can be seen from the chart above, exactly a third of the respondents like to visit Froth Craft Beach with family (33.33%), greater than half with a partner (63.01%) and a significant number with their children (15.07%), and a clear majority with friends (74.73%). A small proportion, but certainly not insignificant, of respondents claim they like to visit Froth Craft Beach alone (11.11%), indicating that the Premises is viewed as a safe, welcoming venue that patrons can still feel comfortable in, whether they are alone or with company. If a Tavern Licence is to be granted, the Premises will maintain its family friendly environment, conducive layout for comfortable dining (for both small or large groups) and its social atmosphere. The atmosphere that the Premises would maintain under a Tavern Liquor Licence prioritises inclusiveness and the unique feature (synonymous with any of the award winning Froth venues) of feeling welcome to a wide demographic.

The survey results showed that the percentage of all respondents from the ages of 18 to 30 was 22.31%, supporting Froth Craft Beach's intention to not specifically target guests of this demographic, unlike bars in surrounding suburbs of Scarborough or Hillarys that focus/appeal mostly to this younger demographic. While guests from all walks of life, and of all ages, are welcome at Froth Craft Beach (granted that in accordance with licensed venues any juveniles must be accompanied by a parent or responsible adult), the Applicant recognises there is a range of groups that may be more vulnerable to the impact of alcohol, identified under the Drug and Alcohol Interagency Framework for Western Australia 2011-2015⁷.

The Applicant acknowledges that 'at risk' groups visit the coastal areas of Perth, the North Beach area, and contribute towards the level of alcohol related harm and ill-health experienced in the locality. The Applicant recognises that these 'at risk' groups are susceptible to be adversely affected by liquor or the operation of licensed premises. In recognising this, the Applicant appreciates its obligation to ensure that appropriate harm minimisation strategies are adopted and effectively implemented.

In regard to 'at risk' groups and sub-communities, some examples of the range of groups that may be more vulnerable to the impact of alcohol are identified under the Drug and Alcohol Interagency Framework for Western Australia 2011-2015:

- children and young people;
- Aboriginal people and communities;
- people from regional, rural and remote communities;
- families;
- migrant groups from non-English speaking countries;
- people in low socio-economic areas;
- mining communities or communities with a high number of itinerant workers; and/or
- communities that experience high tourist numbers.

The Applicant includes the acknowledgement of the 'at risk' group in the locality:

- Illicit drug abusers

⁷ Drug and Alcohol Interagency Framework for Western Australia 2011-2015
<https://www.mhc.wa.gov.au/media/1721/drug-and-alcohol-interagency-strategic-framework-for-western-australia-2011-15.pdf>

CHILDREN AND YOUNG PEOPLE

'Children and young people' are one such group. According to the 2021 Census, children aged 0 - 14 years made up 16.7% of North Beach's population⁸. Teenagers aged 15 to 19 made up only 5.0% of North Beach's population.

Anybody at the Premises under the age of 18 will not be served alcohol or permitted to consume alcohol. A routinely implemented strategy by staff to reduce the risk of serving alcohol to juveniles is following the venue's strict procedural training for checking the ID of guests. Current approved forms of identification are: all Australian Proof of Age Cards (includes WA Photo Card and Australia Post Keypass) all Australian driver's licences (or international driver's licences in English showing name, date of birth and photo) all Australian or international passports (ICAO standard).

An advantage is that the owners/operators are active community members in the locality; and are proud sponsors of the extremely large and active North Beach (Junior and Senior) Football Clubs, as well as fundraisers and events held at the nearby North Beach Primary School. The operators are respected members of the community and personally know a lot of people across a wide spectrum of the community, a strong advantage for running a licensed venue and reducing the risk of serving alcohol to local juveniles as they personally know the age(s) and social standing of a large number of the community. Local staff also personally know the majority of nearby residents that frequent the venue, and are more aware of which adolescents are under aged. Staff are soon to identify when a young person is present at the venue and they are quick to follow the above mentioned protocol. Furthermore, we have a brilliant retention rate of staff, something quite uncommon in the hospitality industry. Local staff that remain with the business help ensure we keep ties with the community and are aware of who our local patrons are; and ensuring we follow correct RSA at all times (see section **RESPONSIBLE SERVICE OF ALCOHOL [RSA]**).

Froth Craft Beach will ensure that its strategy to reduce the vulnerability of children and young people to the impact of alcohol remains manifold and exemplary in the community. The main strategy to achieve this is by operating at all times a Premises that doesn't permit, and allow children and young people to be witness to, negative impacts resulting from irresponsible alcohol consumption.

Children accompanied by a responsible adult at the Premises will not be witness to irresponsible service or consumption of alcohol, and any persons exhibiting potential anti-social or drunken behaviour as a consequence of. Conversely, children at the Premises will experience the enjoyment of high standards of food in a social setting and witness the culture of adults and parents responsibly enjoying locally made artisan craft beer. Maintaining a welcoming family friendly environment at the Premises is paramount to Froth Craft Beach's operation and continuing reputation as a safe environment with consistently high standards. Any children, and their responsible adult, in the Premises will be asked to leave the venue at 9 P.M to escort children safely home.

Supporting local sporting groups is another strategy to reduce the vulnerability of local children and young people to alcohol. Providing a venue to host fundraising events and providing sponsorship for numerous local sporting groups, schools, charities and organisations (within our first year of trading we have sponsored the following: North Beach Football Club, North Beach Junior Football Club, Carine Cats [Tee Ball, Softball & Baseball], North Beach Soccer Club, Our Lady of Grace Primary School, North Beach Primary School, Scared Heart College, Perth Children's Hospital, Ladies Lunch for Lifeline, Halidon Primary School, South Padbury Primary School, National Breast Cancer Foundation, Warnbro Bowling Club, Carine Primary School, Clifton Park Primary School, Shmoné's Yellow Sticker Fund, Inspir3d Cul-

⁸ North Beach (WA) QuickStats 2021 Census, <https://abs.gov.au/census/find-census-data/quickstats/2021/SAL51130>

ture/Kids Cancer Project, \$8,131 raised for MACA Ride for Cancer for team 'Froth Craft Brewery', Ocean Heroes, Care Bags for Orphans, Warpine Cancer Research) that have a focus on keeping children and young people active and engaged in healthy behaviours. This is a strategy to reinforce positive health initiatives in the community and teach children and young people good habits to prevent their vulnerability to the impact of alcohol. Children and young people that are members of these clubs and sporting groups, as well as spectators and associates, will identify the sponsor Froth Craft Beach as a business that promotes healthy living practises and discourages children and young people from consuming alcohol (see section **BENEFITS AND POSITIVE EFFECTS ON COMMUNITY**).

North Beach also recorded relationship and marital status data in line with the State, with 49.4% of North beach residents recording a Married status compared to 47.3% of WA residents. 33.0% of North Beach residents recorded a Never Married Status, similar to the State figure of 36.1% in the 2021 ABS Census.

ABORIGINAL PEOPLE AND INDIGENOUS COMMUNITIES

Another 'at risk' group that may be more vulnerable to the impact of alcohol is Aboriginal people and Indigenous communities, identified under the Western Australian Alcohol and Drug Interagency Strategy for 2018-2022⁹. However, the risk is considered low in the locality as North Beach's small Indigenous population accounted for only 0.6% of the North Beach population, compared to that of the State figure of 3.3%, in the 2021 Census¹⁰. There are significantly below average numbers of Indigenous Australians recorded in North Beach and the Applicant is not aware of any groups of Aboriginal or Indigenous Australians living in a commune, camp or similar community group in the locality.

According to the 2021 Census, in North Beach 45.5% of Aboriginal and/or Torres Strait Islander people were male and 54.5% were female. The median age was 36 years, comparable to the State figure of 24 years. In North Beach, for dwellings occupied by Aboriginal and/or Torres Strait Islander people, the average household size was 3.2 persons, with 1 person per bedroom.

Many Australian reports have identified a relationship between alcohol and other drug use with socioeconomic factors such as education, employment and low income¹¹. Within the Indigenous Australian population lower levels of alcohol use have been shown to be related to higher levels of income. According to Census 2016, for Aboriginal and/or Torres Strait Islander people living in North Beach, the median household income was \$2,250, compared to that of the State figure of \$1,480 and suggests that the small Indigenous population in North Beach are of a higher socioeconomic status. This lends support to the Applicant's proposition that this is not an 'at risk' group in the locality.

High numbers of Aboriginal people and members of Indigenous communities do not frequent the Premises, and Froth Craft Beach is non-discriminating and welcoming to people of all walks of life, of any race, gender, sexuality and ethnicity¹². This is also exemplified in our in-

⁹ *Drug and Alcohol Interagency Framework for Western Australia 2018-2022* <https://www.mhc.wa.gov.au/media/2831/western-australian-alcohol-and-drug-interagency-strategy-2018-2022.pdf>

¹⁰ 2021 Census North Beach Quick Stats <https://abs.gov.au/census/find-census-data/quickstats/2021/SAL51130>

¹¹ Loxley W, Toumbourou JW, Stockwell T, Haines B, Scott K, Godfrey C, Waters E, Patton G, Fordham R, Gray D, Marshall J, Ryder D, Siggers S, Sancil L, Williams J (2004) The prevention of substance use, risk and harm in Australia: a review of the evidence. Canberra: Department of Health and Ageing - <http://www.healthinfonet.ecu.edu.au/key-resources/bibliography?lid=3086>

¹² Statement by Froth Craft Beach director Pete Firth

clusive hiring policy and code of conduct; operating the venue with full duty of care for staff and guests alike at all times.

A strategy to reduce the risk of Aboriginal people and members of Indigenous communities to the vulnerability of alcohol when visiting the Premises is maintaining the strict adherence to Responsible Service of Alcohol and duty of care at all times.

ILLICIT DRUG ABUSERS

The Applicant has a strong stance against illicit drugs and anybody seen to be under the influence of drugs, or seen to be in the possession or dealing, or caught consuming drugs, is to be escorted off the Premises. Staff training involves recognising signs and behaviour of persons under the influence of illicit drugs and acting accordingly. The Applicant recognises the 'at risk' group of illicit drug abusers in North Beach. The Premises mitigates this risk by ensuring it is not a welcoming environment to someone under the influence of drugs, effected by discouraging policies, codes of conduct, operating procedures and manner of trade (the points outlined below are explained in more detail further in this Application):

- the Premises is non-smoking and non-vaping
- there is no TAB
- extensive closed circuit cameras cover the Premises and its perimeter
- small capacity venue and clear sight lines facilitate proper supervision of guests at all times
- well-lit venue
- there is no ATM facility or 'cash out' service at the till
- the venue is card-only and guests can not pay with cash
- strict vigilance from all staff, management and owners to look out for anyone in the Premises, or in the immediate vicinity, expressing behaviour or signs of being under the influence of drugs
- guests must have appropriate clothing and adequate footwear (**see section DRESS STANDARD**)
- code of conduct: Froth Craft Beach maintains a mature and respectful code of conduct for staff and guests at all times. Illicit behaviour, swearing, aggression or pugilistic actions are not tolerated and perpetrators are escorted off the Premises immediately
- style of service: Froth Craft Beach prides itself on excellent customer service and attentive staff that are well trained to identify signs and behaviours of 'at risk' groups
- style of food and beverage: the consistently high quality dining experience at the Premises, combined with the culture of responsibly drinking locally made craft beer, deters illicit drug users
- community minded operations: this 'at risk' group is not strongly involved with initiatives, groups and organisations that promote social cohesion and community mindfulness. Froth Craft Beach has a strong sense of community and a strong local customer base, ensuring that a positive atmosphere and a careful attitude for fellow community members is maintained at all times in the Premises

- reputation: the Applicant's exemplary reputation in the community as anti-drugs deters any of the area's drug users from choosing to frequent the venue and they choose to drink elsewhere
- family friendly venue: the Premises prides itself on a safe, welcoming and respectable family friendly atmosphere, an atmosphere that isn't welcoming to illicit drug abusers
- communication with other licensed venues: North Beach is a relatively small suburb and the Applicant has good relations with management of the few other licensed venues in the locality. Communication between the venues is helpful to mitigate the risk of illicit drug abusers on the Premises when forewarning from other venues (or forewarning other venues) occurs in regard to potentially problematic persons that have visited a venue/ the area

SOCIAL HEALTH INDICATORS

Operating procedures at the Premises mitigate the problems that may result due to alcohol consumption. All staff, management and owners at Froth Craft Beach adhere at all times to their Duty of Care, Responsible Service of Alcohol practises and the House Management Plan¹³.

A Tavern License granted to Froth Craft Beach would not present a problem for the low rate of alcohol related health issues in the locality.

The Applicant's proposed regular trading hours are 11 A.M to 11 P.M Monday to Thursday, 11 A.M to 12 A.M Friday, Saturday and Sunday (see section **TRADING HOURS**). The Applicant wishes to open all year round. The Applicant does not wish to trade on Christmas Day; and only on Anzac Day in adherence to the current requirement of liquor served only ancillary to a meal. The Applicant is not seeking extended trading, that is to trade past midnight. As submitted below in more detail, the Applicant's operations will continue without significant change to the current trade under a Small Bar liquor license, with a focus on food and its own beer and produce, and does not consider it necessary, or have any intention to, trade beyond midnight and contribute to any issues and harms such as drunkenness drink driving, violence, community disturbance and antisocial behaviour that may result from extended trading.

In the Report of the Independent Review Committee reviewing Western Australia's liquor licensing laws published in 2013¹⁴, the WA Drug and Alcohol Office submitted that:

"Studies show extended trading is linked with issues and harms such as drunkenness, drink driving, violence and antisocial behaviour and a controlled evaluation of the impact of late night extended trading permits for Perth hotels found those hotels that were operating with extended trading were associated with a doubling of the level of assaults in and around their vicinity and a net increase of almost 40% in alcohol-related road crashes involving their customers. Subsequent analysis has shown that the blood alcohol levels of drivers in road crashes who had been drinking at extended trading permit premises were significantly higher than those who had been drinking at non-extended trading permit premises. It also found that the later in the evening the crash occurred, the higher this blood alcohol level tended to be... Given the literature consistently establishes late night trading as a contributing factor to a number of alcohol-related problems, in addition to satisfying existing public interest criteria, late night extended trading permits are a privilege that should be afforded only to those who

¹³ Attachment 3 - Froth Craft Beach Harm Minimisation Policy & House Management Plan

¹⁴ Report of the Independent Review Committee in relation to the *Liquor Control Act 1998* presented to the Minister for Racing and Gaming, December 2013 www.committeeforperth.com.au/assets/documents/LiquorControlAct1988ReviewReport.pdf

are able to show that the extended trading permit is not likely to impact on the community, by way of a demonstrated history of good conduct.”

In July 2014, the results of a study that interviewed and breathalysed 6,998 people in varying states of intoxication in the entertainment areas of Sydney, Melbourne, Perth, Geelong and Wollongong on Friday, Saturday and Sunday nights over six months from November 2011 were published in the Drug and Alcohol Review. The study was led by Associate Professor, Peter Miller, Deakin University Psychology School, who said “Midnight is the cutting off point; the tipping point” with the study¹⁵ finding:

- After midnight there was a 15-20 per cent jump in assaults, emergency attendances and drink-driving;
- Post hoc testing revealed significantly more highly intoxicated participants (i.e. BAC above 0.10 mg of alcohol per 100 mL of blood) after midnight ($P < 0.05$);
- There is a consistent trend across the cities of high to very high levels of intoxication later in the night, with trends after midnight being significantly different to those before; and
- Perth had the highest average blood alcohol at 4.00am (0.1), followed by Geelong (0.08), while Melbourne was the lowest (0.07).

It must be noted that there is limited publishing data, reported incidents, information and statistics available regarding the actual level of alcohol related harm in the locality of North Beach (see section **ALCOHOL RELATED CRIME**).

Based on the limited information that the Applicant has been able to obtain, and the general understanding of the directors of the Applicant (taking in to consideration their experience of successfully operating Froth Craft Beach without any history of violent assault or harm), the Applicant submits that the levels of harm and ill-health in North Beach are no worse than in other regional areas of Perth. There is no evidence to indicate that this locality requires special consideration as a result of the existing levels of harm and ill-health; supported further by the successful track record to-date of operating a busy venue with no significant incidents.

Froth Craft Beach is owned and operated by a directorship that includes a managing director who lives locally (three directors are originally from nearby Scarborough/Trigg), and is also a local employer. Reducing the vulnerability of certain members of the community to alcohol (when they are present at the Premises) is aided by local knowledge from staff members, i.e. being aware of certain local groups or local individual’s vulnerability to alcohol, their backgrounds and personal stories, and acting accordingly, which can help to minimise the risk of serving them.

