



Public Interest Assessment Application for ETP (Ongoing Hours)

Premises Name: Sir Henry's Northbridge
Address: 35 Lake St, Northbridge, WA 6003
Licensee: Raunchy Brewing Company Pty Ltd
Licence: Small Bar Licence
Licence #: 634216118721



Prepared by:



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Introduction

1. In accordance with Section 64 of the Liquor Control Act 1988 (the Act), this application is submitted on behalf of Raunchy Brewing Company Pty Ltd (the Licensee Applicant) for an Extended Trading Permit (ETP) - Ongoing Hours for Sir Henry's Northbridge.
2. Based on the operational experience at Sir Henry's Northbridge under its current Small Bar Licence (#634216118721)¹, the Licensee Applicant has identified a significant consumer requirement for extended trading hours. This observation is particularly noted for Friday, Saturday, and Sunday evenings, where there is a clear public interest in extending the trading hours to 2:00 a.m. on Fridays and Saturdays and 1:00 a.m. on Sundays, as demonstrated by the Consumer Surveys² and Letters of Support³.
3. Patrons enjoying the culturally focused live entertainment can stay longer at the premises without the need to leave and go to a nightclub or similar late-night premises.

Background



Figure 1: Sir Henry' Northbridge⁴

4. Sir Henry's Northbridge, centrally located at 35 Lake St, Northbridge, WA 6003, has quickly established itself in the Northbridge Special Entertainment Precinct. The

¹ Attachment 1 – Sir Henry's Licence

² Attachment 2 – Consumer Surveys

³ Attachment 3 – Letters of Support

⁴ <https://www.sirhenrys.au/>

application for an ETP - Ongoing Hours is to be considered that will permit the Licensee Applicant to offer extended trading hours for consumers of live music or entertainment, consistent with the Northbridge Special Entertainment Precinct's vibrant atmosphere.



Figure 2: Sir Henry's - King Road Pizza⁵

5. With the proposed ETP - Ongoing Hours, Sir Henry's Northbridge aims to extend its popular food offering of a variety of King Road pizzas to enjoy along with Irish-themed entertainment. Extending the operating hours will enable Sir Henry's to host culturally significant events and offer music and entertainment that resonate with the rich heritage of Irish culture, thereby enriching the cultural fabric of the locality. This initiative aligns with the Objects of the Act by enhancing the cultural and live entertainment offerings available in the locality, especially during later hours.

⁵ <https://www.facebook.com/photo.php?fbid=122158363856093728&set=pb.61552811854502.-2207520000&type=3>

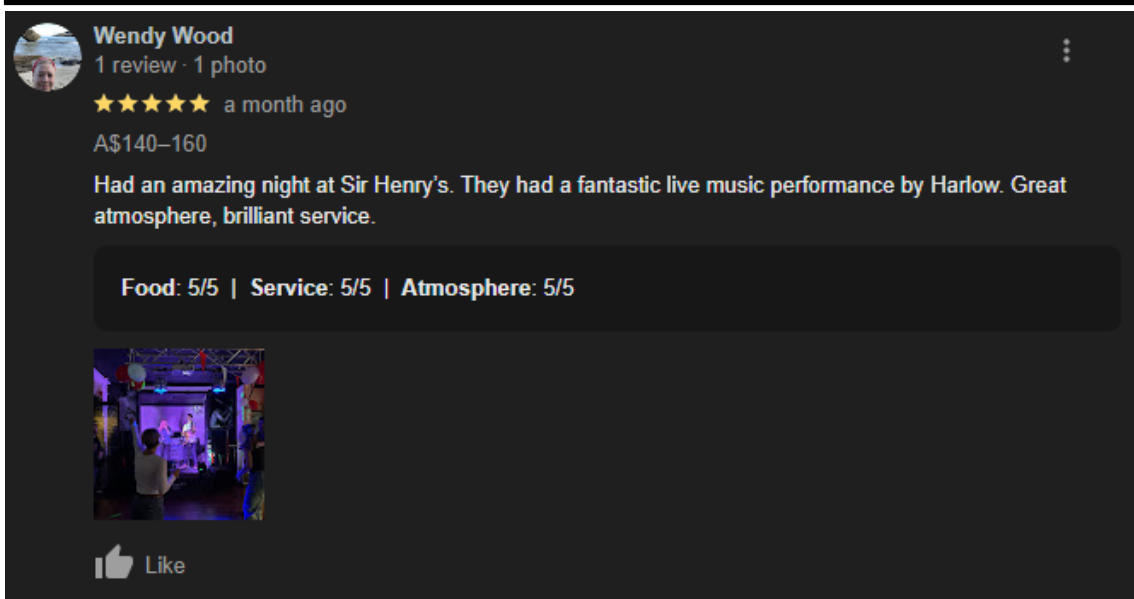


Figure 3: Sir Henry's - Live Music⁶

⁶ <https://www.facebook.com/photo?fbid=122154839240093728&set=pb.61552811854502.-2207520000>

6. The Licensee Applicant has received overwhelmingly positive online reviews (4.9 Stars)⁷ highlighting public interest in the safe and diverse amenities available at Sir Henry's Northbridge (Refer to screenshots below):

Steven Hubert
Local Guide · 36 reviews · 2 photos
★★★★★ a month ago
A\$1–20
Best Guinness in Australia!

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

Like

Karl Farmer
Local Guide · 319 reviews · 2,037 photos
★★★★☆ a day ago **NEW**
A\$1–20
Decent Guinness and a pretty nice Sir Henry stout also.

Food: 5/4 | Service: 5/4 | Atmosphere: 5/3

Tracey Nelson
10 reviews · 2 photos
★★★★★ 4 months ago
Started and ended my St Patrick's Day celebrations this year at this fantastic bar... great atmosphere, fabulous staff, super friendly and personable owner ❤️ the alcoholic ginger beer was delicious 😊 can't wait to get back and make more happy memories at this great spot!

Service: 5/5 | Atmosphere: 5/5

Like

Response from the owner 4 months ago
Thank you 🙏

⁷https://www.google.com/search?sca_esv=dc8ff04c814c1798&sca_upv=1&rlz=1C1GCEA_enAU1078AU1078&sxsrf=ADLYWILeuGiwaf0yIVCUymNtNxAXpyebRQ:1724736286615&q=sir+henry%27s+northbridge&source=Inms&fbs=AEQNmODPvcmg_nCbmwtBO9j6YBzM68ZanC7g01Skprhw5JoufVCiMv-hxC44jt6JduRQysBab-bgQXjPraaWFXMvOy8Kc4boVMsaiBLHvp5DWLN3o08alHRzNdfGG9_7ETJNuZO4Qzbbj7Py7MDLNgO6tznY5UseBmfxVFwBohxkSTtDGAU8ZGpCUOtpWRABht41nN_cNSdZstgzLDr54mpm8rNkw466g&sa=X&ved=2ahUKewiap8ett5SIAXVDUGwGHTnzKn4Q0pQJegQIEhAB&biw=1838&bih=867&dpr=1#ird=0x2a32bb84d0dd04f3:0xceab8560b4feb7f0,1,...

7. Please find below some images from the Sir Henry's Northbridge's web page, identifying a range of mature consumers enjoying the amenity available:



Figure 4: Sir Henry's - Patrons and Enjoying the Hospitality



Figure 5: Example - Live Sports Coverage on Sundays

8. The Licensee Applicant is seeking extended trading hours on Sundays to broadcast specific European and Irish-focused sporting and social events, including but not limited to:
- GAA Hurling,

- International Football,
- GAA Football,
- Six Nations Rugby,
- St Patrick's Day.

With Ireland being seven (7) hours behind WA time, the games generally start at 3:30 p.m. in Ireland and can be viewed from 10:30 p.m. here in Perth until approximately 1:00 a.m.

The Application

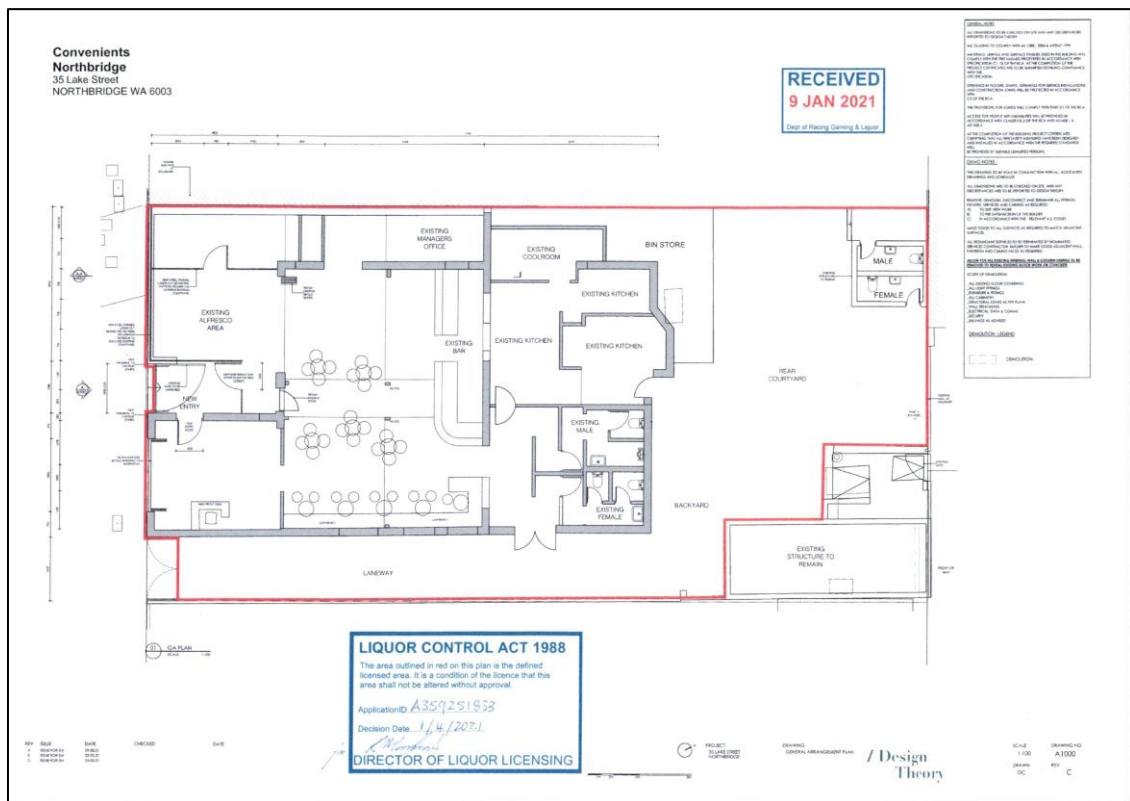


Figure 6: Sir Henry's - Licensed Area⁸

9. The ETP – Ongoing Hours application for Sir Henry's Northbridge is sought to cater to a diverse range of consumers including, but not limited to:
- Patrons who wish to stay longer and not have to leave and go to a nightclub or other late-night premises.
 - Local residents.
 - Members of the Perth Irish community.
 - Consumers interested in live entertainment.
 - Tourism visitors (local, national and international).