FAMILIES

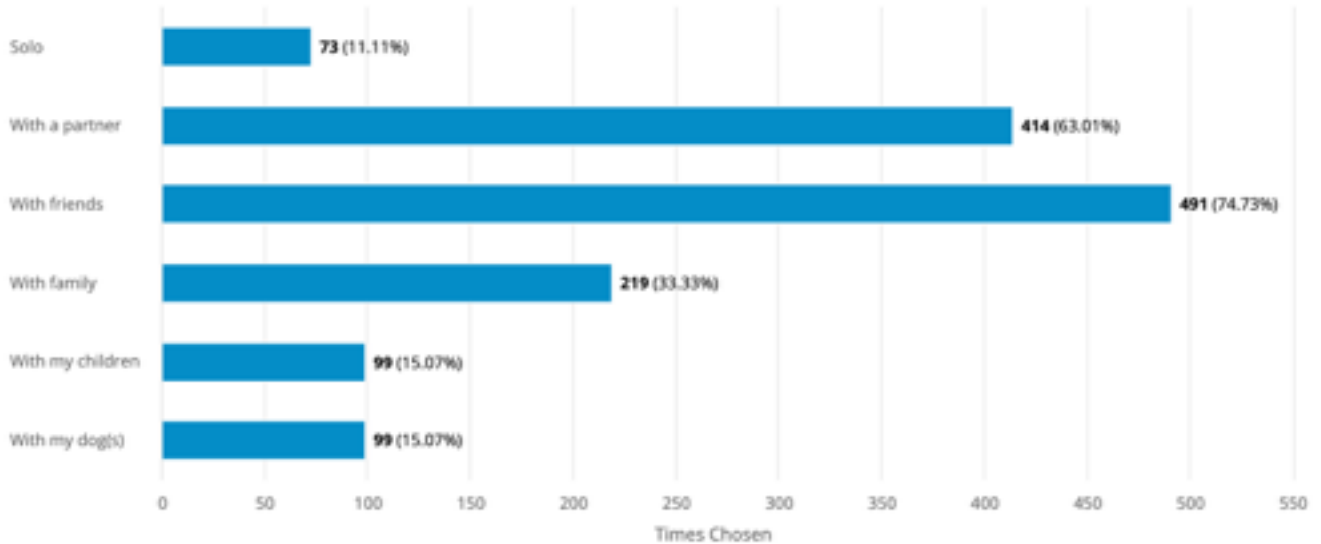
Results from the Survey (see chart below) show that a third of the 627 respondents like to visit the Premises with family (33.65%), and a significant proportion with children (15.15%), and with their dogs (15.15%).

¹⁵ Miller, P., Pennay, A., Droste, N., Butler, E., Jenkinson, R., Hyder, S., Quinn, B., Chikritzhs, T., Tomsen, S., Wadds, P., Jones, S. C., Palmer, D., Barrie, L., Lam, T., Gilmore, W. and Lubman, D. I. (2014), A comparative study of blood alcohol concentrations in Australian night-time entertainment districts, *Drug and Alcohol Review*. - <http://onlinelibrary.wiley.com/doi/10.1111/dar.12145/full>

Chart 3. '(With who) Do you like to visit Froth Craft Beach?' question of the Survey.

Do you like to visit Froth Craft Beach:

Number of responses: 657



Froth Craft Beach is a family friendly venue and provides a safe environment for all ages. The Premises contains a spacious outdoor astro turf play area, with toys and activations for children, plus expansive ocean views, where adults can comfortably supervise their children while dining and drinking (see image to the right). Children are affectionately referred to as 'Frothlings' in the Premises. The Applicant proposes, supported by the statistics below, that the locality does not feature a significant number of 'at risk' families vulnerable to the impacts of alcohol.



Image 9: Children, a.k.a 'Frothlings' playing in kids' play area at the Premises

(Source: The Applicant)

Table 2. Family composition in North Beach (Source: ABS Census 2021)

Family composition (all families)	North Beach	%	WA	%	Australia	%
Couple family without children	472	45.8	272,493	38.8	2,608,834	38.8
Couple family with children	428	41.5	313,666	44.6	2,944,140	43.7
One parent family	110	10.7	106,035	15.1	1,068,268	15.9
Other family	14	1.4	10,930	1.6	108,941	1.6

Of the families in North Beach, 41.5% were couple families with children (slightly higher than the State average of 44.6%). 45.8% were couple families without children (significantly higher than the State average of 38.8%), suggesting a locality that either values producing offspring later in life or a locality that doesn't hold such a high priority (as compared to other areas of the State) for couples to have children. 10.7% were one parent families (significantly lower than the State average of 15.1%), suggesting that North Beach has a good record of unbroken families and strong couple relationships.

Table 3. Employment status of parents in couple families in North Beach (Source: ABS Census 2021)

Employment status of couple families	North Beach	%	WA	%	Australia	%
<i>Couple families where parents or partners were aged 15 years and over</i>						
Both employed, worked full-time	196	21.9	124,472	21.2	1,234,626	22.2
Both employed, worked part-time	51	5.7	25,708	4.4	264,182	4.8
One employed full-time, one part-time	227	25.3	136,018	23.2	1,155,042	20.8
One employed full-time, other not working	83	9.3	78,931	13.5	692,497	12.5
One employed part-time, other not working	62	6.9	33,022	5.6	339,960	6.1
Both not working	188	21.0	102,945	17.6	1,163,744	21.0
Other	53	5.9	36,730	6.3	449,640	8.1
Labour force status not stated	47	5.2	48,325	8.2	253,286	4.6

According to the 2021 Census data In North Beach, of couple families with children, 21.9% had both partners employed full-time, 5.7% had both employed part-time and 25.36% had one employed full-time and the other part-time. These statistics support the suggestion that North Beach has a healthy level of employment and, when compared to the State averages, higher than average numbers of employed parents in couple families.

Strategies to reduce the risk of families vulnerable to the impact of alcohol at the Premises include exercising Responsible Service of Alcohol and proper duty of care at all times. A main strategy, that has been successful to-date, is the carefully planned creation of a licensed environment that families feel safe in and aren't witness to, or allowed themselves, displays of irresponsible consumption of alcohol, as well as negative behaviour as a result of. Instead, strong family values within the North Beach community are exemplified at the Premises. This is evident from the significant proportion of families that frequent the venue, and behave themselves in a responsible manner.

MIGRANT GROUPS OF NON-ENGLISH SPEAKING COUNTRIES

According to Census 2021, 88.4% of people in North Beach only spoke English at home. Other languages spoken at home included Italian 1.0%, Spanish 0.7%, Greek 0.6%, Afrikaans 0.5% and Mandarin 0.4%.¹⁶

69.4% of people in North Beach were born in Australia. The most common countries of birth were England 9.0%, New Zealand 2.4%, South Africa 2.4%, Scotland 1.2% and Ireland 0.8%, each considered English speaking countries.

The Applicant proposes that the above are not to be considered part of an 'at risk' migrant group from a non-English speaking country vulnerable of the impact of alcohol. The Applicant further proposes with support from the statistics that, in the locality, are no 'at risk' migrant groups of non-English speaking countries vulnerable to the impact of alcohol.

Strategies to minimise the risk of migrant groups of non-English speaking countries vulnerable to the impact of alcohol, that may visit the locality and the Premises, include exercising Responsible Service of Alcohol and proper duty of care at all times.

PEOPLE OF LOW SOCIOECONOMIC AREAS

The Applicant deems that this group is not present in significant numbers in the locality, see below section **SOCIOECONOMIC STATUS OF THE LOCALITY**, however members of this group may visit the locality and the Premises.

A strategy of Froth Craft Beach to reduce the risk of people from low socioeconomic areas being vulnerable to the impact of alcohol, then visiting the Premises, is pricing. Froth Craft Beach does not sell poor quality liquor, or liquor of any quality for that matter, at cheap prices that may encourage irresponsible and/or rapid consumption. An inability to afford alcohol in the Premises is a strong disincentive for people from low socioeconomic areas who may be vulnerable to the impact of alcohol. Alternatively, people from low socioeconomic areas may be more likely to purchase packaged liquor (at a cheaper price) for consumption off the Premises. If this Application is to be granted, Froth Craft Beach's pricing of packaged liquor will be competitive with industry standards and in accordance with the high quality of the artisan craft beer produced in the Bunbury brewery (for a full explanation of packaged liquor see section **PACKAGED LIQUOR**). The Applicant considers that the pricing would not attract those members of the community who might seek cheap packaged alcohol and be susceptible to rapid consumption of said alcohol off the premises. Packaged liquor sales would be for liquor, craft beer handmade at our associated entity Froth Craft Bunbrewery, in low

¹⁶ 2021 Census North Beach Quick Stats <https://abs.gov.au/census/find-census-data/quickstats/2021/SAL51130>

volumes, intended to be a relatively exclusive high end product. This product would also appeal to tourists seeking souvenirs.

People from low socioeconomic areas visiting the Premises, who can not afford the liquor sold at Froth Craft Beach, may be more likely to visit The Thirsty Camel North Beach bottle shop, which is located in the immediate vicinity within the North Beach Shopping Centre and has a wide selection of beer, wines and spirits and some cheap packaged alcohol. There are no other bottle shops in the suburb, however there are a number of bottle shops in the surrounding areas selling a wide selection of beer, wines and spirits and some cheap packaged alcohol (see section **OTHER LICENSED PREMISES**).

Froth Craft Beach's pricing is competitive with other establishments and in line with the high quality of liquor sold (whether it be award winning artisan craft beer and Western Australian wines, or top shelf spirits). Froth Craft Beach does not sell jugs of beer (that might encourage someone susceptible to the rapid consumption of alcohol to purchase a jug for themselves), instead the volumes of beer sold at the Premises are: 'middies' (285ml), 'pints (568ml)' and 'tasting paddles' (4 x 200ml 'ponies' or 6 x 200ml 'ponies'); these tasting paddles are a popular way for guests to try a wider variety of artisan craft beers and be introduced to new styles and flavours. The tasting paddles are also a great sharing resource and often shared between couples and friends; in conjunction with the social atmosphere of the venue, including the strategic communal style of pizzas and share plates available from the kitchen.

Froth Craft Beach's bar offerings include alcohol free beers and alcohol free botanical distillations; aiding guests in responsible consumption of beverages.

The volumes of wine sold are in 150ml glasses or 750ml bottles (to be shared between multiple people). We purposely do not offer "double wine pours", a.k.a 300ml size pours, as we believe that could encourage rapid consumption of alcohol.

All staff, managers and directors are strictly prohibited from selling and supplying beverages in such a way that would encourage rapid consumption of liquor (e.g., 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.

A further strategy of Froth Craft Beach to reduce the risk of people from low socioeconomic areas being vulnerable to the impact of alcohol are the facilities and services available at the Premises, as well as the atmosphere and accepted code of conduct. Froth Craft Beach will always be a non-smoking / non-vaping venue and does not have, nor ever will have, a TAB section, or any form of encouraged gambling. By not allowing smoking and gambling on the Premises it reduces the risk of people from low socioeconomic areas being vulnerable to the impact of alcohol and the co-morbidity of two extremely serious issues at detriment to the wellbeing of members of the community: smoking and gambling.

SOCIOECONOMIC STATUS OF THE LOCALITY

A low unemployment rate and a higher average income for North Beach residents, when compared to the State, across different demographics suggest a high standard of living and a medium to high socioeconomic status for residents of the locality.

According to the 2021 Census, the median weekly personal income for people aged 15 years and over in North Beach was \$1,016, compared to the State figure of \$848. The median weekly family income was \$2,921 compared to the State figure of \$2,214. The median weekly household income was \$2,124 compared to the State figure of \$1,815. North Beach has higher medians for personal, family and household incomes, suggesting that residents have a higher disposable income compared to the State median. Of the recorded families in

North Beach, 45.8% were couples without children, higher than the State figure of 38.8%. This suggests that there is a larger portion of older, stable income couples to aid North Beach's higher socioeconomic status.

There were 1,993 people who reported being in the labour force in the week before Census night in North Beach. Of these 55.6% were employed full time, 34.6% were employed part-time and 4.0% were unemployed. The State unemployment average was 5.1%, marginally higher than that of North Beach.

MINING COMMUNITIES OR COMMUNITIES WITH A HIGH NUMBER OF ITINERANT WORKERS

In 2022-23, the WA mining and resources sector supported 28% of local jobs, creating 61,427 direct full-time jobs and 256,537 indirect full-time roles across the Perth metropolitan region.¹⁷ Whilst this is a pillar of employment and economic activity across Perth, the Applicant proposes that North Beach is not a mining community, with only 2.4% of the population employed in 'Iron Ore Mining' according to the 2021 Census.

Of the employed people in North Beach, 4.2% worked in Hospitals, 3.4% in Primary Education, 2.6% in Cafes and Restaurants and 2.1% in Secondary Education according to 2021 Census data. The largest occupation present in North Beach are Professionals and managers, who account for 31.7% and 17.6% of employed persons, respectively.

Despite the low proportion of mining and or itinerant workers present in North Beach, the Applicant understands that strategies to minimise the risk of itinerant workers vulnerable to the impact of alcohol that may visit the locality and the Premises, include exercising Responsible Service of Alcohol, following the Harm Minimisation Procedure and operating with proper duty of care at all times.

TOURISM BENEFITS

A primary object of the Liquor Control Act (section 5(1)(c)):

(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 Australian Hotels Association (AHA) and ABS Tourism Satellite Accounts state that hotels, pubs and accommodation contributed \$12.9b gross value add to tourism in 2022-23, up 21% on pre COVID-19 levels (\$10.6b).¹⁸

Froth Craft Beach is situated along the 'Sunset Coast' tourist drive, stretching from Port Beach in the south to Hillary's Boat Harbour in the North (see map below). Along this tourist drive you'll find some of the best known and loved coastal locations and attractions in Perth, including Cottesloe, Scarborough and Trigg Beaches (within walking distance of the Premises), nature and public art trails, golf courses and surfing spots (there is a popular surf spot, Tom's, immediately in front of the Premises). With Froth Craft Beach's coastal location, tourists are able to sit almost anywhere in the venue and enjoy an unobstructed view of the Indian Ocean. Arguably, due to its slightly raised altitude from the sand dunes and West Coast Drive, it has one of the best views of any venue as they make their way along the Sunset Coast. A Tavern Liquor Licence would enable more tourists to include North Beach

¹⁷ Chamber of Minerals and Energy 2022-23 Economic Contribution Fact Sheet <https://www.cmewa.com.au/wp-content/uploads/2024/03/2022-23-CME-Factsheet-Perth-Metropolitan.pdf>

¹⁸ Australian Hotels Association & Accommodation Australia Submission in Response to Discussion Paper on Regional Migration Settings, July 2024, <https://aha.org.au/wp-content/uploads/2024/07/2024-AHA-AA-Regional-Migration.pdf>



Image 10: Map of the Sunset Coast Tourist Drive¹⁹ (source: Google)

The average stay for international visitors to “Destination Perth” is 3.2 nights and for domestic visitors is 4.²⁰ Froth Craft Beach has found, in a very encouraging way, the high amount of repeat customers who will visit the Premises numerous times during their stay in Perth. Especially families with children. The consistent high quality of food and beverage combined with fantastic customer service is ensuring Froth Craft Beach’s reputation across W.A as a place you can feel welcome at and have a great experience, any day of the week.

Froth Craft Beach currently provides many tourism and community benefits and, should a Tavern Liquor Licence be granted, it would be able to further operate in a considerably more beneficial way to meet demand and better cater for the requirements of consumers for liquor and related services in the tourism industry. Exhibiting at tourism conferences in Perth, in the form of a pop-up bar, would be easier to achieve under a Tavern License. The locality attracts both national and international tourists and Froth Craft Beach, under a Tavern Liquor Licence, would allow the Premises to evolve to provide the high quality establishment services expected from such a wide ranging tourist demographic in such a stunning setting. Froth Craft Beach’s market appeal and customer base is restricted under the current Small Bar liquor licence; and in effect due to this license’s limiting capacity of patrons.

Visitors to North Beach, and nearby popular tourist hot spots such as Scarborough or Hillary’s Boat Harbour, are often arriving with expectations of experiences/services available in hospitality venues that are more in-line with international and national trends. Froth Craft Beach is a direct provision to meet this demand as a business offering varied services of a high quality. Froth Craft Beach adds value to the tourism industry by offering high quality food and artisan craft beer brewed in its associated entity’s brewery, and a Tavern Liquor Licence (mainly allowing greater capacity, limited takeaway liquor sales and ability to host functions) would improve its ability to cater to the requirements of its guests.

In the Survey (see Chart 4. below) question ‘What services/facilities do you like about Froth Craft Beach?’, 219 of 644 (34.01%) respondents answered ‘Promotion of the North Beach coastal area and the stunning surrounds; promoting tourism and increased visitation to the North Beach Shopping Centre’. This significant figure from the Survey shows the public are aware, and more importantly supportive, of Froth Craft Beach’s active development of the tourism industry on the Sunset Coast, and the North Beach area specifically.

LOCALITY

As required under the Director’s Public Interest Assessment Policy, the applicant has had regard for:

¹⁹ Hello Perth, Sunset Coast Tourist Map 2018, <https://helloperth.com.au/wp-content/uploads/2018/11/Sunset-Coast-Map.pdf>

²⁰ Tourism Research Australia, International & National Visitor Survey “Tourism Trends in WA by Region” <https://www.tourism.wa.gov.au/Markets-and-research/Latest-tourism-statistics/Pages/Visitor-statistics.aspx/>

“the area surrounding the... proposed licensed premises, which is most likely to be impacted by [the] application if granted”

OTHER LICENSED PREMISES

As recommended by the section above regarding specifications on locality, North Beach falls within the Suburban Inner Metropolitan Region, being located within 15km of the Perth CBD. Froth Craft Beach accepts the recommendation for regarding the *“area surrounding the... proposed licensed premises, which is most likely to be impacted...”* and notes that the locality currently has the following active licensed premises within a two kilometre radius of the Premises:

Table 4. Other licensed venues within 2km of the Premises (source: RGL website)

Premises Name	Licensee	Address
Club (2)		
North Beach Bowling Club Inc	North Beach Bowling Club Inc	7 Kitchener Street North Beach WA 6020
Trigg Island Surf Life Saving Club Inc	Trigg Island Surf Life-Saving Club Inc	West Coast Drive Trigg WA 6029
Club Restricted (7)		
North Beach & Districts Rugby League Club	North Beach & Districts Rugby League Club Inc	Charles Riley Reserve, North Beach WA 6020
North Beach Soccer Club Inc	North Beach Soccer Club Inc	Charles Riley Reserve, North Beach WA 6020
North Beach Tennis Club Inc	North Beach Tennis Club Inc	Wilberforce St, North Beach WA 6020
North Coast Raiders Hockey Club Inc	North Coast Raiders Hockey Club Inc	Charles Riley Reserve, Kitchener St, North Beach WA 6020
North Beach Football Club Inc	North Beach Football Club Inc	Charles Riley Reserve, Kitchener St, North Beach WA 6020
North Beach Carine Cricket Club Inc.	North Beach Carine Cricket Club Incorporated	7A Kitchener St, North Beach WA 6020
Surfing Western Australia Inc.	Surfing Western Australia Inc.	368 West Coast Drive Trigg WA 6029
Liquor Store (2)		
Thirsty Camel North Beach	Cabazon Pty Ltd	North Beach Plaza, West Coast Drive / North Beach Road, North Beach WA 6020
Liquor Barons Marmion	N Pieters Nominees Pty Ltd	Marmion Village Shopping Centre 19 Shepperd Way Marmion WA 6020
Restaurants (7)		
Tom's Italian	Just the Tonic Pty Ltd	Shop 23 1 North Beach Road, North Beach WA 6020
Zeal Vietnamese Restaurant	Ba Thien Luong	111b Flora Terrace North Beach, WA 6020
Spinifex North Beach	Spinifex Ale House North Beach Pty Ltd	251 West Coast Drive, North Beach WA 6020

Mister D'Arcy	Pierre D'Arcy Pty Ltd	97 Flora Terrace, North Beach WA 6020
Island Market Trigg	Kailis Beach Cafe Pty Ltd	364 West Coast Drive Trigg WA 6029
Ocean Dragon Chinese Restaurant	Sunxie Investments Pty Ltd	33 West Coast Drive, Watermans Bay 6020
The Little Bay	The LB WA Pty Ltd	33A West Coast Drive, Watermans Bay 6020
Wholesaler (1)		
Sharpe Coastal Solutions Pty Ltd	Sharpe Coastal Solutions Pty Ltd	39 Malcolm Street, North Beach WA 6020

The map below shows the existing licensed premises located within a two kilometre radius of the Premises:

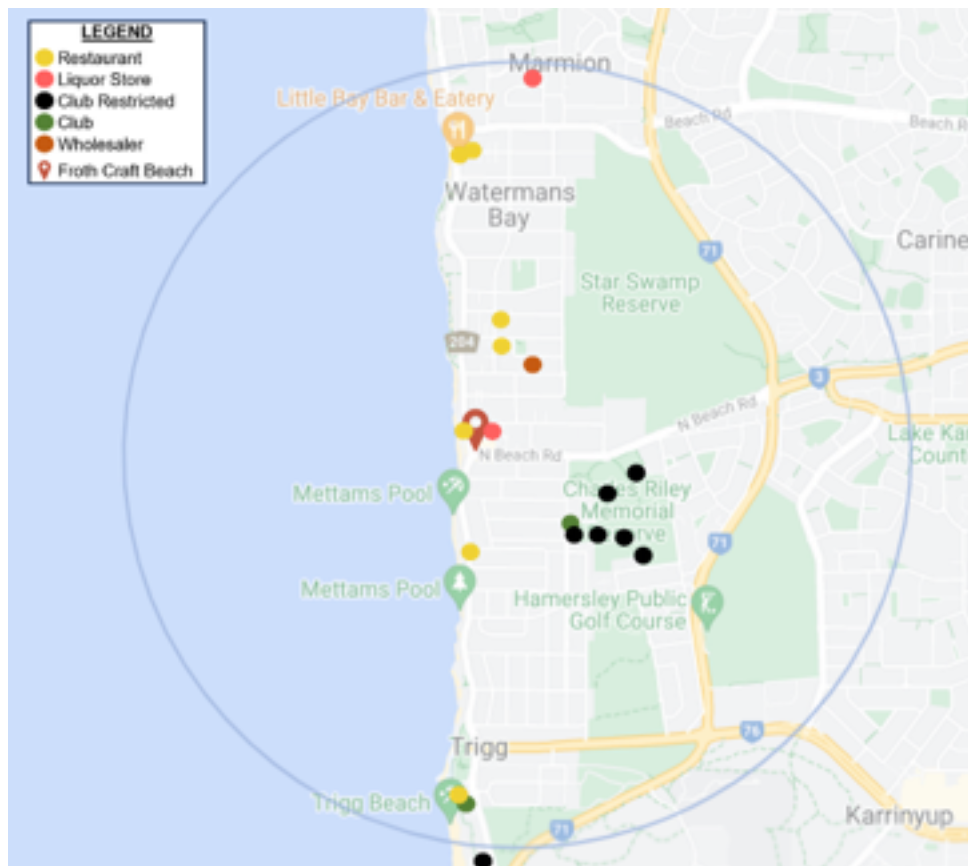


Image 11: Map of Existing Licensed premises located within a 2km radius of Froth Craft Beach

The Applicant submits that as it already operates with a Small Bar Liquor License, the status quo in terms of the number of licensed venues will remain the same, should this application be granted.

Froth Craft Beach is aware of all the existing licensed premises in the North Beach locality, as well as surrounding suburbs, and considers that the way in which the Premises is proposed to operate under a Tavern License, if this Application is granted, can be easily distin-



Image 12: The Castle Hotel, 1929 (Source: State Library W.A)

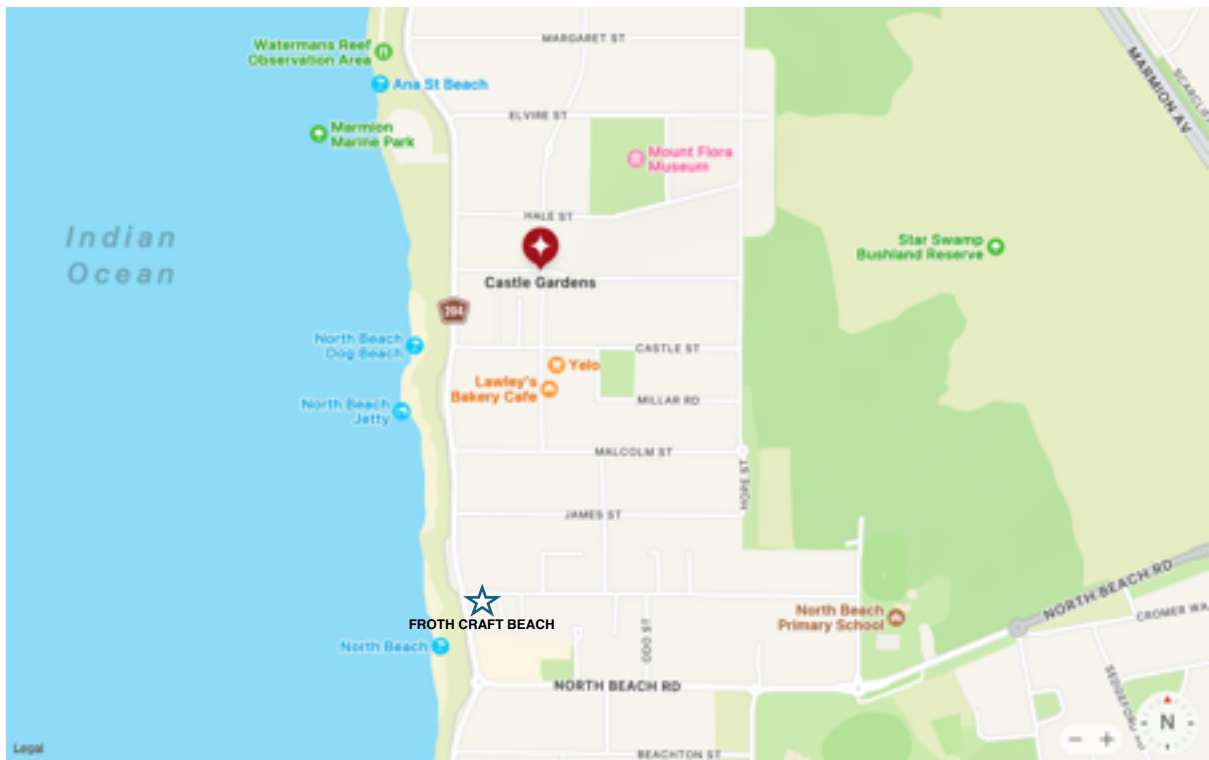


Image 13: Site of former Castle Hotel, denoted as "Castle Gardens" and Froth Craft Beach (source: Google)

²¹ https://en.wikipedia.org/wiki/North_Beach,_Western_Australia

Froth Craft Beach considers that the proposed Premises will be nothing like many typical suburban taverns that have a TAB, smoking area and selling macro breweries' beers on tap - many of these types of generic establishments operate throughout the surrounding suburbs of Scarborough, Innaloo, Karrinyup, Carine and Hillarys. Froth Craft Beach has pioneered a culture of responsibly enjoying artisan craft beers (brewed at its sister venue in Bunbury) in a safe and conscientious venue that endeavours to provide a unique experience. Froth Craft Beach emulates the similarly welcoming, safe, conscientious and hospitable experience that both of its award winning associated entities: Froth Craft Brewery in Exmouth, and Froth Craft Bunbrewery in Bunbury (both operating under Tavern Liquor Licenses), are renowned for.

The key factors which differentiate the proposed Premises from the existing premises in the locality, and surrounding suburbs, include: style, nature of premises, operation and location. As can be seen from the table below with comments on the services/facilities/type of other licensed premises operate in the locality, Froth Craft Beach will provide a unique and diverse option for local North Beach residents as well as visitors and tourists to the area.

Premises Name	Address	Comment
Club (2)		
North Beach Bowling Club Inc	7 Kitchener Street North Beach WA 6020	Restaurant, Café, TAB, venue for hire. Popular for lawn bowls during the pennant season and summer.
Trigg Island Surf Life Saving Club Inc	West Coast Drive Trigg WA 6029	Venue hire, bar & club kiosk for members
Club Restricted (7)		
North Beach & Districts Rugby League Club	Charles Riley Reserve, North Beach WA 6020	Trading hrs restricted around training & home game times
North Beach Soccer Club Inc	Charles Riley Reserve, North Beach WA 6020	Venue hire & bar facilities only available to members
North Beach Tennis Club Inc	Wilberforce St, North Beach WA 6020	Venue hire to the public, bar facilities only available to members
North Coast Raiders Hockey Club Inc	Charles Riley Reserve, Kitchener St, North Beach WA 6020	Venue hire & bar facilities only available to members
North Beach Football Club Inc	Charles Riley Reserve, Kitchener St, North Beach WA 6020	Venue hire & bar facilities only available to members
North Beach Carine Cricket Club Inc.	7A Kitchener St, North Beach WA 6020	Venue hire & bar facilities only available to members
Surfing Western Australia Inc.	368 West Coast Drive Trigg WA 6029	Venue hire & bar facilities only available to members
Liquor Store (2)		
Thirsty Camel North Beach	North Beach Plaza, West Coast Drive / North Beach Road, North Beach WA 6020	Bottleshop situated in the North Beach Shopping Centre. Extensive wine, spirits and beer selection.
Liquor Barons Marmion	Marmion Village Shopping Centre 19 Shepperd Way Marmion WA 6020	Bottleshop situated in the Marmion Village Shopping. Extensive wine, spirits and beer selection.
Restaurants (7)		

Tom's Italian	Shop 23 1 North Beach Road, North Beach WA 6020	Coastal venue with a large terrace capturing an unobstructed ocean view. Serves Italian-style seasonal dishes, pizzas and share plates alongside wine, cocktails and beer on tap. Family friendly
Zeal Vietnamese Restaurant	111b Flora Terrace North Beach, WA 6020	Casual suburban restaurant serving Vietnamese food, Fully licensed, BYO wine only. Family friendly.
Spinifex North Beach	251 West Coast Drive, North Beach WA 6020	Coastal restaurant and tap house serving breakfast, lunch and dinner alongside a selection of wines, cocktails and Spinifex's house beers brewed in their Broome brewery. Family friendly
Mister D'Arcy	97 Flora Terrace, North Beach WA 6020	Upmarket venue serving Asian-fusion dishes, cocktails, local gin, beer and upscale wine.
Island Market Trigg	364 West Coast Drive Trigg WA 6029	Smart, coastal venue serving breakfast, lunch and dinner. Range of cocktails, imported & craft beers as well as extensive local / international wine list.
Ocean Dragon Chinese Restaurant	33 West Coast Drive, Watermans Bay 6020	Casual, local Chinese restaurant with an ocean view. Fully licensed, BYO wine only
The Little Bay	33A West Coast Drive, Watermans Bay 6020	Trendy coastal venue serving breakfast, lunch and drinks. Limited but local range of beers on tap, selection of wines and cocktails. Family friendly
Wholesaler (1)		
Sharpe Coastal Solutions Pty Ltd listed on the RGL Portal - but when googled the Applicant couldn't find any more information	39 Malcolm Street, North Beach WA 6020	N / A

Table 5 (above). Services & facilities offered at other licensed venues in North Beach and surrounds

CURRENT POINTS OF DIFFERENCE

Froth Craft Beach can definitely claim more than one “pint” of difference; it’s noticeably the only tap house serving a huge variety of local craft beers on the long coastal stretch between Scarborough and Hillarys. Indeed it’s the only bar along this stretch with a reputation for the combination of vibrancy, atmosphere, family-friendly, wide variety of local craft beer and incredible ocean views.

Froth Craft Beach is focused on dishing up and pouring great quality produce in both the kitchen and bar, respectively, with a priority on optimising guests’ experiences. Guests are welcome to discuss dishes with our personable pizza chefs via our open plan kitchen, or discuss craft beer in the bar with our knowledgeable bar staff - the personable customer service and passion that all the working owners, plus the staff, have for a great quality product, and providing the best possible experience to guests, is only one reason why we’re to be selected by potential customers over competitors in the hospitality industry:

- Located with incredible expansive ocean views from almost any spot in the venue
- Mouth watering pizzas
- 17 beer taps that feature a core range of Froth beers plus seasonal releases and one-off brews; mulled cider in winter
- Tasting paddles of craft beers
- Rotating/seasonal wine list; featuring Wines Of The Month from local Western Australian winemakers, seasonal releases, mulled wine in winter
- A unique “salty, windswept and welcoming” vibe created from a culmination of: rustic and quirky timber fit-out (e.g. beer tap handles made from repurposed farm tools, alfresco tables constructed from repurposed timber, feature natural edge jarrah slab tables on the lower deck, huge rustic lit-up F R O T H letters signage on the front facade of the Premises, repurposed keg lanterns, tastefully exposed/blasted brickwork, hanging ivy and selected greenery throughout the venue, shipping rope covering the ceiling, feature bar is a repurposed wooden sailing boat ‘Surfleet’ built in 1948 in Busselton, painted murals from award winning artists, humourous chalkboards.
- Outdoor astroturfed kids’ play area with toys and games plus expansive ocean views
- Dog friendly
- Mobile high-tech POS system allowing for speedy and efficient service
- Appreciated staff that evidently love their job
- Third venue in the Froth ‘frothchise’ group of award winning hospitality venues
- Regular live entertainment
- Monthly trivia nights
- Stand-up comedy events in winter
- Regular fresh oyster shucking events, combined with Meet The Maker tastings from Western Australian winemakers and distillers
- Quirky podcasts playing on speakers in the bathrooms



Image 14: Aerial view of the Premises looking east (source: the Applicant)



Image 15: Second aerial view of the Premises looking east (source: the Applicant)



Image 16: Aerial view of the Premises looking north(source: the Applicant)

FACILITIES AND SERVICES

Froth Craft Beach is home to wholesome pizzas, artisan handcrafted beer, award winning wines, Meet The Maker tasting events, fresh oyster shucking, live entertainment, stunning sunsets... the list goes on. It is quickly becoming North Beach's cultural and social hub as well as being the epicentre of the locality's entertainment. Froth Craft Beach boasts what is undeniably the best possible location and frontage on West Coast Drive to capitalise on foot traffic, passing vehicle traffic and sheer presence on the coastal drive's aesthetic. Froth Craft

Beach aims to follow national trends in the hospitality industry towards craft beer and continue to pioneer in the locality a culture of responsibly enjoying locally made craft beer.