⁸ Attachment 5 – Sir Henry's Licensed Area

- Consumers resorting to the Perth CBD to attend diverse entertainment, including art, sports, or cultural establishments located in close proximity to Perth City Link.
 - Patrons resorting to the premises for the contemporary cultural offering, ambience and safety of the well-managed venue.
10. Should this application be granted, the permitted trading hours at Sir Henry's Northbridge would be as per Section 98 of the Act for a Small Bar, with the extended trading hours (subject to approval) permitting trade between:
- Friday and Saturday between 12 midnight and 2:00 a.m.
 - Sunday between 12 midnight and 1:00 a.m.
11. The Licensee Applicant notes that while the permitted trading hours under a Small Bar Licence allow them to open from 6:00 a.m. Monday to Saturday and from 10:00 a.m. on Sunday, Sir Henry's Northbridge generally opens at 2:00 p.m.
12. The Licensee Applicant accepts the following conditions to be applied on the ETP – Ongoing Hours Licence, subject to approval:

Trading Conditions:

- 1 The licensee is authorised to sell and supply liquor in accordance with the provisions of Section 41A of the Act as it relates to a Small Bar Licence.
- 2 The sale of packaged liquor for consumption off the licensed premises is prohibited.
- 3 The maximum number of persons (excluding responsible persons and authorised officers) that may be accommodated on the licensed premises at any one time must not exceed 120 persons.
- 4 Food to be available during the ETP hours until half hour before close.
- 5 A lockout to apply one hour before close when the ETP is invoked.
- 6 Two (2) Crowd Controllers at the premises from 8:00 p.m. until half hour after close. When the ETP is not being invoked, a file note needs to be entered on the Incident Register, so no Crowd Controllers to be present.
- 7 No liquor is to be sold or supplied for consumption on the premises in any of the following ways:
 - a) In any vessels with a measurement capacity exceeding 750ml, except vessels containing premixed drinks (e.g. RTDs) which shall not exceed 375ml,
 - b) in non-standard measures of spirits (i.e. no more than 50mls of spirits is permitted in any vessel).
- 8 The Licensee shall not promote or sell drinks that offer liquor by their 'emotive' titles such as, but not limited to, 'laybacks', 'slammers', 'test tubes', and 'blasters'.
- 9 Dress Standards – Outlaw Motorcycle Gangs.

The following dress standard applies during the permitted trading hours:

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

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

Entertainment Conditions:

1. A person resorting to, or on the premises, including the licensee or manager, or an employee or agent of the licensee or manager, shall not:
 - Be immodestly or indecently dressed on the licensed premises, and/or
 - Take part in, undertake or perform any activity or entertainment on the licensed premises in a lewd or indecent manner.
2. The licensee or manager, or an employee or agent of the licensee or manager, is prohibited from:
 - Exhibiting or showing, or causing, suffering or permitting to be exhibited or shown, on the licensed premises any "R 18+", "X 18+" or "RC" classified film or computer game or "Category 1 – Restricted" or "Category 2 – Restricted" publication, or extract therefrom; or
 - Causing, suffering or permitting any person employed, engaged or otherwise contracted to undertake any activity or perform any entertainment on the licensed premises to be immodestly or indecently dressed on the licensed premises; or
 - Causing, suffering or permitting any person to take part in, undertake or perform any activity or entertainment on the licensed premises in a lewd or indecent manner.
3. In this condition, "licensed premises" includes any premises, place or area:
 - which is appurtenant to the licensed premises; or

- in respect of which an extended trading permit granted to the licensee is for the time being in force but does not include any part of the premises which is reserved for the private use of the licensee, manager or employees of the licensee and to which the public does not have access.
13. The Licensee Applicant undertook a Consumer Survey⁹ specifically relating to this application to demonstrate that the application for the premises to operate on Friday and Saturday until 2:00 a.m. and Sunday until 1:00 a.m. is in the public interest in keeping with the standards and amenities available in other developed metropolitan capital cities.
 14. The Harm Minimisation Plan¹⁰, initially submitted with the Small Bar Licence application for Sir Henry's Northbridge, will continue to be rigorously implemented during the extended hours on Friday, Saturday, and Sunday, up to 2:00 a.m. and 1:00 a.m., respectively, subject to the approval of this application.
 15. The Applicant has reviewed the Director's Policy on '*Extended Trading Permits – Ongoing and Indefinite*¹¹' and acknowledges the importance of adhering to the conditions stipulated within. The Applicant understands that the policy details conditions applicable to the grant of an ETP - Ongoing Hours.
 16. Sir Henry's Northbridge, an establishment offering an Irish-centric experience, contributes significantly to the diverse amenity within the Northbridge Special Entertainment Precinct. This is particularly relevant for locals and interstate and international tourists, who expect a variety of late-night, licensed amenities in a developed, contemporary capital city like Perth. The extension of trading hours under the ETP – Ongoing Hours will enhance Perth's reputation as a vibrant city, meeting the expectations of visitors seeking diverse and culturally rich hospitality and entertainment options, as well as supporting the goals of Local and State governments.

Legislative Framework – Liquor Control Act 1988

Section 60

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

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

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

(g) *extended hours, authorising the licensee to sell liquor under the licence at specified hours that would not otherwise be permitted hours, on such days other than a Good Friday as may be specified, or*

⁹ Attachment 2 – Consumer Surveys

¹⁰ Attachment 4 – Harm Minimisation Plan

¹¹ <https://www.dlgsc.wa.gov.au/department/publications/publication/extended-trading-permits-ongoing-and-indefinite-policy>

in relation to such occasion as may be specified, which remains in force for the period, not exceeding 10 years, specified; or”

18. As per Section 60(4)(g) of the Act, the Licensee Applicant requests an ETP - Ongoing Hours to enable the premises to extend trade from 12.00 a.m. on Friday and Saturday until 2:00 a.m. and Sunday until 1:00 a.m.

Section 5 – Objects of the Act

19. **The primary objects as set out in Section 5 (1)¹² of the Act are:**

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

- As demonstrated by the Harm Minimisation Plan that Raunchy Brewing Company Pty Ltd has been operating under, the Licensee Applicant is committed to the ongoing safety and health of its patrons, neighbours, and those residing in the locality by continuing to adopt responsible practices in the sale and supply of alcohol.
- The premises are covered by CCTV, with cameras covering the entrances, exits, and delivery area, per the Director’s Policy on *Safety and Security at Licensed Premises*¹³.
- All staff working at Sir Henry’s Northbridge who provide alcohol service as part of their employment have a current RSA certification, with a copy of the qualification kept on premises in a training register, per the Director’s Policy on *‘Mandatory Training*¹⁴.
- The Licensee Applicant respects and understands the importance of the Director’s Policy on the *‘Responsible promotion and advertising of liquor*¹⁵’ to “ensure that liquor is sold and consumed in a responsible manner” [Section 64(3) of the Act] and ensures that all employees understand and comply with the policy.

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

- The Licensee Applicant submits that during the operation of the premises, there have been no recent known alcohol-related breaches. The Licensee believes that their experience, combined with the Harm Minimisation Plan¹⁶ implemented during all hours of operation, will minimise and mitigate any potential undue harm or ill-health to the locality, subject to the grant of the application in the public interest.

¹² http://www.austlii.edu.au/au/legis/wa/consol_act/lca1988197/s5.html

¹³ <https://www.dlgsc.wa.gov.au/department/publications/publication/safety-and-security-at-licensed-premises-policy>

¹⁴ <https://www.dlgsc.wa.gov.au/department/publications/publication/mandatory-training-and-training-register-policy>

¹⁵ <https://www.dlgsc.wa.gov.au/department/publications/publication/responsible-promotion-of-liquor-consumption-of-liquor-on-licensed-premises-and-the-sale-of-packaged-liquor-policy>

¹⁶ Attachment 4 – Harm Minimisation Plan

- The '*Design Out Crime*'¹⁷ Planning Guidelines were considered when the Licensee Applicant designed and fitted out the venue, and the open-plan layout assists with monitoring patrons.
- Subject to approval, the premises will provide passive surveillance in the locality later into the evening. This surveillance will continue until 2:00 a.m. on Friday and Saturday, in addition to 1:00 a.m. on Sunday.
- The Licensee Applicant will remain committed to the continued responsible service of alcohol at all times.

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

- The granting of this ETP—Ongoing Hours Licence (subject to approval) will permit the Licensee Applicant to cater to the contemporary requirements and expectations of the local residential population, persons seeking a unique Irish-themed dining and entertainment experience, and local, interstate, and international visitors frequenting the locality.
- The approval of the application will aid in the development of the liquor, tourism, and hospitality industries, as evidenced by a Consumer Survey¹⁸ and Letters of Support¹⁹ that strongly supports the grant of the application.