The chart below shows 644 respondents' results from the Survey's question: 'What services/facilities do you like about Froth Craft Beach?' If this Application is granted, all of these services and facilities would remain available at the Premises.

Froth Craft Beach submits that the other licensed venues in North Beach offer different services and facilities to the one proposed by the Applicant. Some key features of the Premises under a Tavern Liquor Licence will be:

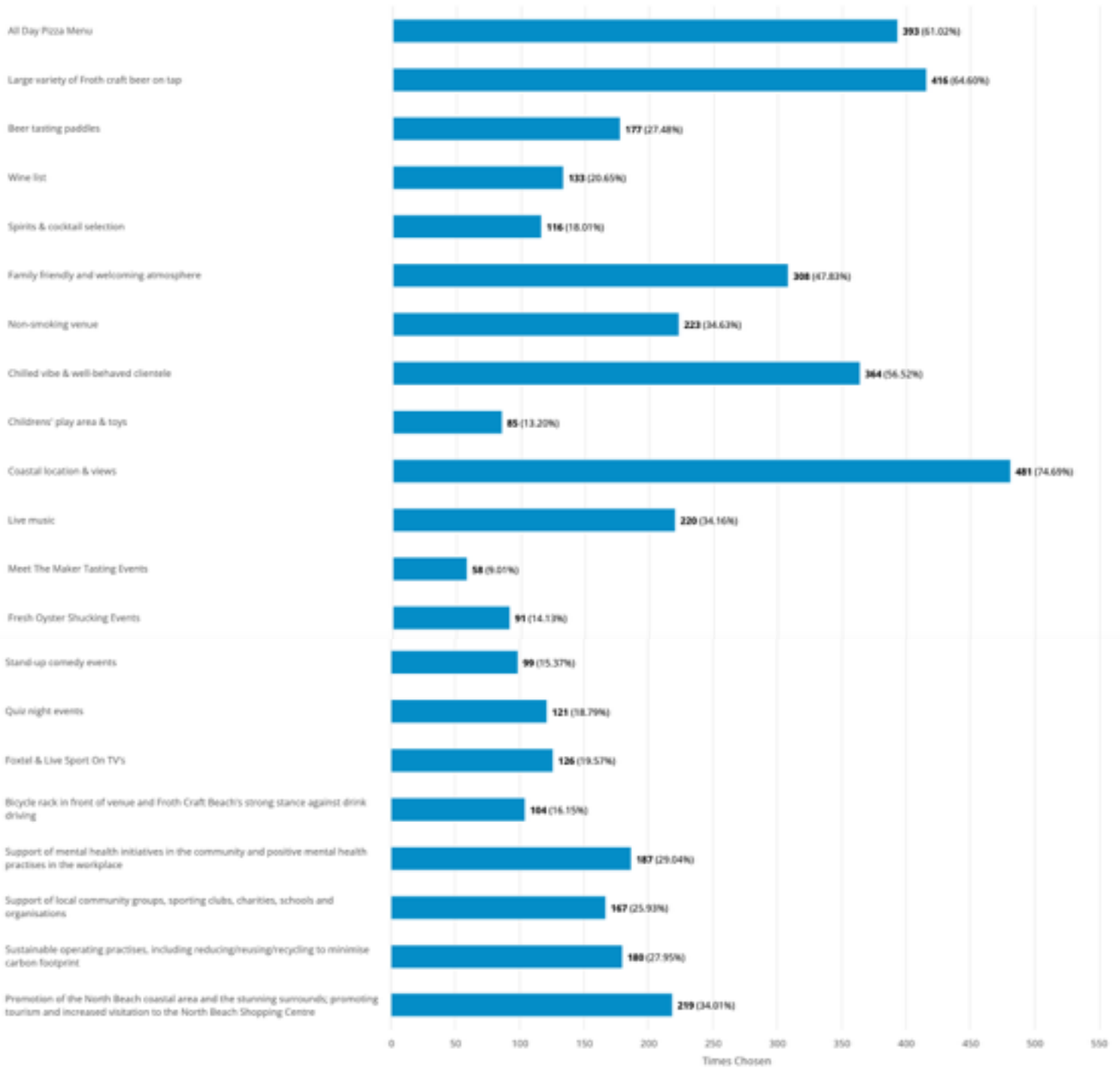
- ability to purchase packaged liquor produced by the licensee's associated entity to take-away and consume away from the immediate vicinity of the Premises
- offering patrons the chance to have functions and bookings at the venue due to the greater capacity; something the Premises has so far been unable to do due to (the great problem to have) of being regularly at capacity and having a line of guests queuing up to enter the Premises, making it impossible to warrant taking reservations and functions. See below section **GREATER CAPACITY**
- ability to move freely through the venue with an alcoholic drink in hand: offering patrons a unique experience to taste on tap a selection of 17 local hand crafted beers with an expansive view of Tom's surf break and the Indian Ocean
- non-smoking / non-vaping venue
- ability to be served at the unique rustic bar, beautifully repurposed from its original incarnation as a 7m long wooden sailing boat 'Surfleet', built in Busselton in 1948. The decor and vibe of the venue sets it apart from other licensed venues in the locality
- increased enjoyment of live original music performances due to a greater capacity

Whilst the more traditional restaurant venues have their place within the industry, as well as the traditional pub style taverns with TAB facilities containing smoking areas, the Applicant recognises that consumers are becoming increasingly sophisticated and require new, modern and stylish venues that cater to the evolving concepts of dining and socialising whilst relaxing in a casual family friendly environment for a meal and a drink. These sentiments are shared by many members of the public, as made evident in the results in the below table; the vast majority of respondents showing their clear enjoyment of numerous facilities and services from the Survey's question: 'What services/facilities do you like about Froth Craft Beach?'

Chart 4. 'What services/facilities do you like about Froth Craft Beach?' question of the Survey.

What services/facilities/initiatives do you like about Froth Craft Beach?

Number of responses: 644



REQUIREMENTS OF CONSUMERS FOR ALCOHOL

Primary object of the Act:

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.

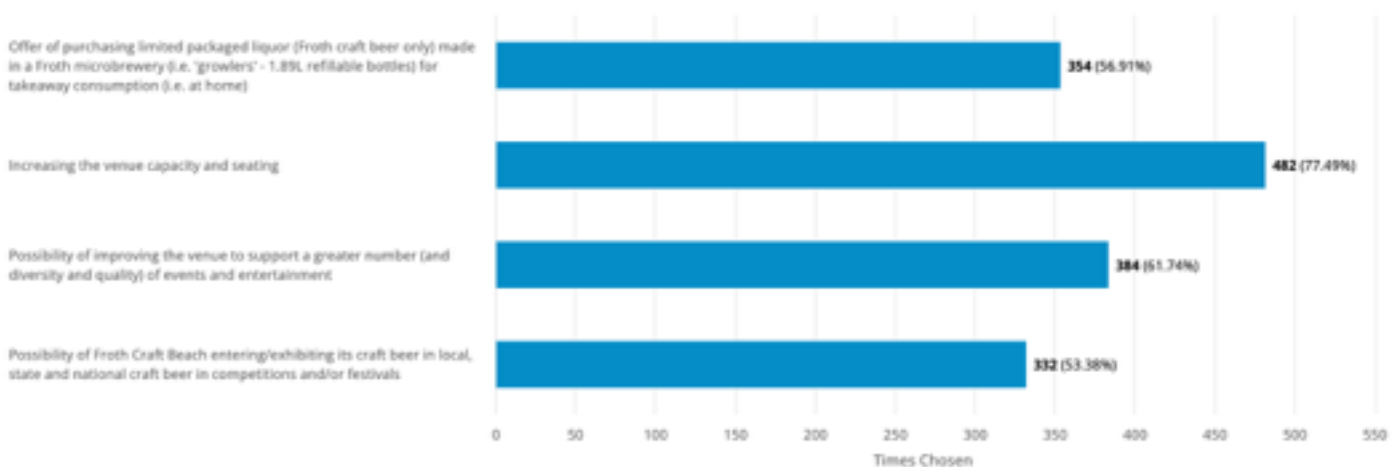
In an article in Deloitte, Tom Wynne: “The genesis of craft beer evolved from beer lovers who tinkered with their home brew kits in their backyards, dabbling with different flavours and methods and innovating through spice additives, switching strains of hops, forte alcohol, and creating personal takes on international flavours. Currently worth \$160 million, the Australian craft beer market is being driven by passionate craft beer makers and home brewers, together with more sophisticated beer drinkers and consumers who are demanding a more boutique, unique, and premium product. With more home brewers and innovative entrepreneurs adding to Australia’s 150 plus microbreweries, IBIS has forecast that the industry will grow by 5% over the next five years... Despite the decline in the popularity of beer drinking in Australia, the Australian craft beer market is flourishing. Changing consumer tastes, and the shift from quantity to quality have seen the craft beer movement flourish.”²²

Key summary of Wynne’s article is that consumers are demanding more variety and higher quality beer; something that a progressive venue such as Froth Craft Beach helps to deliver. The approval of this Application would allow more of the public to frequent the venue and satisfy their demand for enjoying a variety of Froth beers in the venue, and also having the chance to purchase limited takeaway craft beer. See section **TOURISM BENEFITS** for how the successful grant of this application could help achieve the primary object of the Act “... with regard to the proper development of the tourism industry”.

Chart 5. “If Froth Craft Beach is to be granted a tavern license, and trade under the conditions of said license, which of the following new services/experiences would you be supportive of?” question of the Survey.

IF Froth Craft Beach is to be granted a tavern license, and trade under the conditions of said license, which of the following new services/experiences would you be supportive of?

Number of responses: 622



²² <https://www.deloitte.com/au/en/Industries/consumer-products/perspectives/craft-beer-bucking-the-trend-in-australia.html>

REQUIREMENTS OF CONSUMERS FOR OPERATIONS POSSIBLE UNDER A TAVERN LICENCE

A tavern liquor licence at the Premises would cater to the requirements of consumers: to local North Beach residents, tourists and visitors to the locality.

In the Applicant's Survey, respondents were asked in the final question: "If Froth Craft Beach is to be granted a tavern license, and trade under the conditions of said license, which of the following new services/experiences would you be supportive of?" There were then 4 different services/experiences that respondents could select from:

Of the 622 respondents, 482 (77.49%) replied "Increasing the venue capacity and seating".

Of the 622 respondents, 354 (56.91%) replied "Offer of purchasing limited packaged liquor (Froth craft beer only) made in a Froth microbrewery (i.e 'growlers' - 1.89L refillable bottles) for takeaway consumption (i.e. at home)".

These two allowances are the most commonly heard desired changes from guests at Froth Craft Beach; should a Tavern License be granted.

Evidence that these allowances under a Tavern Liquor License for the Premises are in the public interest in the locality are shown in the survey's significant results above.

GREATER CAPACITY

Froth Craft Beach is regularly at capacity, 120 persons, under the current Small Bar liquor license; at the entrance there is often a line of members of the public waiting to enter. There is an obvious demand for the venue to cater to a greater capacity; currently hindered by the existing liquor license's limitations. Truth be told, such demand from the public is a great problem to have. But a problem nonetheless.

Due to the operational complications of being regularly at capacity, the Premises is unable to take bookings and host functions. Were the venue to now take bookings/host functions, it would need to lower the capacity ahead of the scheduled arrival time of the booking/function so as to ensure that when the booking/function's guests arrive the capacity is not exceeded. This procedure of reducing the capacity ahead of bookings would cost the business in lost sales, and irk guests waiting in line who would see empty spaces in the venue and/or the bookings' guests skip the line.

This is a daily occurrence: the staff member (or licensed crowd controller) on the door needs to explain to guests waiting in line, who ask "why can they not enter the Premises when they see empty seats/space"? They are explained that the existing liquor license limits the capacity to 120 persons.

The business is inundated with requests for hosting birthday parties, celebratory functions and large group bookings. Should this Application be granted, increasing the capacity of the venue to 200 persons would enable the venue to cater to the demand of members of the public and take group bookings and functions.

SURVEY

In determining the public's views in relation to the Application, Froth Craft Beach conducted its own market research and obtained 711 individuals' responses. 679 of these individuals provided their contact details and address/postcode. Of these 679 persons included numerous residents of notable nearby suburbs:

- 181 (26.7%) reside in the 6020 postcode (suburbs of Carine, Marmion, including immediate locality of North Beach, and Sorrento)
- 40 (5.9%) reside in the 6019 postcode (suburbs of Scarborough and Wembley Downs)
- 55 (8.1%) reside in the 6018 postcode (suburbs Scarborough and Wembley Downs)
- 16 (2.3%) reside in the 6021 postcode (suburbs of Balcatta and Stirling)
- 8 (1.1%) reside in the 6022 postcode (suburb of Hamersley)
- 48 (7.1%) reside in the 6023 postcode (suburb of Duncraig)
- 15 (2.2%) reside in the 6024 postcode (suburbs of Warwick and Greenwood)

The Applicant proposes that 26.7% of respondents residing in the locality suggests the Survey shows a valid cross-section of the locality of North Beach and the immediate adjacent suburbs. Furthermore, including respondents from all the above nearby suburbs shows a 53.4% of respondents would be considered as living “close”. This is strong reasoning for supporting the argument that the Premises has a large local following and deep community ties. Furthermore, the remaining 46.6% of respondents who are residents from further afield show the venue’s appeal and its strong draw to bring visitors to the area.

A copy of these questions and results are attached²³ and the online survey link to access it is: <https://www.surveyhero.com/c/7sgmgipi>

Almost a quarter of respondents, 22%, that do not reside in the locality, who took the time to complete the Survey, suggests that Froth Craft Beach’s success in this Application is of importance to a wide demographic of the public outside the locality. This helps show the venue’s popularity and ability to draw visitors and tourists to the area.

The survey was available online from 14 August 2024 to 27 November 2024 and advertised in the venue with posters and via word-of-mouth, as well as on the venue’s social media. The Survey results evidence the level of support for the Application and the consumer requirement for a licensed premises in the locality such as the one proposed in this application. It is submitted that the questionnaire is a representative sample of the population of the locality and therefore provides support that this Application is in the public interest.

The Survey ensured that results reflected as closely as possible the profile of the locality of North Beach. The age profile of the survey shows an accurate cross section of the locality:

See above section **DEMOGRAPHICS** for analysis of the locality’s age demographics and the target client base.

STAND-UP FUNCTIONS

There are limited licensed venues on the “Sunset Coast”, and in North Beach (see section **OTHER LICENSED PREMISES**), that are capable of hosting stand up functions such as engagement parties, weddings and “milestone” events (such as a private 50th birthday party). While there are a number of clubs available for hire for functions, these are often not open to the public, have a hire fee, and extra work involved for the public to co-ordinate food and drinks. They also don’t have the setting and desirable ocean views that the Premises has. North Beach is a desirable locality and a large number of people seek out the area as suitable for a “destination wedding”, or a location suited to hosting functions like the aforementioned weddings, private parties etc. The diversity of licensed premises in North Beach

²³ Attachment 4 - The Survey Questions and Results

to host such functions is limited, and visitors to North Beach often have expectations for venues offering a much greater and more diverse range of services than currently exists.

Froth Craft Beach is contacted regularly by potential customers seeking information on renting the venue, or sections of the venue, for stand up functions.

To facilitate the use and development of our licensed premises to better reflect the diversity of the requirements of our customers, a Tavern Liquor Licence would grant the Premises the ability to better cater to the demand of customers for more stand up functions.

Froth Craft Beach aims to be a venue that can regularly host events (such as fundraisers, auctions, film nights, presentations, research findings etc) from local and external conservation groups aimed at raising awareness of environmental issues. These events reflect the strong environmental and conservation values held by members of the community and the high attendance rates reflect this. A Tavern Liquor Licence, and increased capacity, would help meet the demand of customers for more stand up functions that allows free movement of patrons within the Premises.

Froth Craft Beach mitigates the risks associated with stand-up functions by being a low risk small capacity venue (see section **CAPACITY**) maintaining at all times vigilant responsible service of alcohol and duty of care. Stand-up functions, such as weddings, are sometimes celebratory events whereby guests are at risk of irresponsibly consuming alcohol, not drinking enough water and not eating enough food as they are prone to getting “carried away” with the jovial festivities. Providing ample amounts of food throughout the duration of the function, and ensuring proper distribution of food, so that all guests are eating sufficient amounts is easy to manage in a small capacity venue such as Froth Craft Beach. Drinking water is readily available for guests from the visible tap at the end of the bar, conveniently on the way to the bathrooms. Soft drinks and non-alcoholic beverages are recommended. Adequate seating is provided. Ensuring that proper ventilation throughout the venue with fans, and air-conditioning indoors, helps prevent dehydration. Regular communication between management and the event organiser(s) throughout the event helps ensure proper duty of care.

Stand-up functions often have an “open bar”, especially for weddings, whereby the function organisers will pre-arrange a bar tab and guests therefore do not have to purchase certain drinks. Froth Craft Beach mitigates the risk of encouraging people to irresponsibly consume alcohol due to seemingly “free drinks” at open bar functions, by conducting proper responsible consumption of alcohol at all times, recommending mid-strength beer and low-alcohol wines, and recommending to organisers that spirits and cocktails are not to be included in the “open bar” tab (guests can order beer and wines on the tab but have to pay for spirits and/or cocktails). This reduces the vulnerability of guests to consume stronger percentage alcohol as they have to pay, a strong disincentive, as well as enabling staff and management to better control the amount and responsible service of stronger liquor (i.e. spirits and cocktails).

At a certain point in the evening guests are restricted to ordering only one drink per person, ensuring that staff can gauge the correct responsible service of alcohol and prevent guests from ordering multiple drinks for either their own irresponsible consumption, or to perhaps deliver drinks irresponsibly to other guests.

Further risk mitigation of irresponsible service and/or consumption of alcohol is that all staff, managers and directors are strictly prohibited at stand-up functions, as well as at all times of trading, from selling and supplying beverages in such a way that would encourage rapid consumption of liquor (e.g., 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.

THE FOOD

Froth Craft Beach serves a variety of pizzas, nachos, garlic bread and rotating specials with a focus on consistently high quality, fresh produce throughout the day and evening. The kitchen delivers great tasting food quickly and is managed in a way that optimal preparation results in quicker service time. The current food and beverage menus for Froth Craft Beach are attached.^{24,25} There are regular specials boards; such as the current tapas plate, or four types of delicious tacos. More information on the beers can be found at www.frothcraft.com

The kitchen, food preparation and associated areas and bar serveries are subject to the Food Safety Standard 3.2.2 and pass regular inspection from the City of Stirling Environmental Health Officer.

CAPACITY

The current maximum number of persons currently allowed on the Premises at any one time is 120, in accordance with Small Bar license no.634220178923. Froth Craft Beach currently follows the regulations stipulated in its licence and never exceeds 120 persons on the Premises at any one time.

If this Application is successful, Froth Craft Beach would like to increase its capacity to 200 persons (allowed on the Premises at any one time) under a Tavern Liquor Licence. City of Stirling Environmental Health Officer, Melinda Horvath, after inspecting the venue, wrote in an email on Tuesday 19 November; *"I have done some quick calculations, and the capacity of the venue could be increased to 200 persons"*. The email copy is attached.²⁶

The Applicant is seeking the increased number, specifically to 200 persons (so increasing the current capacity by 80 persons), because it is a calculated number:

- It is deemed to be the perfect number to (importantly) ensure [ease of access, ample egress, comfortability of guests in line with the venue's relaxed atmosphere and setting, sufficient table arrangement and seating, adequate bathroom facilities] all remain at all times in order and never overcrowded or exceeded
- It is in accordance with the local council's calculations
- The extra capacity is just the right amount of increase in capacity in order to allow the venue to cater for special events and functions, such as weddings or celebratory occasions like sporting wind-ups or birthdays, while not jeopardising trade and losing business under the current limiting license's capacity (see above section **STAND-UP FUNCTIONS**).
- It has experience with its award winning venue in Exmouth, Froth Craft Brewery, at the same capacity of 200 persons, and deems this to be a "perfect fit" for Froth Craft Beach

If this Application for a Tavern Licence is successful, Froth Craft Beach's new relatively small capacity (200 is not considered a large capacity venue under a Tavern Liquor License), strategic layout and design, responsible manner of trade and experienced directorship and management all suggest it is a low risk venue. A capacity of 200 persons means that the Premises can still be managed as a low risk venue and proper duty of care, harm minimisation and responsible service of alcohol are, as always, to be conducted at all times to ensure best practices and outcomes.

²⁴ Attachment 5 - Food Menu

²⁵ Attachment 6 - Drinks Menu

²⁶ Attachment 7 - Email from City of Stirling Environmental Health Officer with extended capacity to 200

All of Froth Craft Beach's Approved Managers are willing, and required to, perform the role of a Crowd Controller on busy occasions at the Premises. The Premises employs a licensed Crowd Controller every Friday and Saturday evenings.

An effective strategy for reducing alcohol-related harm involved, in the context of drinking, at licensed premises is reducing over-crowding. This is part of Froth Craft Beach's House Management Plan and achieved within a low risk small capacity venue, such as Froth Craft Beach, with a spacious array of various seating and strategic space efficient purpose built tables, allows at all times for greater supervision of guests and ensuring responsible service, and consumption, of alcohol.

There are no plans to change any of the existing floor plan or table layout. There are a variety of areas for guests to enjoy: inside, verandah dining, outdoor astro turfing areas and the extremely popular lower deck. There are also a range of different comfortable seating options: bench seating, chairs, stools, bar stools. Furthermore, there are many pieces of lean-to furniture strategically built-in to nooks and crannies in the venue to ensure optimal comfort, should some guests choose to stand. Not to mention the westerly facing layout is designed to ensure vast ocean views, with maximum comfort, from almost every angle in the venue. The strategic layout also capitalises on sight lines for monitoring guests, with different heights in the areas; and the ability from the bar to see down to the lower levels. This allows maximum visibility for both guests and staff alike, as well as providing a welcoming atmosphere that perfectly matches the vibe with the rustic jarrah slabs used for table tops.

AMENITY

The Premises has added to the amenity of the locality, in both the pleasantness and attractiveness of the area as well as the facilities and services offered from Froth Craft Beach.

This is covered in sections:

- Photographic history of North Beach
- Décor & rustic theme
- Contribution to streetscape and atmosphere of the area
- Live music development of the premises
- Benefits and positive effects on the community

DÉCOR AND RUSTIC THEME

After the handover from the previous business 96 Café on 1 September 2023, months of renovation followed. Froth Craft Beach has a predominately wooden feel that is aesthetically pleasing, inviting, comfortable and evokes a warm atmosphere conducive to socialising. The Premises boasts a unique and rustic atmosphere derived from a combination of some well planned decor, furniture, art, gardening and purposeful layout:

- The handiwork of master craftsman Eric Teasdale from Viking Concepts. Approximately 13.5 tonne of high quality Karridale Jarrah wood was used in the fit-out. Numerous feature pieces of craftsmanship add to the venue's charm and warm wood theme.
- Feature bar is a repurposed 7m long wooden sailing boat, the 'Surfleet', built in 1949 in Busselton; matching the shipping rope strung up under the ceiling above the bar
- Restored local driftwood has been handpicked and repurposed as feature pieces built in to the bar and ceiling.

- Beer tap handles are a variety of repurposed farm tools.
- Eye catching feature wall murals from award winning artists Shakey and Art x Destroy; plus local artists Anouska Firth and Seeded Sunflowers. Shakey and Art x Destroy's mural is visible from the street and depicts local historical scenes from former North Beach jetty, Mettam's Pool and North Beach beaches.
- A range of merchandise is displayed behind the bar and available for purchase
- Shaded astroturf pergola area that includes a children's play area

DRESS STANDARD

The dress standard, should this application be granted, will remain casual in keeping with the environment and atmosphere that Froth Craft Beach has created. In saying that, appropriate clothing and adequate footwear is to be worn at all times; and signage at the entrance states this. Froth Craft Beach staff and management are to be well groomed and presented at all times.

MITIGATING RISK OF DRINKS TAKEN OFF THE PREMISES

Drinks are not allowed to be taken off the Premises and staff and management maintain a vigilant watch to enforce this (this is aided by the design and layout of the venue so as to maximum clear sight lines). Guests who wish to smoke/vape (only permitted off the Premises) are required to leave their drinks inside the venue at a table; with appropriate signage at exits directing them: "NO DRINKS PAST THIS POINT".

PARKING FACILITIES

There are ample parking bays within close proximity to Froth Craft Beach via the available carparks at the North Beach Shopping Centre and those located along the street, as depicted in the maps below. There are 230 car parks available for customers of Froth, as part of the North Beach Shopping Centre, without counting the nearby street parking.



Image 17. NBSC Top Car Park Bay Layout (Source: NBSC Centre Management)

PUBLIC TRANSPORT

North Beach Shopping Centre is serviced by the 423 TransPerth Bus, which runs between Stirling and Warwick Train Stations, as per the below summary table.

Table 6: 423 TransPerth Bus Schedule Summary²⁷

423 Bus Schedule Summary	Monday - Fridays		Saturdays	Sundays
Stirling to Warwick Station	First service	7.03 AM	8.05 AM	8.50 AM
	Last service	11.15 PM	11.16 PM	7.51 PM
Warwick to Stirling Station	First service	5.29 AM	7.11 AM	7.56 PM
	Last service	10.05 PM	10.35 PM	7.34 PM

The Premises' close proximity and clear sightlines to the spacious carpark allow for safe and efficient drop-off and pick-up capabilities. Rideshares, as well as personal vehicles, take advantage of this often.

The Premises' location along the Sunset Coast Tourist Drive & cycle path is an advantage for those guests willing to walk, cycle or scoot to and from the venue. There are a number of bicycle racks throughout the North Beach Shopping Centre, located to the direct North, and South, of Froth Craft Beach and upstairs inside the Centre next to the entry to the Gym. Froth Craft Beach is also conveniently located within the City of Stirling's Beam Mobility program, which has seen over 250 e-scooters deployed throughout North Beach, Waterman's Bay, Scarborough, Trigg, Karrinyup and Innaloo.²⁸ The maps below highlight key areas for riders to park their scooters, bicycles and the nearby bus stops.



Image 18. Transport and parking map of the NBSC and surrounds (Source: NBSC Centre Management)

²⁷ Transperth Journey Planner, 2024 <https://www.transperth.wa.gov.au/Journey-Planner/Stops-Near-You>

²⁸ City of Stirling Safe Parking and Transport 2024, <https://www.stirling.wa.gov.au/services-and-support/parking-and-transport/safe-parking-and-transport>

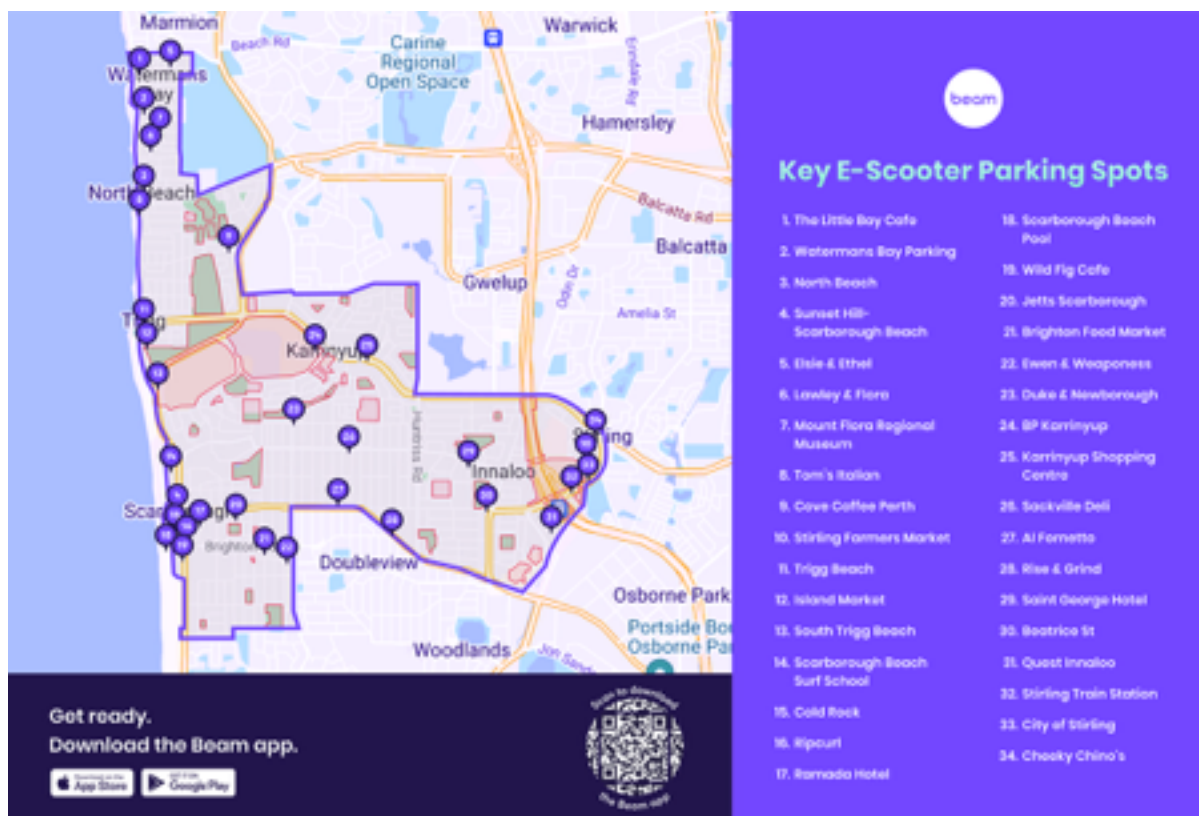


Image 19: Beam Mobility E-Scooter Parking Map (Source: City of Stirling)

Encouraging guests to cycle, scoot or walk is part of Froth Craft Beach's ethics: encouraging a healthy and active lifestyle, supporting environmentally friendly practises and discouraging the driving of vehicles after consuming alcoholic beverages.

CONTRIBUTION TO THE STREETScape AND ATMOSPHERE OF THE AREA

The installation of Froth Craft Beach at the front of the North Beach Shopping Centre was apart of an activation plan by the landlord to breathe new life into the Centre and showcase the waterfront location. This project also included the construction of a coffee kiosk next door to Froth, adding to the vibrancy and popularity of the entire shopping centre's western facing beach frontage, busy with people from early in the morning, til late in the evening.

Aesthetically speaking, Froth Craft Beach was designed in keeping with the brand's rustic and eclectic style seen across its other venues.

The lower deck/street side area has been successful in a marketing campaign of Froth Craft Beach; to create a welcoming frontage to the North Beach Shopping Centre that encourages guests to, whether they are at the Centre for grocery shopping, retail, or any other purpose, partake in the culture of responsibly enjoying locally brewed craft beer.

Froth Craft Beach has created a responsible culture of street side dining and local craft beer appreciation in North Beach, further enhanced by the Premises' useful central location and atmosphere that encourages guests to "pop in and have a quick bite to eat and a drink" when enjoying the coastal walk, beaches, amenities and/or the North Beach Shopping Centre's outlets and offerings. Pioneering this culture has been extremely popular and well received, with regular queues of guests waiting to enter the venue due to being at capacity, a limitation under the restrictions of a Small Bar Liquor Licence.

If this Application is to be granted, Froth Craft Beach would be better suited to improve its status as a social hub and contribute further to the streetscape and atmosphere of the area without the restrictions imposed under a Restaurant Liquor Licence.

Evidence of Froth Craft Beach's successful contribution to the streetscape and atmosphere of the area is attached in a letter of support from the owner of the North Beach Shopping Centre.²⁹

CROWD DISPERSAL

Final service of any alcohol beverages is conducted no later than half an hour before all guests are to be vacant from the Premises. This timeframe allows ample time for guests to responsibly consume their beverages and, in a calm manner, vacate the Premises.

In conjunction with this, the music in the venue is progressively reduced in volume approaching closing time. The choice of music is also carefully chosen, intended to set a relaxed atmosphere rather than an excited vibe due to loud, high energy tempo music. This contributes to a smoother and calmer departure of guests, aiding crowd dispersal and reducing the likelihood of loitering in the immediate vicinity.

There are clear and easily visible signs at the exits to the Premises requesting patrons to be mindful of the neighbourhood when exiting the venue. Guests are reminded of this by staff and management also.

Extensive CCTV cameras covers the perimeter of the Premises, providing 24 hours, 7 days a week extensive coverage. There is adequate street lighting in the adjacent West Coast Drive immediately to the west of the Premises, and the adjacent carpark immediately to the north. These well lit areas discourage guests loitering after leaving the premises. Management are trained to ensure a smooth delivery of crowd dispersal and politely encourage guests to move on to reduce any chance of loitering past closing time. If required, staff and management are to help crowd dispersal by telephoning taxis to pick-up anyone in need (and direct guests to the taxi pick-up area).