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

a) *To facilitate the use and development of licensed facilities, including their use and development for the performance of live original music, reflecting the diversity of the requirements of consumers in the State*

- A range of Irish-themed music and live entertainment is provided at Sir Henry's Northbridge, tailored to the time of day and day of the week and reflecting the diverse preferences of consumers in the locality.
- The approval of the ETP – Ongoing Hours on Friday and Saturday until 2:00 a.m., and Sunday until 1:00 a.m., will cater to the diverse requirements of consumers frequenting the Northbridge Special Entertainment Precinct (Refer to Consumer Surveys²⁰).

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

- As a Licensee operator, there already exists a robust Harm Minimisation Plan which, when combined with appropriately RSA-trained staff and an

¹⁷ <https://designoutcrime.org/>

¹⁸ Attachment 2 – Consumer Surveys

¹⁹ Attachment 3 - Letters of Support

²⁰ Attachment 2 – Consumer Surveys

Approved Manager, has ensured that the sale and consumption of alcohol on the premises is conducted in a safe and responsible manner²¹.

- Further, the proposed additional conditions on the licence that will be implemented during the ETP – Ongoing Hours (subject to approval) will also support the safety of staff and patrons alike (e.g., two Crowd Controllers at the entry/exit door from 8:00 p.m., and the 1:00 a.m. lockout condition).
- All management, staff, and patrons will continue to be required to comply with the premises' Code of Conduct; patrons who do not comply will be politely asked to leave the premises.
- The Licensee Applicant will continue to implement procedures such as regularly clearing glassware and tableware, offering water to patrons, strict adherence to ID checks, RSA-trained staff, and other measures to ensure the safety and enjoyment of both patrons and staff on the premises.
- The Incident Register²² has been meticulously maintained, recording details of all incidents and complaints while documenting any corrective action taken in line with the Director's Policy on '*Incident register at licensed premises*'²³.

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

- The Licensee Applicant respectfully requests that a degree of flexibility and less formality be applied in approving the application based on the significant consumer interest and the unique manner of trade at these premises, which advances the development of the liquor, tourism, and hospitality industries.

Section 38 – Public Interest

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

Public Interest

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

²¹ <https://www.dlgsc.wa.gov.au/department/publications/publication/mandatory-training-and-training-register-policy>

²² Attachment 8 – Incident Registers

²³ <https://www.dlgsc.wa.gov.au/department/publications/publication/incident-register-at-licensed-premises-policy>

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

The licensee is required to lodge a written submission in support of all other extended trading permit applications.”²⁴

22. As demonstrated in the Consumer Surveys²⁵, this ETP – Ongoing Hours application will cater to the consumer’s expectations and contribute positively to the late-night amenities of the Northbridge Special Entertainment Precinct, in line with the Objects of the Act and supported by industry insights from the Australian Hotels Association²⁶.
23. The Australian Hotels Association (AHA) document highlights the importance of maintaining high standards of compliance and safety in hospitality venues. This aligns with Sir Henry’s Northbridge’s efforts to ensure a safe and enjoyable environment during the extended trading hours until 2:00 a.m. on Friday and Saturday and 1:00 a.m. Sunday evenings.

Consumer Requirement for the ETP - Ongoing Hours

Patron Counts²⁷

23. The patron count data provided for Sir Henry’s Northbridge, covering Friday, Saturday and Sunday evenings over consecutive weekends during the generally quieter winter months, is compelling evidence of consumer requirements for extended trading hours at the premises. The data shows a consistent and significant number of patrons present during the late-evening hours, particularly on Friday, Saturday, and Sunday nights (refer to Attachment 7).
24. Alignment with the Liquor Control Act 1988:
 - Section 5—Objects of the Act: The Objects of the Act aims to regulate the sale, supply, and consumption of liquor and to aid in the development of the liquor, hospitality, and tourism industries. The patron count data supports the demand for extended trading hours at Sir Henry’s to cater to consumer requirements during busy late-evening periods in this Entertainment Precinct.
 - Section 38(4) – Public Interest: The Act requires applications for extended trading hours to demonstrate public interest. Data shows many consumers are already present on the premises until closing time, supporting an extension to 2:00 AM on Friday and Saturday and 1:00 a.m. on Sundays.
25. The patron count data strongly supports the application for an Extended Trading Permit (ETP) at Sir Henry’s Northbridge. It demonstrates evident consumer requirements for

²⁴ <https://www.dlgsc.wa.gov.au/department/publications/publication/extended-trading-permits-ongoing-and-indefinite-policy>

²⁵ Attachment 2 – Consumer Surveys

²⁶ Attachment 11 - AHA NSW

²⁷ Attachment 7 – Patron Counts

extended trading hours. By aligning with the Objects of the Act and by implementing strict harm minimisation measures, Sir Henry's, with its culturally focused amenity, is well-positioned to cater to consumer requirements by extending trading hours without having to leave and go to another late-night licensed premises, e.g., a nightclub.

Consumer Survey

24. The Licensee Applicant conducted a Consumer Survey, completed by 148 persons, with the results demonstrating a strong public interest for the premises to operate until 2:00 a.m. on Friday and Saturday and 1:00 a.m. on Sunday.
25. The Consumer Survey revealed overwhelming support for the extended trading hours, with 98.66% of respondents in favour of granting the Extended Trading Permit (ETP). The majority of respondents believe that Sir Henry's provides a safe, enjoyable venue for socialising and that the extended hours will meet the needs of patrons who prefer to continue their night at Sir Henry's rather than moving to other late-night venues.
26. The ETP – Ongoing Hours will permit the Licensee Applicant to cater to consumers frequenting the premises who do not want to end their socialising at 12:00 midnight on Friday, Saturday, and Sunday. Consumers expressed a strong desire to remain at Sir Henry's Northbridge and enjoy the high-quality, diverse, and safe hospitality offerings that are available. This is a reasonable expectation of consumers within a vibrant, activated city that Perth continually strives to become.

Letters of Support²⁸

27. Key stakeholders have submitted several letters of support as part of this application for an Extended Trading Permit (ETP). These letters highlight the strong public interest in the proposed extension of trading hours.

Section 38(2) of the Liquor Control Act

28. Section 38(2) of the Act mandates that: *"A Licensee who makes an application to which this subsection applies must satisfy the licensing authority that granting the application is in the public interest."*²⁹

LIQUOR CONTROL ACT 1988 - SECT 38

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

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

(a) *the harm or ill-health that might be caused to people, or any group of people, due to the use of liquor; and*

²⁸ Attachment 3 – Letters of Support

²⁹ http://www8.austlii.edu.au/cgi-bin/viewdoc/au/legis/wa/consol_act/lca1988197/s38.html

- (b) whether the amenity, quiet or good order of the locality in which the licensed premises or proposed licensed premises are, or are to be, situated might in some manner be lessened; and*
- (c) whether offence, annoyance, disturbance or inconvenience might be caused to people who reside or work in the vicinity of the licensed premises or proposed licensed premises; and*
- (ca) any effect the granting of the application might have in relation to tourism, or community or cultural matters; and*
- (d) any other prescribed matter.³⁰*

Section 38(4)(a) – Harm or ill health

29. Understanding the responsibilities associated with extended late-evening trading, Sir Henry's Northbridge is dedicated to proactively addressing any risks related to undue alcohol-related harm or ill health. The Licensee Applicant is steadfast in implementing robust policies and procedures to ensure a safe and secure environment. The decision to apply for an ongoing extension of hours reflects a forward-thinking approach grounded in a strong commitment to public safety and the responsible service of alcohol.
30. This application is underpinned by a comprehensive Harm Minimisation Plan, which aligns with the industry's best practice standards. By taking these proactive steps, Sir Henry's Northbridge aims to offer extended trading hours that will not only enhance the vibrancy of Northbridge's nightlife but also prioritise the well-being of consumers who wish to stay longer at the premises over the weekend.
31. Sir Henry's Northbridge is conveniently located near Perth's largest public transport hub, which offers a range of free, late-night transport options for patrons. This includes easy access to train and bus services and designated safe areas for taxi and Rideshare pickups. The availability of these transport options significantly contributes to the safety of patrons leaving the premises after late-night trading, thereby supporting the public interest by ensuring a safer nighttime economy in the locality.
32. The Licensee Applicant will implement the 'Ask for Angela' safety protocol at the premises for patrons who may feel uncomfortable.
33. 'Ask for Angela' is an initiative that originated in the UK in 2016 and is used in bars, pubs, nightclubs, and other venues to reduce incidents of sexual assault and make patrons feel safer in public spaces.
34. The City of Perth supports the 'Ask for Angela' initiative, as stated on its website:

³⁰ http://www8.austlii.edu.au/cgi-bin/viewdoc/au/legis/wa/consol_act/lca1988197/s38.html

With the increase of online dating apps and platforms, there is a growing need to keep people on blind dates safe. As such, the City of Perth Liquor Accord are promoting the Ask for Angela campaign across Perth bars and restaurants to reduce sexual assault on dates.

In 2016, participating venues in Lincolnshire County in the UK commenced the Ask for Angela program. This program subtly let people know if they felt unsafe or uneasy on a date, they could approach bar staff and 'Ask for Angela'. The phrase alerts bar staff and enables them to defuse the situation discreetly.

Ask for Angela has now been introduced to licensed venues around the world, including UWA Tavern.