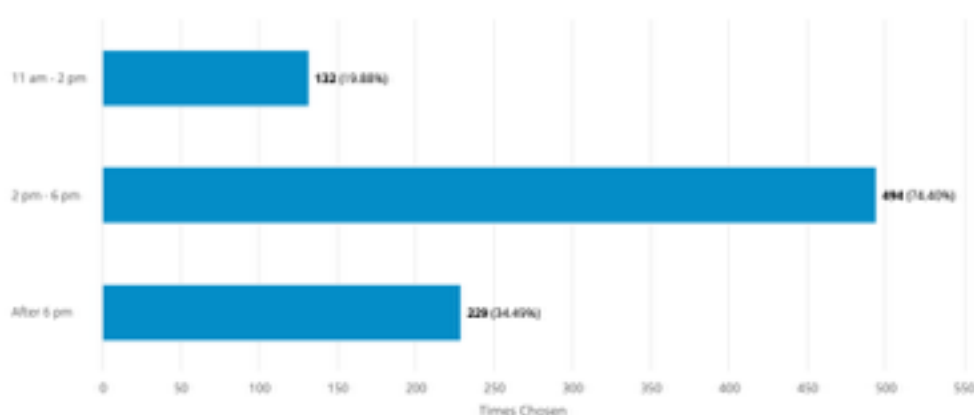
The coastal frontage ensures that the optimal time most guests choose to frequent the venue is between 2 P.M and 6 P.M, as evidenced below from answers to the Survey question "What time do you usually prefer to visit Froth Craft Beach"? 494 of the 664 respondents (74.4%) chose between 2 P.M and 6 P.M. With the current limited capacity under the Small Bar Liquor License, quite often these are the direct hours that people will be unable to enter the venue due to it being at capacity.

²⁹ Attachment 8 - Letter of support - North Beach Shopping Centre

Chart 6: "What time do you usually prefer to visit Froth Craft Beach" Survey Question

A. What time do you usually prefer to visit Froth Craft Beach?

Number of responses: 664



With only 229 of the 664 respondents (34.49%) choosing "After 6pm"; it follows that the Applicant strategises the business to capitalise on the desirable "sunset hours" between 2 P.M and 6 P.M. The Applicant has no plans for it to be a late night venue under a Tavern Liquor License, instead the preference is to achieve an increased capacity and predominantly cater to the public demand (for greater capacity) in trade for daytime and earlier evening hours, as well as having the flexibility of a greater capacity for other times when the venue reaches capacity. The vigilant awareness of the Applicant of mitigating noise emissions, and the importance maintaining great relations with its neighbours, plus the venue's manner of trade of peak times earlier in the daytime and early evening, ensure the business operates at all times with not just a smooth and quiet crowd dispersal, but also minimal noise emissions.

NOISE AND ENTERTAINMENT

Froth Craft Beach complies to the noise level regulations outlined in the state legislated Environmental Protection (Noise) Regulation 1997³⁰. Live amplified music does not occur in any outdoor areas after 10 P.M; and is usually scheduled to finish before 9 P.M. If this Application is granted, Froth Craft Beach will continue to comply to the noise level regulations and does not expect to unduly contribute to the existing noise levels in the locality.

Management strategies to minimise the impact on the locality involve complying at all times to the noise level regulations and operating in a way to reduce the risk of loitering outside the venue (see section **CROWD DISPERSAL** above). The Applicant engaged George Watts from Herring Storer Acoustics early in 2023, and with Karl Posa prior to trading in late 2023, the former City of Stirling's Environmental Health Officer, in order to design and manage the venue in such a way to minimise noise emissions from guests in the venue (as well as operating noises), ensure best practices for operations and identify the best possible location(s) in the Premises for live original music performances to have the least impact on the locality for noise.

Froth Craft Beach has a great relationship with its nearby residents and regularly communicates with them to ensure no excessive noise levels are occurring, and nobody is being dis-

³⁰ Environmental Protection (Noise) Regulation 1997 [https://www.slp.wa.gov.au/statutes/regs.nsf/\(DownloadFiles\)/Environmental+Protection+\(Noise\)+Regulations+1997.pdf/\\$file/Environmental+Protection+\(Noise\)+Regulations+1997.pdf](https://www.slp.wa.gov.au/statutes/regs.nsf/(DownloadFiles)/Environmental+Protection+(Noise)+Regulations+1997.pdf/$file/Environmental+Protection+(Noise)+Regulations+1997.pdf)

turbed. Nearby residents often frequent the venue and enjoy eating and drinking there, such as Eric Fuller, one of our closest neighbours:

“To whom it may concern,

We live in very close proximity to Froth Craft Brewery, North Beach.

Since the venue opened in December 2023, we have found the owners have had good controls in place when it comes to noise. They have maintained regular communication with us to ensure the noise/music from the venue is not an issue for us, particularly when they have a DJ or event. They have taken quick action if the noise level is too high and impacts the local amenity. We appreciate their efforts to maintain a good relationship with us.

Therefore, we support an application from Froth Craft Brewery for a tavern licence, understanding that it will allow an increase in capacity of an extra 80 patrons on the same footprint as the venue’s existing licenced area, and the ability to sell takeaway alcohol in the form of a growler.”

The email from Eric Fuller is attached.³¹

IMPACT ON ANTI-SOCIAL BEHAVIOUR

Froth Craft Beach is committed to protecting the venue’s security plus the welfare of its patrons and staff, and aims to provide a high standard of safety at all times.

The potential impact of the premises on vandalism, litter, criminal acts (especially violent crimes including domestic violence), is minimal and manageable. Extensive street lighting exists outside. 24 hour closed circuit cameras cover the property, along with a network of cameras throughout the North Beach Shopping Centre. Due to the location and accessibility of the venue and the type of clientele, there hasn’t been (and there aren’t any to be expected) any major risks.

See section **ALCOHOL RELATED CRIME** for statistics validating the low rates of crime in the locality.

SMOKING / VAPING

Smoking and vaping are not permitted at any time on the Premises and clearly visible signs throughout the venue make guests aware of this. Guests who wish to smoke are required to exit via the front of the Premises, and smoke/vape away from the Premises so as not to disturb any guests within the Premises. Ash trays for cigarette butts (in the form of large repurposed watering cans) are provided by Froth Craft Beach at the entrance gates to maintain the frontage of the Premises’ aesthetic and, importantly, discourage littering.

Front-of-house staff setting up for service in the morning are required daily to empty the watering cans of cigarette butts as well as perform a perimeter check of the premises to remove any littered cigarette butts (as well as any other litter that may have eventuated close to the Premises). Staff that smoke/vape are also required to smoke/vape off the Premises, and are not permitted to smoke/vape while in uniform.

Should this Application be granted, the same non-smoking rules will remain. Froth Craft Beach has no intention to sell cigarettes, tobacco or smoking paraphernalia.

Froth Craft Beach prohibits smoking as it detracts from its reputation as a family-friendly Premises promoting responsible living practices and a healthy lifestyle. Results from the survey (see Chart 4. above) suggest that Froth Craft Beach’s smoking/vaping prohibition is

³¹ Attachment 9 - Letter of Support Neighbour Eric Fuller

appreciated, 223 of the 644 respondents (34.63%) of respondents selected “Non-smoking venue” when asked ‘What services/facilities do you like about Froth Craft Beach?’

ALCOHOL RELATED CRIME

In compiling this Application, the information sources considered were reviewed as recommended by the Directors Policy on Public Interest Assessments. The following sources were examined to better understand the harmful effects of alcohol abuse on the community, and the strategies recommended in reducing or eliminating the harm caused by alcohol in the community:

Table 7. Information Sources

Source	Reference
WA Planning Commission	www.planning.wa.gov.au
Australian Institute of Criminology	https://www.aic.gov.au/statistics
Local Government Authority (City of Stirling)	https://www.stirling.wa.gov.au/
Office of Crime Prevention via Western Australia Police Force	https://www.WA.gov.au/policeprevention
University of Western Australia	http://www.law.uwa.edu.au/research/crc/reports
Population Health (WA)	http://ww2.health.wa.gov.au/
WA Police	https://www.police.wa.gov.au/Crime/Crime-Statistics-Portal
Department of Racing, Gaming and Liquor (Department of Local Government, Sport and Cultural Industries)	www.rgl.wa.gov.au
Department of Aboriginal Affairs	https://www.wa.gov.au/service/aboriginal-affairs
National Drug Strategy	https://www.health.gov.au/sites/default/files/national-drug-strategy-2017-2026.pdf
National Alcohol Strategy	https://www.health.gov.au/sites/default/files/documents/2020/11/national-alcohol-strategy-2019-2028.pdf
Road Safety Commission	www.rsc.wa.gov.au
Australian Government Department of Health and Ageing	https://www.health.gov.au/
National Drug Research Institute	www.ndri.curtin.edu.au
National Health and Medical Research	https://www.nhmrc.gov.au/health-advice/alcohol
Drug and Alcohol Office	http://www.healthinfonet.ecu.edu.au/key-resources/organisations?_oid=174
Australian Bureau of Statistics	www.abs.gov.au

Following a thorough review of the findings available on the websites listed above, it appears that violence can be attributed to many factors.

EVIDENCE BASED STRATEGIES FOR REDUCING ALCOHOL RELATED HARM

The operations at Froth Craft Beach align with public health approaches to reducing alcohol-related harm, as outlined in the National Alcohol Strategy 2019–2028³². This strategy em-

³² <https://www.health.gov.au/sites/default/files/documents/2020/11/national-alcohol-strategy-2019-2028.pdf>

phases fostering safer communities, promoting healthier drinking practices, and reducing the adverse effects of alcohol through evidence-based interventions. Key priority areas include improving community safety and amenity, managing alcohol availability and promotion, and supporting individuals through education and harm minimisation initiatives.

These methods address risks associated with alcohol consumption, including family violence, road accidents, and health issues, while fostering a culture of responsible drinking. Froth Craft Beach's operational model reflects these priorities by enforcing a robust Responsible Service of Alcohol (RSA) policy, creating a family-friendly environment, and actively engaging with the community through sponsorships and awareness programs. Such practices align with the strategies outlined in the National Alcohol Strategy, ensuring compliance with local and federal recommendations.

CREATING SAFER COMMUNITY ENVIRONMENTS

Froth Craft Beach promotes safer community environments by offering a wide range of alcohol-free alternatives, ensuring that all patrons, regardless of their preference for alcohol, have inclusive beverage options. The venue provides alcohol-free beers and premium non-alcoholic botanical distillations, such as Ovant's non-alcoholic offerings, as well as juices, soft drinks and free filtered drinking water. These products aid in fostering responsible consumption habits and offer appealing options for those who choose to avoid alcohol altogether.

Additionally, Froth Craft Beach's commitment to safety extends to its operational practices. These include robust Responsible Service of Alcohol (RSA) training, limiting operating hours, and maintaining a family-friendly atmosphere. By combining inclusive beverage options with a proactive approach to harm minimisation, Froth Craft Beach supports safer social spaces in the community.

PROMOTING HEALTHY FAMILY RELATIONSHIPS

The Applicant prioritises family well-being and supports healthier social habits:

Dedicated play areas for children and alcohol-free activities ensure that families feel safe and included, aligning with strategies to limit children's exposure to harmful drinking behaviours (see section **FAMILIES**). By sponsoring local sports teams and organising fundraisers, Froth Craft Beach fosters strong family and community relationships, supporting positive role models and healthy engagement.

PROVIDING EDUCATION AND ENGAGEMENT PROGRAMS

Froth Craft Beach provides exemplary education through its operations, promoting responsible drinking and safe social environments. The venue provides an environment that is committed to not endorsing rapid or excessive alcohol consumption. Instead, it fosters a culture of moderation by offering a curated selection of beverages and providing patrons with clear, responsible service options.

Our staff are well-trained to educate guests about the number of standard drinks in different drink options and sizes. They also provide guidance on the laws surrounding alcohol consumption and driving, consistently reinforcing the venue's strong stance against drink driving. This commitment ensures that guests are informed about responsible drinking and encouraged to make safe choices while enjoying their time at Froth Craft Beach.

These initiatives demonstrate Froth Craft Beach's commitment to reducing alcohol-related harm while promoting community well-being. By integrating these evidence-based practices,

the venue aligns with contemporary Australian strategies for alcohol harm minimisation and fosters a positive, family-friendly environment.

Crime statistics for verified offence per 100,000 people in 2023/24 in Metropolitan W.A, gathered from the WA Police website:

Table 8: Metropolitan Region WA Crime Statistics 2023/24 (Source: WA Police website)

Type of Offence	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
Homicide	64	68	48	64	56	63	49	56	58
Sexual Offences	4,179	4,079	4,528	4,511	5,436	5,477	5,503	5,396	4,854
Assault (Family)	14,107	12,177	11,472	11,522	12,872	13,897	13,459	15,220	17,462
Assault (Non-Family)	8,744	8,855	8,673	8,590	8,647	9,453	9,808	10,541	11,514
Threatening Behaviour (Family)	2,082	1,968	1,648	1,667	1,919	2,090	2,062	2,606	3,839
Threatening Behaviour (Non-Family)	2,501	2,692	2,637	2,396	2,463	2,402	2,319	3,002	3,577
Deprivation of Liberty	223	225	209	232	227	220	174	220	237
Robbery	1,206	1,177	1,093	1,229	1,305	1,086	1,160	1,538	1,436
Dwelling Burglary	22,312	20,968	18,955	17,865	16,223	10,795	10,439	10,107	7,737
Non-Dwelling Burglary	6,865	5,895	4,946	5,463	4,527	3,238	3,762	3,719	3,143
Stealing of Motor Vehicle	6,984	6,308	5,240	5,438	4,960	3,767	4,057	4,453	3,860
Stealing	77,759	70,273	70,514	74,488	68,605	48,824	56,081	67,041	71,854
Property Damage	25,867	23,638	20,117	19,374	18,987	17,235	17,540	18,598	18,803
Arson	769	690	619	585	674	547	563	495	641
Drug Offences	22,925	23,939	22,175	21,259	22,190	18,857	14,258	15,488	17,456
Graffiti	1,802	1,519	1,343	1,189	1,591	1,456	1,485	1,749	1,779
Fraud & Related Offences	17,747	12,146	27,942	27,810	26,608	24,487	26,683	30,326	26,116
Breach of Violence Restraint Order	7,591	7,543	7,369	7,589	8,140	8,190	7,405	8,995	10,549
Total of Selected Offences	223,727	204,160	209,528	211,271	205,430	172,084	176,807	199,550	204,915

Notes:

- Crime statistics are extracted quarterly from the WA Police Force Incident Management System.
- Crime statistics are provisional and subject to change.

Crime statistics gathered from the WA Police website for the suburb of North Beach, from the period of June 2007 to June 2017, can be summarised as follows:

Table 9: North Beach WA Crime Statistics 2007/17 (Source: WA Police website)

Type of Offence	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
Homicide	-	-	-	-	-	-	-	-	-
Sexual Offences	6	3	4	7	5	7	4	3	1
Assault (Family)	23	11	12	8	17	9	5	17	12
Assault (Non-Family)	10	5	7	8	11	7	5	5	13
Threatening Behaviour (Family)	2	1	1	2	-	1	1	3	2
Threatening Behaviour (Non-Family)	-	2	4	1	2	3	-	1	3
Deprivation of Liberty	1	-	1	-	-	-	-	-	-
Robbery	-	1	1	-	-	1	1	1	2
Dwelling Burglary	39	45	32	13	28	22	12	9	9
Non-Dwelling Burglary	6	3	16	7	7	10	16	9	1
Stealing of Motor Vehicle	15	7	11	5	3	5	6	4	5
Stealing	94	100	107	68	60	47	45	57	47
Property Damage	27	28	35	18	20	18	4	11	15
Arson	5	-	2	4	-	2	3	1	-
Drug Offences	45	38	21	14	10	15	12	2	22
Graffiti	-	1	4	1	-	-	-	1	1
Fraud & Related Offences	17	14	45	43	45	18	33	67	22
Breach of Violence Restraint Order	15	7	17	8	9	7	1	5	44
Total of Selected Offences	305	266	320	207	217	172	148	196	199

Notes:

- Crime statistics are extracted quarterly from the WA Police Force Incident Management System.
- Crime statistics are provisional and subject to change.

From the data above it can be concluded that North Beach is a low-risk locality with a low rate of crime. This is supported by comparing crime statistics from Metropolitan Western Australia (above), which are shown below to have much larger rates (of crime per capita, and also when the data is extended to forecast rates of crime per 100,000 people) than North Beach.

There have been no incidents requiring Froth Craft Beach to contact the Police for any crime related incidents at the Premises.

Further to the above, the Safer Places By Design Guidelines produced by the WA Planning Commission were considered when assessing the floor plan and layout, renovating the building and designing Froth Craft Beach.³³ Froth Craft Beach believes the guidelines have been beneficial to the complete success in preventing crime on the Premises.