We encourage businesses within the City of Perth boundary to embrace this program as well. Download the Ask for Angela poster, train your staff and ready your venue for Ask for Angela.”³¹

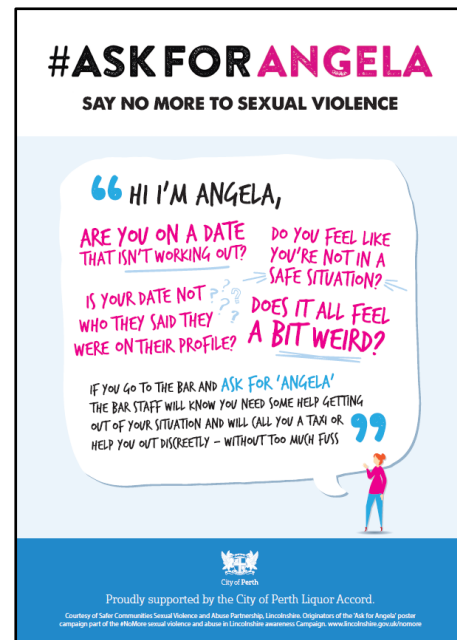


Figure 7: Ask for Angela material within the venue (ladies' toilets)

35. Harm Minimisation Measures:

- As part of the proposed conditions for the extended trading hours, Sir Henry's will have two Crowd Controllers on duty from 8:00 PM until half an hour after close.
- the Directors Policy on 'Extended Trading Permits — Ongoing and Indefinite'
- *Persons (other than an "authorised person") are prohibited from entering or re-entering the licensed premises 30 minutes prior to the close of trading prescribed on the licence or permit.*
- The responsible Licensee Applicant proposes a one (1) hour lockout condition at 1:00 AM to prevent new patrons from entering the premises after this time.
- The premises has comprehensive CCTV coverage, providing real-time monitoring of all entry and exit points and the main areas within the premises.
- No liquor is to be sold or supplied for consumption on the premises in any of the following ways:
 - a) In any vessels with a measurement capacity exceeding 750ml, except vessels containing premixed drinks (e.g. RTDs) which shall not exceed 375ml,
 - b) in non-standard measures of spirits (i.e. no more than 50mls of spirits is permitted in any vessel).

36. Complementing the premises' internal safety measures, the City of Perth has made significant strides in public safety with the installation of over 600 CCTV cameras across

³¹ <https://safervenueswa.org/case-study/ask-for-angela/>

the city, monitored through the Citywatch Surveillance Centre³². This extensive surveillance network contributes to the safety and security of patrons in the Northbridge locality, including those visiting Sir Henry's Northbridge. The presence of this surveillance system is evidence of the city's commitment to maintaining a safe and secure environment for all residents and visitors, which aligns with the premises' objectives to ensure patron safety, especially during extended trading hours.

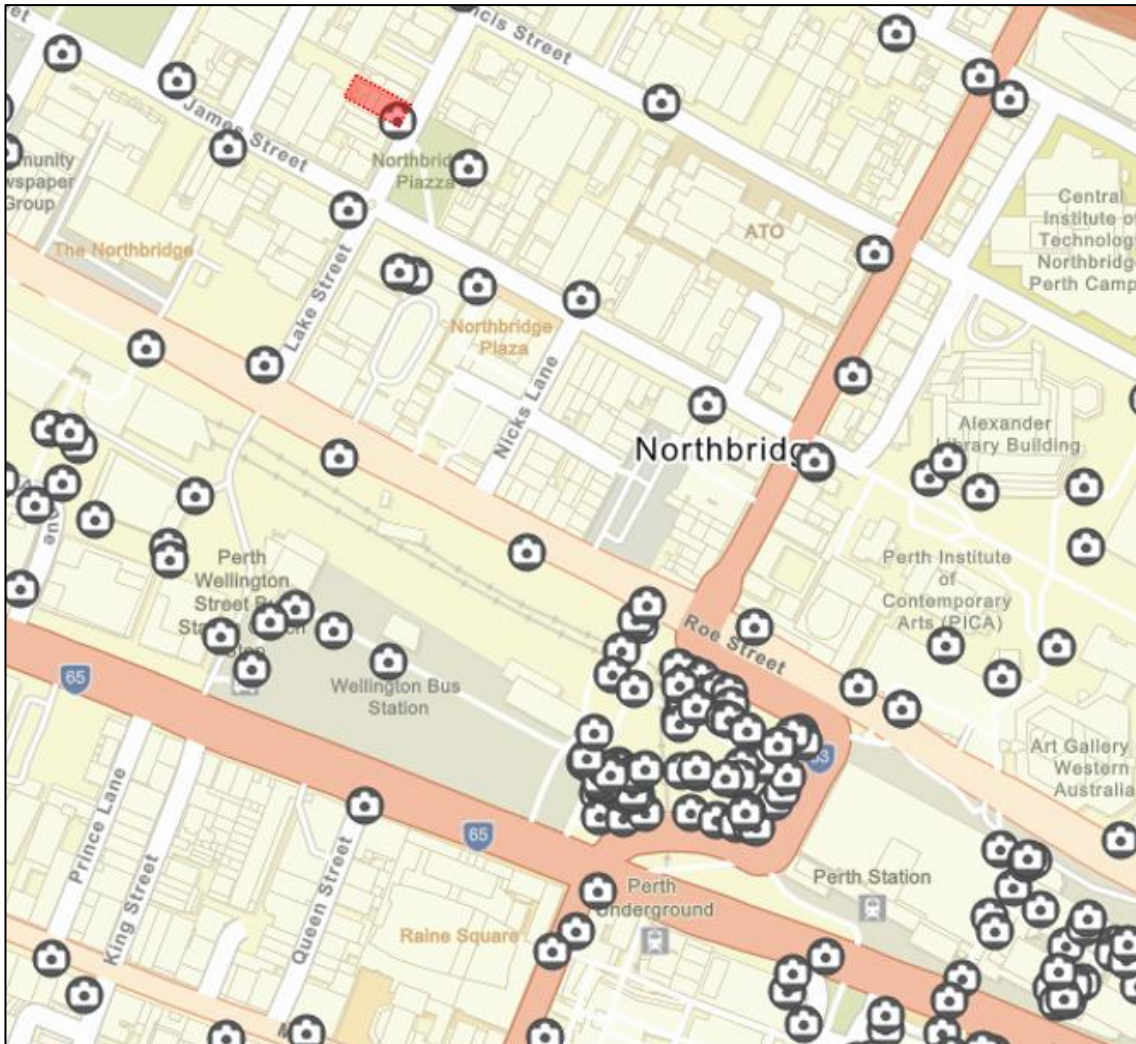


Figure 8: Location of some of the CCTV provided and monitored by the Citywatch Surveillance Centre³³

As part of the SafeCity Strategy, it is one of several initiatives designed to assist in preventing crimes against the person in Perth city. The City of Perth CCTV surveillance system aims to:

- *Reduce crime levels by deterring potential offenders.*
- *Ensure higher levels of community safety.*
- *Shorten response times to emergency situations.*

³² <https://perth.wa.gov.au/en/live-and-work/community-services-and-facilities/security-and-surveillance>

³³ <https://perth.maps.arcgis.com/apps/webappviewer/index.html?id=64a9ac44f31f4f9a91bb7eb851e27fc5>

- *Assist in the detection and prosecution of offenders.*
- *Help secure a safer environment for the people who live or work in and visit the city.*
- *Monitor city assets and local government property.*

The Citywatch Surveillance Centre works closely with WA Police to help ensure a fast and effective response to emergency situations and to assist in the detection and prosecution of offenders. Citywatch operates 24 hours a day, 7 days a week, 365 days a year. It monitors over 600 cameras across the city centre, Northbridge, East Perth and key public space.”³⁴

37. As evidenced by the map above (Figure 8), numerous City of Perth CCTV cameras are strategically situated on either side of the block where Sir Henry's Northbridge premises are located.
38. Importantly, the implementation of all the above policies and procedures is relevant to continue over the new Extended Trading Hours on Friday, Saturday and Sunday (subject to approval) and be further bolstered by the lockouts one (1) hour before close.

Section 38(4)(b) – Amenity, quiet and good order of the locality

39. Sir Henry's Northbridge is located within the vibrant Northbridge Special Entertainment Precinct, renowned for its diverse cultural offerings and dynamic nightlife. The premises has been thoughtfully designed and seamlessly integrated with the locality's existing character, providing a welcoming and enjoyable atmosphere for consumers while respecting the surrounding community.
40. The Licensee Applicant is deeply committed to maintaining and enhancing the amenity, quiet, and good order of the locality during the proposed extended trading hours. To achieve this, harm minimisation strategies are in place, including but not limited to:
- Qualified personnel will monitor patron behaviour during extended trading hours to ensure a safe and orderly environment inside and outside the premises.
 - Implement clear and visible signage reminding patrons to respect neighbouring properties and depart the venue quietly, thereby minimising potential disturbances to local residents and businesses.
 - Availability of easily accessible late-night transport options, including proximity to public transportation hubs and designated rideshare pickup areas, facilitating the smooth and quiet dispersal of patrons after closing time.
41. Importantly, the Licensee Applicant observes that according to the Environmental Protection Authority (EPA) guidelines, there is no difference in noise levels between

³⁴ <https://perth.wa.gov.au/en/live-and-work/community-services-and-facilities/security-and-surveillance>

12:00 midnight and 2:00 a.m. This insight supports the Licensee Applicant's premise that extending the trading hours is unlikely to unduly impact the noise levels in the precinct.

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

42. Sir Henry's Northbridge has established a comprehensive Harm Minimisation Plan, which ensures the premises operates safely and responsibly. This Plan includes a range of strategies and measures designed to mitigate risks associated with alcohol consumption, thereby upholding the highest standards of safety and responsibility in its operations.
43. As previously highlighted, the conditions outlined in the Harm Minimisation Plan will extend to the proposed ETP - Ongoing Hours (subject to approval), ensuring the continuity of safe operational practices. This extension is crucial to maintaining the integrity of Sir Henry's Northbridge's commitment to preventing undue alcohol-related harm or ill health within the Northbridge Special Entertainment Precinct, particularly during the extended trading hours.
44. Sir Henry's Northbridge maintains a diverse and inclusive consumer base, spanning various age groups, reflecting the premises' commitment to offering a unique and culturally rich experience that appeals to a broad demographic spectrum. Acknowledging this diverse demographic, the Harm Minimisation Plan is meticulously crafted to address the needs of all age groups, ensuring a safe and responsible environment.

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

45. Research commissioned by Tourism WA highlights '*festivals and nightlife*' as key areas where Perth can enhance its appeal to tourists. In this context, Sir Henry's Northbridge, a distinctive entertainment premises offering authentic Irish hospitality, is well-positioned to capitalise on these opportunities.
46. The Licensee Applicant asserts that the extended trading hours for Sir Henry's Northbridge will significantly diversify and enrich Perth's nightlife, aligning with Tourism WA's objectives. By providing a culturally rich and unique nightlife experience, Sir Henry's Northbridge will not only attract tourists to the locality but also enhance the cultural fabric of the city, further establishing Perth as a dynamic and attractive tourism destination.

"Northbridge is a cultural feast for the senses within minutes of Perth's city centre. Showcasing local, national and international art, fashion and history, it's also a

*multicultural melting pot of flavours blended together with a lively mix of bars and nightclubs.*³⁵

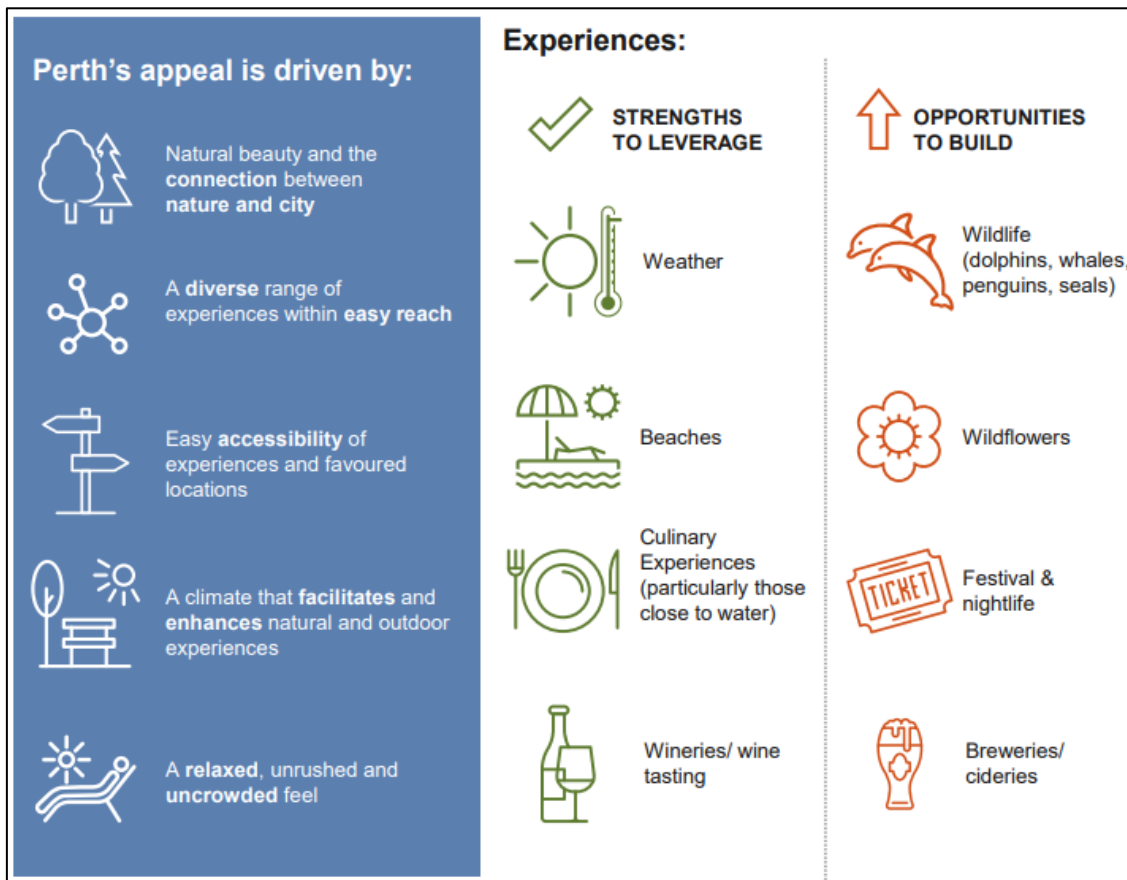


Figure 9: Excerpt from Tourism WA 'Destination Perception Research'³⁶

47. The Australian Hotels Association's (AHA) *'Independent Review of 2014 Liquor Reforms'*³⁷ sheds light on hospitality venues' critical role in bolstering the local economy and tourism sector. By extending trading hours at Sir Henry's Northbridge, the venue actively contributes to this role. Such an extension enriches the Northbridge Special Entertainment Precinct's late-night amenities, attracting a wider audience and stimulating economic activity. This amenity also supports the broader goal of enhancing Perth's appeal as a vibrant and culturally diverse destination for locals and tourists.

³⁵ <https://www.westernaustralia.com/au/places/northbridge/56b267b4aeaaaf773cfa7e1>

³⁶ <https://www.tourism.wa.gov.au/Publications%20Library/Markets%20and%20research/Destination%20Perceptions/Destination%20Perceptions%20Research%20Series%20Summary%20-%20PERTH.pdf>

³⁷ Attachment 11 - AHA NSW

The Locality

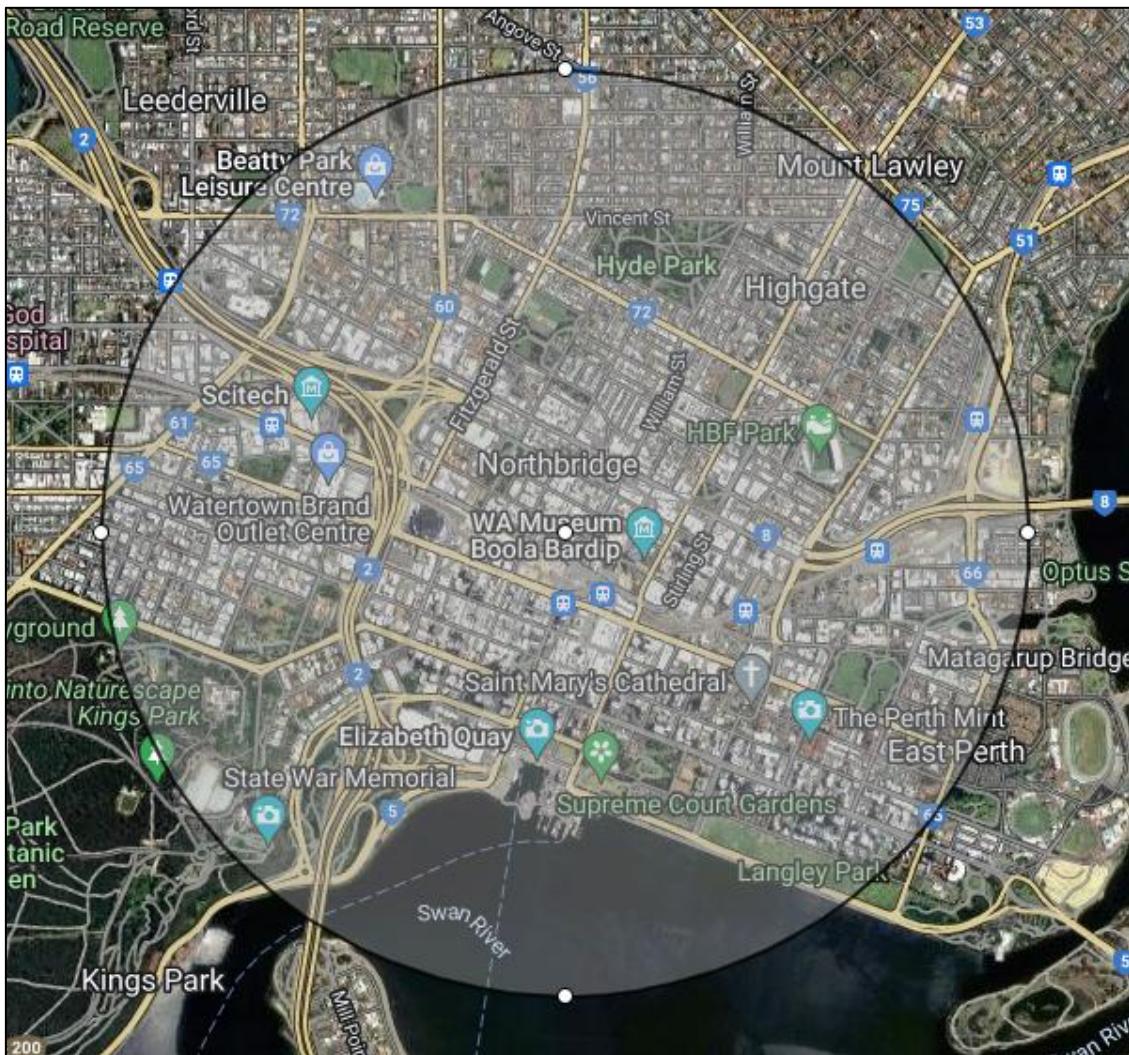


Figure 10: 2km Radius Locality for Sir Henry's³⁸

48. The suburbs that define the locality in which Sir Henry's Northbridge is located are:
- Perth,
 - Northbridge,
 - Highgate,
 - West Perth, and
 - East Perth.
49. According to the Public Interest Policy's "*Specification of Locality*" application under the Act, the map above (Figure 10) indicates the 2km radius that defines the locality surrounding Sir Henry's Northbridge.

³⁸ <https://www.mapdevelopers.com/draw-circle-tool.php>

Demographics of the Locality

50. The ABS 2021 Census Data³⁹ reveals demographic data for the locality.

	Locality	Greater Perth	Western Australia
Population	49996	2116647	2660026
Median Age	34	37	38
Median Individual Income (Weekly)	\$1,144.20	\$859.00	\$848.00
Median Household Income (Weekly)	\$1,911.80	\$1,865.00	\$1,815.00
Median Family Income (Weekly)	\$2,559.80	\$2,259.00	\$2,214.00
Population Under 14 years	7.27%	18.96%	19.01%
Indigenous Persons	1.17%	1.99%	3.33%
Australian Born	38.28%	59.46%	61.98%
Speak English only at Home	54.73%	73.99%	75.29%
Couple Family without Children	65.30%	37.60%	38.80%
Couple Family with Children	22.10%	45.70%	44.60%
One Parent Family	9.76%	15.10%	15.10%
Other Family	2.46%	1.60%	1.60%

Figure 11: Population Statistics for 'defined' Locality.