³³ <https://www.wa.gov.au/government/publications/planning-guidelines-safer-places-design>

The principle design headings for Designing out Crime that have been implemented at Froth Craft Beach, are recognised by environmental and design practitioners and educationalists in Australia which are considered and developed at a local level, and can be said to be based around 5 design and usage concepts/headings: Surveillance, Territorial Definition, Access Control, and Space Management and Maintenance.

Having considered the above principle design and usage headings when fitting out Froth Craft Beach in 2023, Froth Craft Beach submits the following in addressing the above principle design:

1. SURVEILLANCE

There are strategically located CCTV cameras providing 24 hours, 7 days a week extensive coverage of the venue and its perimeter.

2. TERRITORIAL DEFINITION

Appropriate signage and physical boundaries clearly identify the Premises and the perimeter of the venue. Furthermore, at commencement of employment, staff undergo training to address correct procedures relating to all access and egress points.

3. ACCESS CONTROL

All entry/exit points are monitored by CCTV cameras providing 24 hours, 7 days a week recordings. Target hardening measures have also been considered, with all entry/exit points to the venue secured by quality locking devices.

4. SPACE MANAGEMENT AND MAINTENANCE

The Premises will at all times continue to be in good repair, presentable, functional and well managed. A regular schedule of rostering maintenance and upkeep jobs helps ensure the Premises continues to be in good repair, presentable and functional. Staff are trained to identify and immediately report any issues or problems to management relating to the venue should they notice any type of (but not limited to) theft, graffiti, vandalism, litter, broken locking devices and damage. There have been none of these reports to-date, however should they occur then these are to be recorded in the Incident Register kept on the Premises at all times.

Furthermore, the Applicant has implemented the following crime reduction measures:

Motor Cycle Gangs - Management ensure that guests are not permitted to wear jackets, other clothing or display body markings which visibly bear patches or insignia of known Out-law Motor Cycle Gangs.

Landscaping - carefully chosen plants add aesthetic value, provide shade and pleasant aromas. There are no plants that attract bees on the Premises. While providing a thin buffer zone, the plants and landscaping at the Premises has been carefully designed so as not to obscure sight lines and create small areas of potential concealment.

General appearance - the Premises has a quality fit out from a master craftsman and is maintained to a high standard of cleanliness and presentation at all times. Likewise, staff and management are to be always well presented and well groomed. Guests are encouraged to dress appropriately and be presentable. General members of the public are less likely to loiter or express anti-social behaviour when the Premises, staff, management and guests all appear well looked after and presentable. Likewise, the presentation of all food and drinks are to a comparably high standard.

Lighting - calculated lighting throughout the Premises, and all around the perimeter, results in well lit areas, discouraging any anti-social behaviour as it greatly increases the chance of detection and recognition.

Activity generators - the centrality of the Premises as attached to the North Beach Shopping Centre, as well as having a broad range of uses that are available at varied times, creates passive surveillance and an image of liveliness and attentiveness that is unattractive to those members of the public prone to criminal behaviour.

Entrapment places - Specifically having no recesses and maintaining clear sightlines helps reduce chances of entrapment in small cramped areas.

PACKAGED LIQUOR

Froth Craft Beach aims to provide a unique and complementary packaged liquor offering that focuses exclusively on takeaway beer brewed at Froth Craft Bunbrewery, our associated entity in Bunbury, Western Australia. Our proposed offering aligns with a niche community demand for high-quality, locally produced craft beer, in a form currently unavailable in the locality.

LOCALITY DEFINITION

In accordance with Justice Archer's decision (as specified in an Acknowledgement Letter from Racing, Gaming and Liquor Licensing Officer Alla Maksimovich on 05 December 2024 to the Applicant) the locality includes the suburbs of Trigg, North Beach, and Waterman's Bay, bounded by:

- The ocean to the west,
- West Coast Highway to the south,
- West Coast Highway/Marmion Street to the east, and
- Beach Road to the north.

COMPLEMENTARY RELATIONSHIP WITH THIRSTY CAMEL NORTH BEACH

Froth Craft Beach is fortunate to have a strong, mutually beneficial relationship with Thirsty Camel North Beach, the sole packaged liquor premises in the locality (see below for email in support of this Application). Thirsty Camel supports a diverse range of beverages, including craft beer in cans and bottles, which enriches the local offering. However, Thirsty Camel does not offer:

1. Growler or Squealer Fills: These increasingly popular packaging options allow customers to take home freshly poured draft beer, a growing trend among craft beer enthusiasts.
2. Froth Craft Beer Products: As Froth Craft Bunbrewery's beer is not packaged in bottles or cans for external distribution, it is not available at Thirsty Camel or any other retail outlet. This highlights a gap in local access to these high-demand, limited-edition craft beers.

By focusing on growler and squaler fills of Froth Craft beer exclusively, Froth Craft Beach's packaged liquor offering complements rather than competes with Thirsty Camel's existing operations. Together, these businesses enhance the range of options available to the community while increasing visitation and trade to the shopping centre.

DEMONSTRATING UNSATISFIED PACKAGED LIQUOR REQUIREMENTS IN THE LOCALITY

This section addresses Section 36B(4) of the Act, demonstrating that existing packaged liquor premises in the locality of the Premises cannot reasonably satisfy the local packaged liquor requirements of the public.

While Thirsty Camel North Beach offers an excellent selection of packaged liquor, and craft beer, it cannot reasonably satisfy the following public requirements within the locality for:

Fresh Draft Beer for Takeaway: There is a growing consumer demand for growler and squaler fills, which provide the freshness and experience of draft beer enjoyed at home.

Access to Local Froth Craft Beer: Customers seeking Froth Craft Bunbrewery's artisan craft beer cannot currently purchase these products in packaged form at any existing local premises, leaving this need unmet.

HARM MINIMISATION

Froth Craft Beach maintains a strong commitment to Responsible Service of Alcohol

- **Exclusive Product Offering:** Packaged liquor sales will be strictly limited to Froth Craft beer, available only in growlers and squalers, ensuring alignment with the venue's responsible and curated approach to liquor sales.
- **Staff Training:** All staff are trained in the Responsible Service of Alcohol (RSA) to educate customers about standard drink measures, legal drink-driving limits, places in which liquor can be legally consumed, and responsible consumption practices.
- **Discouraging Rapid Consumption:** By focusing on high-quality, small-batch craft beer and avoiding bulk sales, Froth Craft Beach actively promotes moderation.

ENHANCING COMMUNITY CONNECTIONS

This proposal enhances local social and economic opportunities by supporting local producers and the Western Australian brewing industry, increasing visitation to the North Beach Shopping Centre through a complementary relationship with Thirsty Camel North Beach and fostering community pride by providing access to unique, locally crafted products unavailable elsewhere in the locality.

This carefully considered offering reflects a commitment to meeting the unique needs of the locality, complementing existing businesses, and fostering a vibrant, safe community environment.

CATERING TO PUBLIC DEMAND

Guests at Froth Craft Beach (visitors and North Beach locals alike) regularly ask when they might be able to purchase takeaway beer.

If a Tavern Licence is granted, Froth Craft Beach will adhere to the conditions outlined in Section 65 of the Act:

Packaged liquor, conditions relating to sale of for consumption off licensed premises

(1) Subject to subsection (3), a licence or permit that authorises the sale of packaged liquor or of liquor for consumption off the licensed premises is subject to the conditions that the liquor sold —

a) must be consigned to the purchaser at, and delivered on or from, the licensed premises, unless the Director otherwise approves;

All staff training will include directions on the Responsible Service of Alcohol in a packaged form. Strict adherence from all staff will be maintained to ensure that packaged liquor is to be consigned to the purchaser and clear nightlines from the venue across the adjacent carpark, perimeter and coastal strip will help staff fulfil their obligation of vigilantly ensuring that any purchased packaged liquor is not to be opened and/or consumed in the immediate vicinity of the Premises. Staff will remind purchasers that the packaged liquor is to be taken away from the immediate vicinity of the Premises before opening. Clear sight lines from the venue across the perimeter, adjacent carpark and coastal strip can ensure that any purchaser seen delivering any packaged liquor to a suspected minor in the immediate vicinity of the Premises will be dealt with immediately and severely and to the full extent of the law.

b) must be delivered in sealed containers; and

Unless Froth Craft Bunbrewery are packaging cans (of which they have no plans to do so in the immediate future), the most suitable form of packaging would be beer sold in growlers. A 'growler' is a glass 1.89L, 64oz refillable sealed container. These recyclable, refillable bottles are compatible with Froth Craft Beach's ethos to seek, wherever possible, environmentally friendly products and manners of operation. Purchasers will be able to purchase 'Froth' branded growlers.



Image 22. 1.89L 'Froth' branded growler (on right) and 945ml squeealer (on left) - (Source: The Applicant)

The first fill of a standard, branded empty growler bottle will sell at an approximate price point of \$50 for a full-strength beer in our core range such as the ‘Hopmouth’ X.P.A (\$10 more for stronger beers, such as our ‘The Catcher’ Red Rye I.P.A). Re-filling a 1.89L growler with a full-strength beer in our core range will cost \$40 (\$10 more for stronger beers, such as IPA’s). The Applicant considers that these prices would not attract those members of the community who might seek cheap packaged alcohol. Packaged liquor sales would be for liquor, craft beer handmade on site, in low volumes, intended to be a relatively exclusive high end product. This product would also appeal to tourists seeking souvenirs.

- c) shall not, unless an extended trading permit or a special facility licence so authorised, be or be permitted to be consumed on or, except in the case of wine sold under section 55, in the immediate proximity of the licensed premises,

New growlers would be secured and presented in a fridge located behind the bar that is visible to guests but accessible to staff only. Guests with existing growlers would be welcome to bring in their own growlers and have them refilled (see above for pricing).

Froth Craft Beach is located within the North Beach Shopping Centre, an advantage for helping to maintain the condition that packaged liquor sold is not to be consumed in the immediate proximity. Froth Craft Beach’s main dining area is raised and has clear sight lines to the North, West and South along West Coast Drive, enabling staff to supervise purchasers of packaged liquor as they exit the Premises and enter the immediate proximity, ensuring that they do not open the sealed containers and consume any packaged liquor.

Froth Craft Beach is agreeable to the Tavern Licence, if granted, being conditioned so as to require that packaged liquor sold can only be liquor that has been produced in the associated entity’s microbrewery, Froth Craft Bunbrewery. Froth Craft Beach is not to sell packaged liquor in the form of wine or spirits.

In the Applicant’s Survey, respondents were asked in the final question (see Chart 7. below): “If Froth Craft Beach is to be granted a tavern licence, and trade under the conditions of said licence, which of the following new services/experiences would you be supportive of?” 354 of 622 (56.91%) respondents answered: “Offer of purchasing limited packaged liquor (Froth craft beer only) made in a Froth microbrewery (i.e. ‘growlers’ - 1.89L refillable bottles) for takeaway consumption (i.e. at home)”

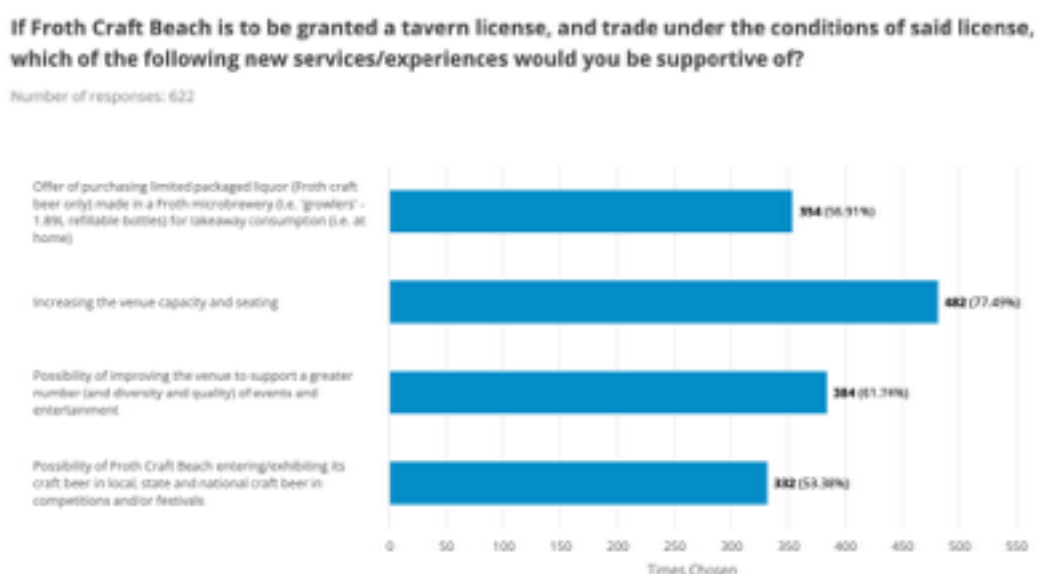


Chart 7. Question in the Survey on new services/experiences possible under a Tavern Liquor Licence

These significant figures in the Survey demonstrate the public demand for purchasing take-away Froth products from the venue. This public demand for the Applicant to sell limited packaged liquor under a Tavern Liquor License is also supported by the two closest liquor stores in the locality: Marmion Liquor Barons and Thirsty Camel North Beach.

Nathan Pieters, owner of nearby liquor store Marmion Liquor Baron's (located 2.5km from the Premises), has provided his written letter of approval via email, attached also³⁴:

Hi Pete,

Thanks for your email, we have no objection to your plans and support your Tavern license application.

The surrounding community within the area has clearly demonstrated the need for a change of license since you opened the venue.

Wishing you the very best moving forward.

Kind regards,

Nathan Pieters

Liquor Barons Marmion

Dan, the Manager from Thirsty Camel North Beach, located 34m away from the Premises, close by in the North Beach Shopping Centre, has provided his written letter of approval via email, attached also³⁵:

Hi Pete,

We do absolutely support your application and recognise that our customer base and community would embrace additional capacity at Froth North Beach.

We have embraced the introduction of Froth within the shopping centre and recognise the benefit of having this inclusion for the people of North Beach.

Wishing you and the team the best result and looking forward to seeing many more visitors to our this amazing destination.

Kind regards

Daniel

Please note in both of the attached emails, from the two liquor stores, it shows my original email informing them of the desire to change to a Tavern Liquor License, and included in bold the mention of selling limited packaged takeaway liquor in the form of growlers; hence proving they were informed of our full intentions (to sell limited packaged liquor) before declaring their support.

A primary object of the Act (section 5(1)(c)):

³⁴ Attachment 10 - Letter of Support Marmion Liquor Barons

³⁵ Attachment 11 - Letter of Support North Beach Thirsty Camel

(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.

Froth Craft Beach endeavours to create a product that is harmonious with the proper development of the liquor industry, and matching national trends to cater for the requirements of consumers for specific liquor and related services. The related services that Froth Craft Beach offer are: designed and carefully planned environment, unique guest experiences, welcoming atmosphere with impeccable customer service and culture. The culture of responsibly enjoying craft beer is being pioneered in North Beach at Froth Craft Beach, and the Premises is setting a standard that is following state and national trends. Under the current Small Bar Liquor Licence, the limitations inhibit Froth Craft Beach from properly developing its brand to match the requirements of consumers for its craft beer and related services.

In a research paper published by IBIS World titled “Craft Beer Production in Australia Industry Analysis” it was found that;

*“Craft beer production has expanded as a share of the total beer market over the past five years. Changing consumer tastes, particularly a shift towards premium beers and a growing emphasis on quality across liquor retailing, have benefited craft brewers... Revenue has increased at an annualised rate of 4.1% over the five years through 2022-23 to \$1.0 billion. This trend includes growth of 4.9% in 2022-23 alone.”*³⁶

The paper went on to highlight anticipated growth in the industry in the near future:

“Craft brewing revenue will strengthen over the coming years, increasing by an annualised 5.2% through the end of 2027-28, to \$1.3 billion. Consumers will keep purchasing premium and craft beers, particularly small, seasonal batches with a local or regional focus. Exports are set to rise alongside strengthening demand from several Asian countries, like Japan and Malaysia.”

Although per capita beer consumption is on a long-term decline, craft beer producers will benefit from consumers increasingly making alcohol purchases based on quality. The Froth brand is growing across the state and Froth Craft Brewery’s recent award, the 2024 A.H.A (W.A) Best Craft Brewery Award, will no doubt further increase the demand for Froth beer (not only in Froth venues, but also from wholesale to other venues/clubs/events). The Froth directors would like the ability to sell the product more broadly. Analysis of sales to-date show strong demand for the product over the taps at Froth Craft Beach, especially when compared to beers from other breweries, and Froth Craft Beach’s head brewer/owner Tyler Little believes the brewery capacity (and his brewing schedule) could cater for the greater demand caused by selling Froth Craft Beach beer more broadly and made possible under a Tavern Liquor Licence.