51. **Population and Median Age:**

- The locality has a population of 49,996.
- The median age is 34, indicating a mature age demographic.

52. **Income Levels:**

- Median individual, household, and family incomes are higher than the Western Australia averages.
- This suggests a higher disposable income for entertainment and social activities, aligning with the Objects of the Act to support the growth and development of the hospitality, liquor and tourism industries in Western Australia.

53. **Family Structure:**

- A notable 65.30% of families in the area are couples without children.
- This demographic would seek entertainment and social activities aligning with Sir Henry's Northbridge's target market and catering to the contemporary requirements of consumers in the locality.

54. **Language Diversity:**

- 54.73% of the population speaks only English at home, indicating linguistic diversity.

³⁹ <https://www.abs.gov.au/census/find-census-data>

- The Act's emphasis on facilitating the use and development of licensed facilities for cultural and entertainment purposes is supported by this linguistic diversity.

55. **Indigenous and Australian-born Population:**

- The proportion of Indigenous persons and Australian-born individuals is lower than the state average in this locality.
- Sir Henry's Northbridge respects and embraces cultural differences and supports the Act's goal of providing adequate controls over the sale, supply, and consumption of liquor in a manner that is respectful and inclusive of all community members.

SEIFA

56. According to a review of the SEIFA Index of Relative Socio-Economic Disadvantage for the *'City of Perth's small areas and benchmark areas'*, it has been found that the City of Perth has a low degree of disadvantage, with a score of 1049. This score is higher than Greater Perth, which has a score of 1025, and WA, which has a score of 1015. In comparison to the whole country, Australia has a SEIFA score of 1001.9, as shown in Figure 12.
57. There are a number of factors that may contribute to the City of Perth's high SEIFA score. These include:
- A strong and diversified economy.
 - A high level of education and skills among the workforce.
 - A well-developed infrastructure and public services.
 - A relatively low level of unemployment.
 - A high level of amenity and lifestyle.

Index of Relative Socio-economic Disadvantage		
City of Perth's small areas and benchmark areas		
Area	2021 index	Percentile
East Perth (Claisebrook)	1,064.8	82
East Perth (Waterbank)	1,063.9	82
Inner Perth	1,055.0	76
UWA-QEII Precinct Plan	1,052.5	74
Nedlands	1,050.7	73
West Perth	1,050.7	73
Central Perth (East)	1,047.6	71
Central Perth	1,041.1	67
City of Perth	1,040.4	67
Central Perth (West)	1,034.7	63
Northbridge	1,032.0	61
East Perth (Langley-Waterbank)	1,031.1	61
City of Sydney	1,030.6	60
Crawley - Nedlands	1,028.5	59
East Perth (Langley)	1,024.0	56
Perth Metropolitan Area	1,020.0	54
Greater Perth	1,020.0	54
City of Melbourne	1,016.7	52
Western Australia	1,011.0	48
Crawley	1,002.6	43
City of Adelaide	1,002.2	43
Australia	1,001.2	42

Figure 12: SEIFA data for the City of Perth LGA and Benchmark Areas⁴⁰

58. Catering to Consumer Requirements:

- The higher socio-economic status in the City of Perth resonates with the Objects of the Act, particularly in catering to the requirements of live music and entertainment.
- Sir Henry's Northbridge, with its unique Irish-centric experience, aims to meet this demand by offering an alternative to the traditional nightclubs and enhancing the diversity of entertainment options available in the Northbridge Special Entertainment Precinct.

59. Developing the Hospitality Industry:

- The City of Perth has a socio-economic advantage that supports the development of the hospitality industry. Sir Henry's Northbridge contributes to the vibrancy and diversity of the Northbridge Special Entertainment Precinct.
- This enhances the appeal of the premises to both locals and tourists.

⁴⁰ <https://profile.id.com.au/perth/seifa-disadvantage-small-area>

60. **Promoting Responsible Consumption:**

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

The City of Perth

61. The City of Perth is an important Local Government Area (LGA) in Western Australia, as it is home to the largest concentration of civic, administrative, government, commercial, retail, dining, entertainment, and cultural amenities in the State. For many years, the City of Perth was not a popular residential area; however, that has begun to change over the past decade, with more development in the LGA.
62. The demographic data sourced from the Australian Bureau of Statistics indicates a clear trend of population growth within the City of Perth LGA, with expectations for this growth to continue exponentially over the next 10-20 years. This trend aligns with the Objects of the Act, emphasising the requirement for diverse and high-quality entertainment options like Sir Henry’s Northbridge to cater to the increasing population and their varied preferences.



Figure 13: Population Forecast for the City of Perth⁴¹

63. The increase in population coupled with the abundance of entertainment amenities in the City of Perth is a strong pull factor for tourism visitors, with the WA Fast Facts (Year ending June 2020) states:

“In YE June 2020, 20.0 million daytrips were taken within the State and 10.1 million overnight (domestic and international) visitors came to or travelled within WA. Together, these visitors spent \$9.0 billion in the State.

⁴¹ <https://forecast.id.com.au/perth>

*The closure of Australia's international border on 20 March has meant almost no international visitors came to WA for more than three months in 2019/20*⁴²

64. The Applicant notes that the report also demonstrates that 62% of all visitors to WA visited Destination Perth (Perth CBD and surrounding areas), giving Perth the highest tourism visitation of anywhere in the State.

Citiplace Precinct 1 – The Northbridge Precinct

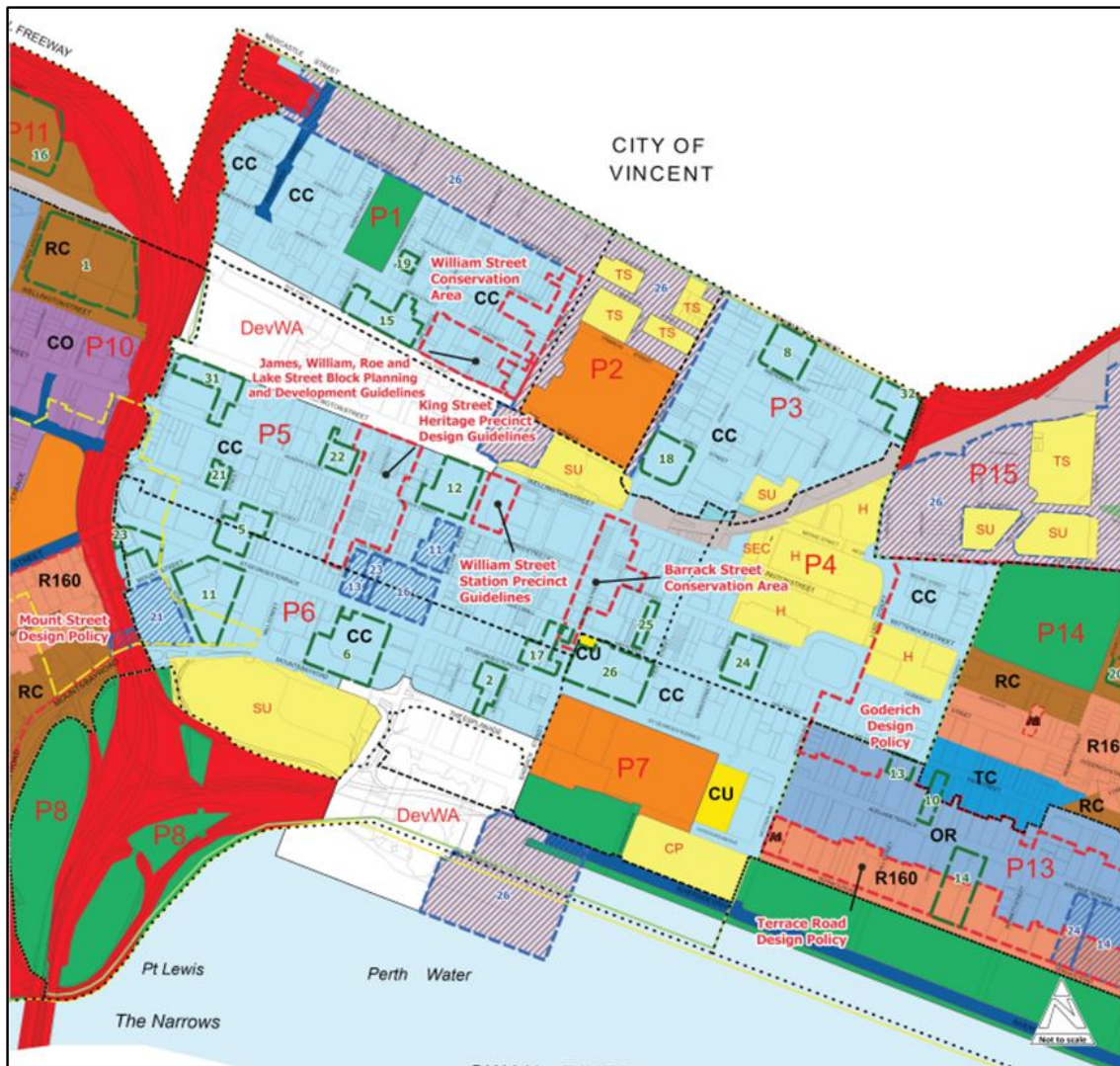


Figure 14: Northbridge Precinct Locality⁴³

65. Sir Henry's Northbridge is located in an existing building in the Northbridge Precinct of the City of Perth, which has Entertainment as a permitted 'use' of premises in that location.
66. The Northbridge Precinct is known as Precinct #1 in the City of Perth's Precinct Plan, which states:

⁴² <https://www.tourism.wa.gov.au/Markets-and-research/Latest-tourism-statistics/Pages/Visitor-statistics.aspx#/>

⁴³ Attachment 6 - Precincts 1-8 City Centre Figure

“The Northbridge Precinct will continue to evolve as a diverse, interesting and dynamic inner-city precinct and will be promoted as an attractive destination for the local population and interstate and overseas visitors. This Precinct will remain Perth’s primary entertainment and nightlife area and provide a variety of residential and visitor accommodation and commercial services. It will be a unique area in terms of uses and character, and the social and cultural diversity that clearly distinguishes the Precinct will be fostered.”⁴⁴

67. The Northbridge Precinct Plan also states:

“A mixture of compatible, complementary activities is essential to maintain the diversity of activity in this Precinct. East of Russell Square, entertainment activities will predominate. However, a rich mix of other commercial uses, including short stay accommodation such as hotels and serviced apartments, will be encouraged.” “Al fresco dining and outdoor activities such as entertainment, markets and festivals will be encouraged where practicable.”

Northbridge Precinct Overview



Figure 15: Northbridge Core Area⁴⁵

⁴⁴ Attachment 6 - Precincts 1-8 City Centre Figure

⁴⁵ <https://www.wa.gov.au/system/files/2022-11/Northbridge-noise-monitoring-report-2019.pdf>

68. The premises is located in the Northbridge Special Entertainment Precinct at 35 Lake Street, Northbridge, in an area that the Department of Planning, Lands and Heritage (DPLH) has deemed 'Revised Core', as can be seen in the revised map in Figure 15 above.

69. The DPLH website states the following with respect to Special Entertainment Precincts:

"What is a special entertainment precinct?"

A special entertainment precinct is an area with a diverse mix of land uses (both residential and commercial), including entertainment venues which contribute to an active night-time economy."

70. The City of Perth recognises the Northbridge Special Entertainment Precinct as an exclusive area that has its own designation, and following thorough consultation, the Northbridge Special Entertainment Precinct was created:

Amendment 41:

The main purpose of this scheme amendment is to create the Northbridge Special Entertainment Precinct (SEP), the first protected entertainment precinct in the State while at the same time giving certainty to developers about building requirements for the area.

This amendment is intended to give more clarity to existing venues, future venues, and developers. It will also aim to reduce noise complaints by setting higher noise attenuation standards for entertainment venues and residential developments, as well as setting a noise limit for venues.⁴⁶

71. Northbridge is designated as Precinct #1 in the City of Perth's Planning Strategy⁴⁷, emphasising its role as the State's premier entertainment area. This recognition underscores Northbridge's importance in contributing to the city's cultural and entertainment amenity. The strategy identifies Northbridge as a key location for entertainment, arts, and cultural activities. It is highlighted as an area that supports a diverse range of activities that contribute to the vibrant nightlife and cultural fabric of Perth.

72. Strategic goals for Northbridge:

- **Encouraging Diversity:** The City of Perth's strategy⁴⁸ places significant emphasis on fostering a diverse range of entertainment options in Northbridge. This includes supporting venues that offer unique cultural experiences, which aligns well with Sir Henry's Irish-themed offerings.
- **Enhancing Nightlife:** Northbridge's role as a nightlife hub is central to the city's goal of establishing Perth as a globally competitive capital city⁴⁹. Extended trading

⁴⁶ <https://perth.wa.gov.au/en/news-and-updates/all-news/council-recommends-local-planning-strategy>

⁴⁷ <https://www.wa.gov.au/system/files/2023-08/city-of-perth-strategy.pdf#page=8.25>

⁴⁸ <https://www.wa.gov.au/system/files/2023-08/city-of-perth-strategy.pdf#page=8.25>

⁴⁹ <https://www.wa.gov.au/system/files/2023-08/city-of-perth-strategy.pdf#page=8.25>

hours for premises like Sir Henry's contribute to this objective by providing high-quality, late-night amenities that appeal to both locals and tourists to the locality.

- **Supporting Economic Growth:** The strategy⁵⁰ recognises the contribution of entertainment precincts like Northbridge to the local economy. By enhancing the diversity and quality of offerings, venues can help stimulate economic activity and support the broader goals of the City of Perth.

73. Planning and Development Considerations:

- **Flexibility in Use:** The Local Planning Strategy⁵¹ supports flexible land use in the Northbridge Precinct to accommodate a variety of entertainment and cultural activities. This flexibility encourages innovation and adaptation in response to changing social and economic circumstances.
- **Infrastructure and Accessibility:** Northbridge benefits from strong public transport links, which are crucial for supporting its role as a major entertainment precinct⁵². The availability of late-night transport options enhances the precinct's attractiveness as a safe and accessible nightlife destination.

74. Given this strategic context, Sir Henry's Northbridge is well-positioned to contribute positively to the Northbridge Precinct's role as an essential entertainment and cultural hub. The application for extended trading hours aligns with the City of Perth's goals of enhancing nightlife, supporting economic growth, and promoting cultural diversity. By offering a unique Irish-themed experience, Sir Henry's adds to the precinct's appeal and caters to the diverse entertainment requirements of residents and visitors.

75. The Licensee Applicant submits that the strong, positive public response is further evidence that the Perth community and those seeking safe, secure, late-night premises support the grant of the ETP—Ongoing Hours in the public interest.⁵³

⁵⁰ <https://www.wa.gov.au/system/files/2023-08/city-of-perth-strategy.pdf#page=8.25>

⁵¹ <https://www.wa.gov.au/system/files/2023-08/city-of-perth-strategy.pdf#page=8.25>

⁵² <https://www.wa.gov.au/system/files/2023-08/city-of-perth-strategy.pdf#page=8.25>

⁵³ Attachment 2 – Consumer Surveys

Special Entertainment Precincts⁵⁴



Figure 16: Nighttime Economy Contribution 2017⁵⁵

76. Special entertainment precincts will provide clear and consistent guidelines for entertainment venues and developments, protecting new residents from noise impacts.

This reform package is more important than ever, as the State focuses on measures to assist with post-COVID-19 economic recovery, acknowledging the impact lockdowns have had on the entertainment industry.

*The nighttime economy makes a significant contribution to the Australian Economy.*⁵⁶

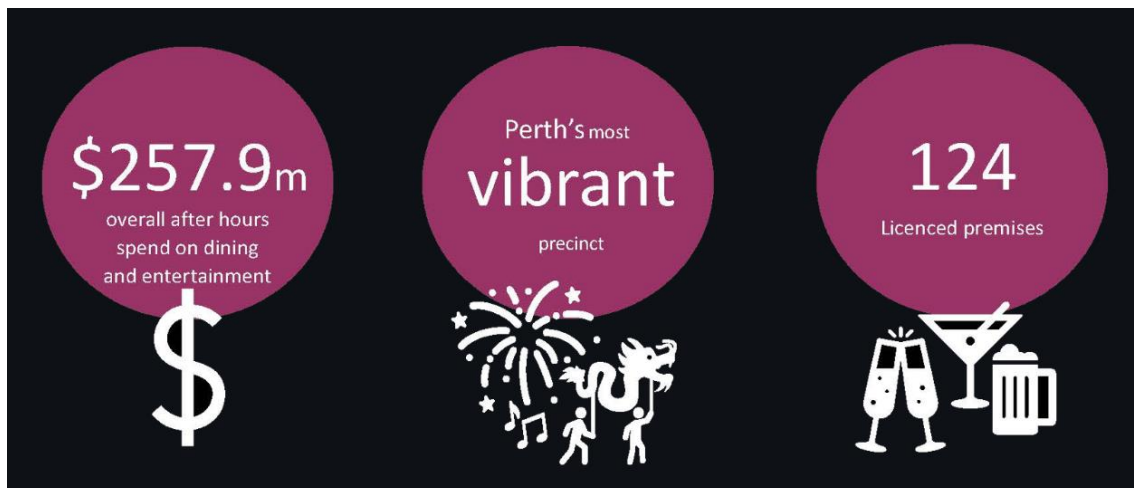


Figure 17: Excerpts for Northbridge Special Entertainment Precinct

77. Northbridge is the go-to destination for entertainment in Perth, bringing in people from the metro area and beyond. It's known for its bustling nightlife and diverse food and drink options. Additionally, Northbridge is the centre of a thriving cultural and arts

⁵⁴ <https://storymaps.arcgis.com/stories/a22f311d481c4c328e01ab160f6642f4>

⁵⁵ <https://storymaps.arcgis.com/stories/a22f311d481c4c328e01ab160f6642f4>

⁵⁶ <https://storymaps.arcgis.com/stories/a22f311d481c4c328e01ab160f6642f4>

district. In 2018, a study by Tourism WA⁵⁷ showed the findings presented in Figure 17 below:

78. The Licensee Applicant submits that based on the existing designation of Northbridge as a Special Entertainment Precinct by Tourism WA⁵⁸, and the proposal by the DPLH to further differentiate Northbridge as a Special Entertainment Precinct, the licensing authority applies due discretion to this application on valid grounds of the importance of entertainment and the nighttime economy is given its due weight when determining it.

Other Public Interest Matters

Destination Entertainment Premises

79. Sir Henry's Northbridge is located in close proximity to a number of large entertainment venues in the Perth CBD, including (but not limited to):
 - RAC Arena,
 - His Majesty's Theatre,
 - WA State Theatre,
 - Perth Cultural Centre,
 - Art Gallery of Western Australia, and
 - Western Australian Museum.
80. Many of the mentioned facilities close their amenities and do not offer food, beverage, or entertainment services after the show ends.
81. The ETP - Ongoing Hours at Sir Henry's Northbridge will provide a high-quality, late-evening alternative to these patrons and will cater to a diverse range of consumers seeking an experience in a safe and well-managed premises.

Transport

82. Located in a central area, Sir Henry's Northbridge offers its patrons a range of transportation options. In addition to taxis and ride-sharing services like Uber, Ola, and DiDi, patrons can also take advantage of Transperth transport services close to the premises. Transperth services operate until late on Friday and Saturday nights, making it a convenient option for those visiting Sir Henry's Northbridge.
83. Besides the above transport options, the locality has 2 'Secure Taxi Ranks' operated by the Department of Transport.

⁵⁷<https://www.tourism.wa.gov.au/Publications%20Library/Markets%20and%20research/Specialised%20reports/Perth-entertainment-precincts.pdf>

⁵⁸<https://www.tourism.wa.gov.au/Publications%20Library/Markets%20and%20research/Specialised%20reports/Perth-entertainment-precincts.pdf>

84. These secure taxi ranks have security guards in attendance and operate on weekend nights. See below for operating hours.