Due to the licensing limitation, without having actively sought to sell any of Froth Craft Beach’s beer outside the Premises, interest sparked from customers enjoying the high-quality product at the Premises has grown and interest to purchase packaged liquor from the Premises has been expressed regularly from guests.

Selling Froth Craft Beach beer as packaged liquor would cater for the requirements of consumers wishing to purchase Froth Craft Beach’s product, both within the locality and outside of it.

³⁶ IBISWorld, Craft Beer Production in Australia - Market Size, Industry Analysis, Trends and Forecasts (2024-2029) <https://www.ibisworld.com/au/industry/craft-beer-production/5071/>

In the Applicant's Survey, respondents were asked in the final question: "If Froth Craft Beach is to be granted a tavern licence, and trade under the conditions of said licence, which of the following new services/experiences would you be supportive of?" 332 of 622 (53.38%) respondents answered: 'Possibility of Froth Craft Beach entering/exhibiting its craft beer in local, state and national craft beer competitions/festivals' (see Chart 7. above).

Due to an unwillingness to be presumptuous, and not wishing to operate outside the conditions of its liquor licence, Froth Craft Beach has not yet approached any liquor stockists, beer festivals or any other businesses to discuss selling its product. There is strong public demand, as made evident in the Survey's results, and a Tavern Liquor Licence would help the Applicant to cater to this demand.

TRADING HOURS

Froth Craft Beach prides itself on a high standard of food and beverage service through lunch, afternoon and dinner trade.

Under a Tavern licence, Froth Craft Beach proposes the trading hours of:

- Monday to Thursday 11 A.M to 11 P.M
- Friday to Saturday 11 A.M to 12 A.M
- Sunday 11 A.M to 10 P.M

For public holidays, the proposed trading hours are:

- Good Friday: 12 P.M to 10 P.M (serving liquor only ancillary to a meal)
- Anzac Day: 12 P.M to 12 A.M
- Christmas Day: closed
- New Year's Day: until 2 A.M

These hours are similar to those the Applicant is trading with already under the existing Small Bar Liquor Licence.

We have had strong interest from members of the public for earlier trading during morning hours on certain occasions and for events (such as screening live sporting events, champagne breakfasts etc.); the ability to cater to this demand would be easier with a Tavern Liquor License and the increased capacity allowance.

RESPONSIBLE SERVICE OF ALCOHOL (RSA)

Any advertising, expressions of interest or public notices in regards to employment opportunities for front-of-house positions at Froth Craft Beach include in the prerequisites "All applicants must have a current RSA certificate, valid in Western Australia".

Upon commencement of their employment, all staff are taken through a training program addressing the policies relevant to the service of alcohol. Staff are provided with, and required to retain, their own copy of the relevant policies.

All staff working in front-of-house roles are required to have a current RSA certificate. An up-to-date RSA staff training register is maintained on site.

All staff, managers and directors are strictly prohibited from selling and supplying beverages in such a way that would encourage rapid consumption of liquor (e.g., 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.

The Premises will, at all times of trading, have low-strength liquor, zero-alcohol beer, non-alcoholic drinks (such as Ovant's non-alcoholic distillations) available.

Froth Craft Beach (along with its associated entities Froth Craft Brewery and Froth Craft Bunbrewery) currently does not, and has no intention to, sell energy drinks such as 'V', 'Red Bull', 'Monster' or 'Mother'. New research shows young people with no known history of heart disease are at risk of a fatal cardiac arrest after just one energy drink³⁷. Furthermore, Froth Craft Beach will not sell any mixed alcohol/energy drinks. The Applicant recognises the danger in mixing alcohol and energy drinks and wishes to steer clear of such pitfalls. N.S.W Health commissioned independent research in to mixing alcohol and energy drinks³⁸:

"The researchers found that people who combine consumption of alcohol and energy drinks may already be risk takers. These people were more likely to consume more alcohol or illicit drugs, as well as be more involved in aggressive incidents than people who do not combine consumption of alcohol and energy drinks.

The surveys also found that during sessions of alcohol and energy drink use symptoms included racing heart/heart palpitations, insomnia, energy fluctuations, and nausea.

In the day(s) following sessions of alcohol and energy drink use, symptoms included visual disturbances, nausea, and fatigue. These symptoms are consistent with caffeine toxicity, and many are also consistent with alcohol toxicity."

APPROVED MANAGER

In accordance with Section 100 of the Act, an Approved Manager is on site at all times that business is conducted. The Approved Manager holds a valid Approved Manager ID card and ensures personal supervision at all times. The Approved Manager assists and supports both staff and guests to ensure a safe and well managed environment is maintained at all times.

All of Froth Craft Beach's Approved Managers are willing, and required to, perform the role of a Crowd Controller on busy occasions at the Premises.

FREE DRINKING WATER

Pursuant to s115A of the Act, potable water is provided, free of charge, at all times that Froth Craft Beach is open. A clearly visible and easily accessed chilled water tap is located at one end of the bar. The water is sourced from a filtration unit and chilled through our glycol line python running underneath the bar, with clean glasses available for guests to use.

REDUCING ITS ENVIRONMENTAL FOOTPRINT

Froth Craft Beach has a strong ethos for operating in such a way to conserve the surrounding natural environment and aims to promote an environmentally friendly lifestyle. The venue operates with a Containers for Change bin that the North Beach Primary School empties and collects the funds for local charities' donations. The Survey results (see Chart 4. above) showed that 180 of 644 of respondents (27.95%) (see section below **BENEFITS AND POSITIVE EFFECTS ON COMMUNITY**), for the question 'What services/facilities do you like about Froth Craft Beach?', selected: 'Sustainable operating practises, including reducing/reusing/recycling to minimise carbon footprint.'

Froth Craft Beach minimises its environmental footprint by:

³⁷ <http://www.abc.net.au/triplej/programs/hack/popular-energy-drinks-linked-to-cardiac-arrests/8276858>

³⁸ <http://www.health.nsw.gov.au/aod/resources/Publications/alcohol-and-energy-drinks-in-nsw.pdf>

- Purchasing products from environmentally friendly, local and sustainable producers
- Receiving an annual “plastic audit” from a plastic reduction expert
- No soft drink plastic bottles used in the bar
- No plastic cups
- Use cardboard takeaway pizza boxes
- Using only natural and environmentally friendly cleaning products
- Using LED lighting throughout the venue
- Recycling as much as possible
- Supporting, as a business, the movement for reduce / reuse / recycle in North Beach
- Encouraging guests and staff to cycle to/from venue
- Reusing its own kegs through the Froth venues/brewery in Bunbury

BENEFITS AND POSITIVE EFFECTS ON COMMUNITY

Froth Craft Beach has quickly become known in North Beach and surrounding suburbs for its community involvement and sponsorship (as aforementioned) for numerous organisations/charities/clubs/initiatives. Fostering strong and positive community ties is integral with the Applicant’s ethos. Operating a responsible, safe and family friendly venue that offers many different services/facilities to the community (so as to inclusively appeal to a wide demographic within the community) is one reason for the popularity of Froth Craft Beach since its opening in December 2023.

The benefits and positive effects of the Applicant on the local community are clearly demonstrated through its wide range of initiatives and the results of the community survey. These highlight the venue’s focus on inclusivity, community engagement, and support for local causes. Below is a summary of the key benefits and positive impacts on the community:

Community Involvement and Support

Froth Craft Beach has quickly established itself as a cornerstone of the North Beach and surrounding suburbs, known for its active involvement in community activities and events. The venue has supported numerous local organisations, charities, and initiatives, demonstrating its commitment to fostering strong community ties. By prioritizing partnerships with local groups and providing support for mental health initiatives and positive workplace practices, Froth Craft Beach is actively addressing important social issues. 167 of 644 (25.93%) of respondents answered ‘Support of local community groups, sporting clubs, charities, school and organisations’ (see section **CHILDREN AND YOUNG PEOPLE** for a list of who the Applicant has supported in the community to-date)

Diverse Services and Facilities

In the Survey, ‘What services/facilities do you like about Froth Craft Beach?’ (see Chart 4. above)

99 of 633 (15.37%) respondents answered to ‘Stand-up comedy events’

121 of 644 (18.79%) respondents answered ‘Quiz night events’

126 of 644 (19.57%) respondents answered 'Foxtel & Live Sport On TV's'.

220 of 644 (34.16%) respondents answered 'Live music'

223 of 644 (34.63%) respondents answered 'Non-smoking venue'

Froth Craft Beach appeals to a broad demographic within the community by offering a wide range of services and facilities that cater to varying interests. The survey results further underscore the popularity of these offerings. Families appreciate the welcoming and inclusive environment, which ensures that people of all ages feel comfortable and safe. Entertainment options, including stand-up comedy and quiz nights, provide unique and engaging activities that bring people together. Live music fosters a vibrant cultural scene and supports local musicians. Foxtel and live sports attract sports enthusiasts and provide a communal viewing space. The venue's non-smoking status ensures a clean, healthy space for all patrons, aligning with modern public health standards.

Positive Social and Health Impacts

187 of 644 (29.04%) of respondents answered 'Support of mental health initiatives in the community and positive mental health practices in the workplace' This significant proportion of respondents specifically appreciated Froth Craft Beach's support of mental health initiatives and workplace practices that promote well-being. By collaborating with local charities, schools, sporting clubs, positive mental health organisations and other community organisations, Froth Craft Beach strengthens the fabric of the community.

Economic and Social Benefits

The venue contributes to the local economy by creating jobs and attracting visitors to the area. Froth Craft Beach acts as a social hub, bringing people together and encouraging community interaction, which fosters a sense of belonging and inclusivity.

Froth Craft Beach is more than just a hospitality venue; it is a vital part of the locality's community fabric. By offering a responsible, safe, and welcoming environment and actively engaging in initiatives that benefit the community, Froth Craft Beach is a shining example of a business that prioritises social responsibility while catering to a diverse range of community needs. Its commitment to fostering strong ties, promoting mental health, and supporting local causes ensures it will continue to have a lasting positive impact on the local area.

ENGAGEMENT WITH COMMUNITY LEADERS & KEY STAKEHOLDERS

Police

As directed by Constable Michelle over the phone, Froth Craft Beach owner Pete Firth emailed the closest police station to the Premises, Scarborough Police Station, on Wednesday 27 November, to inform them of our intentions to apply for a Tavern Liquor Licence; as well as explain the manner of trade. Email attached.³⁹

³⁹ Attachment 12 - Email from Froth Craft Beach owner to Scarborough Police

Churches

- Froth Craft Beach owner Pete Firth emailed Our Lady of Grace Parish, located 900m from the Premises) on Thursday 28 November to inform them of our intentions to apply for a Tavern Liquor Licence; as well as explain the manner of trade. Email attached.⁴⁰

Council - City of Stirling

- Froth Craft Beach owner Pete Firth had earnest discussions with City of Stirling councillor Tony Krsticevic, in relation to applying for a tavern licence and everything it entailed for the business, over the phone on 6 November, 7 November and 11 November. Councillor Krsticevic had no objections to our intentions to apply for a Tavern Liquor Licence but due to conflicts of interest with his position he was unable to provide an official letter of support. Councillor Krsticevic, as well as many of his fellow councillors and City of Stirling staff, enjoy frequenting the Premises.
- Regular communication between Froth Craft Beach owner Pete Firth and City of Stirling Environmental Health Officer Melinda Horvath, since mid October 2024, not including Melinda's regular inspections of the venue since December 2023, has kept her informed of our intentions to submit a Tavern Liquor Licence application. She has provided valuable guidance and advice.
- In December 2023, the former Environmental Health Officer from City of Stirling, Karl Posa, was informed by Froth Craft Beach owner Pete Firth of the aim to apply in the future for a Tavern Liquor Licence.

North Beach Shopping Centre

- Regular discussions between North Beach Shopping Centre management plus the owner and Froth Craft Beach's managing directors ensure a strong working relationship between NBSC (the Landlord) and Froth Craft Beach (the Tenant). They have written a letter of support for this Application, attached. ⁴¹ Excerpt here:

"Since Froth opened its doors in December 2023, it has established itself as a welcoming and vibrant community hub. Froth's commitment to creating a safe, family-friendly environment has been integral to their success, and their operations have been nothing short of exemplary. They have maintained a focus on quality food and beverages, while fostering local talent by hosting live music and other community events, which are highly appreciated by residents and visitors alike..."

Froth has proven to be a valuable asset to our shopping centre and the broader community. Their growth and success align with our vision of providing a diverse range of quality services and experiences to our customer. As such, I strongly support their application for a tavern licence and trust that this will allow them to continue thriving while contributing positively to the local area." - owner of North Beach Shopping Centre, Neil Rae

Schools

⁴⁰ Attachment 13 - Email from Froth Craft Beach owner to Our Lady of Grace Parish

⁴¹ Attachment 8 - Letter of support - North Beach Shopping Centre

- Froth Craft Beach owner Pete Firth emailed the two nearest primary schools (North Beach Primary School, located 850m east from the Premises, and Our Lady of Grace Primary School, located 900m east-south-east from the Premises) on Thursday 28 November to inform them of our intentions to apply for a Tavern Liquor Licence; as well as explain the manner of trade. Emails attached.^{42, 43}

To the question ‘What services/facilities do you like about Froth Craft Beach?’ in the Survey (see Chart 4. above):

308 of 644 (47.83%) respondents answered ‘Family friendly and welcoming atmosphere’ - evidence of the local community, assumedly some of these families attend either of the above schools, enjoying the safe, family friendly and welcoming atmosphere at the venue. This atmosphere would not change with a Tavern Liquor Licence.

VOLUNTARY WORK

As outlined above, Froth Craft Beach is heavily involved in the community and supports various groups and organisations; mostly run by volunteers, that rely on the support of local businesses. The Applicant’s strong sense of community spirit and giving is in accordance with the public interest of the locality.

Voluntary work is indeed a vital part of enhancing social bonds and community diversity, as it reflects a commitment to shared values and mutual support across regions.

State of Australia’s Regions Report by the Department of Infrastructure, Transport, Regional Development, Communications and the Arts highlights the role of voluntary work in strengthening community connections and fostering inclusivity⁴⁴.

PUBLIC ADVERTISING/NOTICE OF THE APPLICATION

All occupied buildings within a 200m radius of the Premises have been personally informed of this Application via door knocking and also given a letter (attached here)⁴⁵, conducted by Froth staff member and North Beach local Kelly Smith on 14 November 2024.

Public advertising/notice of the application, including the door knocking/letter drop, was carried out in accordance with Liquor Licensing guidelines and in line with RGL’s policy as directed by RGL. Copies of the Application and the Supporting Information (i.e. this document) will be made available in the premises to any person that requests to view a copy of the same.

⁴² Attachment 14 - Email to North Beach Primary School

⁴³ Attachment 15 - Email to Our Lady of Grace Primary School

⁴⁴ <https://www.infrastructure.gov.au/territories-regions-cities/regional-australia/state-australias-regions-report>

⁴⁵ Attachment 16 - Letter to nearby residents of Froth NB

SUMMARY

North Beach is one of Perth's most desirable suburbs, with increasing visitor numbers drawn to its coastal strip for recreation and enjoyment. This trend supports North Beach's growing reputation as a premier tourist destination with a high standard of living. The Applicant believes that granting this Application will foster the sustainable development of the locality's tourism and hospitality industries, enriching the public interest by attracting more residents, domestic visitors, and international tourists. With an award-winning directorship leading Froth Craft Beach, the venue is well-equipped to meet the evolving needs of its growing audience.

The locality lacks alternative community-focused, family-friendly venues that offer expansive ocean views. This Application seeks to address that gap by establishing a food-and-beverage-centered operation under a tavern liquor licence, which will enhance public interest and provide much-needed services in the area. Strong public demand from both residents and visitors highlights the need for Froth Craft Beach to reach its full potential by offering facilities enabled through a tavern liquor licence (namely greater capacity and limited takeaway packaged liquor sales).

This Public Interest Assessment demonstrates widespread community support for granting the Application while showcasing the Applicant's commitment to mitigating harm or ill-health related to liquor consumption. The Applicant has a proven track record of delivering exceptional customer service and upholding a high standard of care, as evidenced by operations at two other successful Froth venues under the same directorship. These venues consistently comply with liquor licensing laws and regulations, and public sentiment indicates confidence that Froth Craft Beach will maintain the same standards.

Froth Craft Beach is designed to deliver premium experiences in a family-friendly hospitality environment. The venue focuses on high-quality food and beverages, pioneering the local craft beer culture, fostering social cohesion, and serving as a social hub on the coastal strip. It regularly provides live entertainment, generates local employment opportunities, adds value to tourism, operates a supportive and mentally healthy workplace, and drives positive community initiatives. These goals are achievable through the venue's strategic design and professional management.

The Applicant is open to negotiating any conditions the Director may propose to ensure the Premises operate effectively and in full compliance with the Act. Based on the submissions in this Public Interest Assessment, the Applicant respectfully requests the Director grant the Application in its entirety, as doing so clearly aligns with the public interest.