Northbridge

Milligan Street, alongside Rosie O'Grady's, from midnight to 4:00 a.m.

Perth City (CBD)

140 William Street, between Wellington and Murray Street, from 12 midnight to 4.00 a.m.

85. The Perth Busport is located near Sir Henry's Northbridge, with an entrance at Yagan Square.


"The State Government has delivered a long-term plan and vision to reconnect Northbridge and the CBD and set the stage for a blend of open space, plazas and walkways, and existing, new and future developments."

Passengers will have the opportunity to familiarise themselves with the new facility at a public open day on Saturday, July 16, before it opens for operations the next day.

The Perth Busport is fully air-conditioned, features 160 seats, 16 bus stands, two bus entrance-exits, toilets and baby change facilities, and two kiosks.

There are three entry points at Yagan Square, Queen and King streets. Each entry point has lifts, stairs and escalators to move passengers between the ground level and underground lounge levels.

Figure 18: Excerpt relating to Perth Busport⁵⁹



Late Night Services

How to get home after midnight on weekends.

Free late-night trains

Perth is now alive with new options, so stay, enjoy the energy and get home safely with free late-night trains. They run on all train lines* on Friday and Saturday nights (technically Saturday and Sunday mornings) and the best part is if you catch any train between 12.30am and 3am on the weekend, they're free!

[Check the timetable for the full list of departure times](#), however the free late-night trains from the city are as follows:

Joondalup and Mandurah lines
Departs Perth Underground at 1.15am and 2.15am

Fremantle, Midland and Armadale lines
Departs Perth Station at 1am and 2.15am

Figure 19: Breakdown of Late-Night Train Service⁶⁰

⁵⁹ <https://www.mediastatements.wa.gov.au/Pages/Barnett/2016/06/Perth-Busport-to-open-Sunday-July-17.aspx>

⁶⁰ <http://www.transperth.wa.gov.au/Timetables/Late-Night-Services>

86. The Perth Train Station on Wellington Street also provides train service on all five metropolitan train lines (Fremantle, Mandurah, Joondalup, Armadale and Midland) departing the Perth Train Station at 2:15 a.m. This late-night train service provides yet another cost-effective and safe way for patrons to get home (or closer to home) and is free of charge.

Positive Impacts of the Proposed ETP - Ongoing Hours

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

“Embrace the best of both worlds in Perth, where soft-sand beaches and scenic parks meet a thriving metropolis of small bars, creative restaurants and curated street art.”⁶¹

88. Tourism WA and the WA State Government recently launched the Two-Year Action Plan, which aims to:

Tourism WA has launched a plan to grow the number of visitors to the State over the next two years.

Its overall aim is to make Western Australia the most desirable leisure and business events destination in Australia.

The plan focuses on four key areas that will help drive visitation:

- *Positioning the State as Australia’s western gateway,*
- *Promoting Perth as an affordable, vibrant destination close to nature,*
- *Attracting more people to regional WA,*
- *Intensifying promotional activity in target markets to encourage travel⁶².*

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

Figure 20: WA Tourism Industry Scorecard

89. A review of Tourism WA’s Western Australian Tourism Industry Scorecard by Purpose of Visit showed increases across all categories.

90. Prior to the COVID-19 pandemic affecting national and international travel worldwide, tourism data also shows that WA was increasing its share of Intrastate, Interstate, and

⁶¹ <https://www.australia.com/en/places/perth-and-surrounds/guide-to-perth.html>

⁶² <https://www.tourism.wa.gov.au/About-us/Strategies-plans-reports/Documents/WAVES%202033.pdf>

international visitors in previous years. Please find the statistics on visitation to the City of Perth in Figure 20.

91. The Licensee Applicant submits that the redevelopment of a range of areas within the Perth CBD, including Perth City Link, also contributes to Perth being considered a more desirable tourism destination.
92. The *'Destination Perth'*⁶³ The website also offers a range of tours and food, beverage, and entertainment options in the City of Perth (including Northbridge) for both tourism visitors and local Perth residents.
93. The Licensee Applicant submits that when determining this application, the licensing authority should also consider an active "Entertainment Precinct" with various licensed premises a significant tourist attraction from a social and economic perspective.

Potential Negative Impacts

94. The Licensee Applicant acknowledges that extended trading hours can potentially increase undue alcohol-related harm or ill health. However, they assert that proven measures such as 1:00 a.m. lockouts⁶⁴, availability of food, CCTV⁶⁵ at the entry door can significantly mitigate and minimise any potential increase due to the application being approved.
95. However, the licensing authority has previously recognised that late-night trading is not the only contributing factor to alcohol-related harm or ill health:

"While I acknowledge the concerns of the EDPH, I am of the view that issues relating to Northbridge and the other "destination" entertainment precincts in the metropolitan area cannot simply be confined to one issue, that is, because licensed premises trade after 12 midnight and past 1 a.m."

*In my view, while late-night trading is a contributing factor, other factors, such as the nature of the business being conducted under the licence (licence type), the number of persons that may be accommodated on the licensed premises and the related services provided by the licensee on the licensed premises (entertainment, food, seating & etc) are also relevant, together with many other factors, as to the likely impact that a licensed premises may have on the amenity of an area."*⁶⁶

96. The Licensee Applicant submits that the existing conditions on the Licence (to be carried over to the ETP—subject to approval) and the lockout condition will mitigate and minimise those issues due to the nature of the offering at Sir Henry's Northbridge, which focuses on Irish-inspired entertainment rather than being a dedicated drinking venue.

⁶³ <https://www.destinationperth.com.au/region/perth-city>

⁶⁴ <https://www.tandfonline.com/doi/abs/10.1080/15614260802586392>

⁶⁵ <https://www.sciencedirect.com/science/article/abs/pii/S0010945214001014?via%3Dihub>

⁶⁶ A223767 – The Windsor Hotel, Licence # 6010002543

Crime Statistics

97. Please find below a screenshot of the ‘*Crimes Against Persons*’ from the WA Police Crime Statistics⁶⁷ website for the suburb of Northbridge.
98. The data obtained from the WA Police website provides a quantitative measure of criminal offences but lacks qualitative depth in several key areas, which are crucial for a holistic understanding of the relationship between alcohol consumption and crime.

Type of Offence	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	2021-22	2022-23	2023-24
Homicide	-	1	2	-	-	-	1	1	-	-
Sexual Offences	25	24	25	27	42	38	69	69	64	11
Assault (Family)	43	72	67	78	79	73	86	82	103	30
Assault (Non-Family)	365	369	354	382	533	414	587	584	492	126
Threatening Behaviour (Family)	2	2	1	3	4	7	6	9	11	6
Threatening Behaviour (Non-Family)	24	48	53	55	52	36	51	80	102	27
Deprivation of Liberty	-	4	2	-	1	1	1	2	2	-
Robbery	14	23	22	25	38	30	30	35	24	7
Total of Selected Offences	473	543	526	570	749	599	831	862	798	207

Figure 21: Crimes Against Persons Northbridge⁶⁸

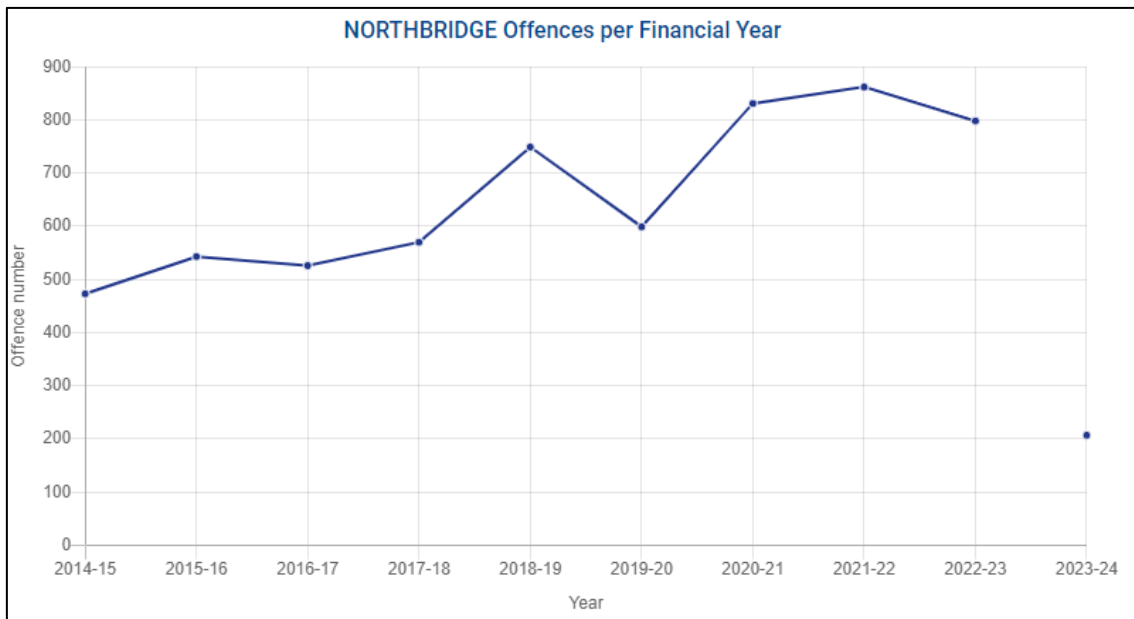


Figure 22: Northbridge Offences per Financial Year⁶⁹

99. These limitations include:
- **Lack of Information on Alcohol Influence:** The data does not indicate if alcohol played a role in the listed crimes, an important consideration as the Act aims to minimise alcohol-related harm and ill-health.

⁶⁷ <https://www.police.wa.gov.au/Crime/CrimeStatistics#/start>

⁶⁸ <https://www.police.wa.gov.au/Crime/CrimeStatistics#/start>

⁶⁹ <https://www.police.wa.gov.au/Crime/CrimeStatistics#/start>

- **Uncertainty of Alcohol Origin:** It is important to note that the available data does not provide any information on where the individuals who were under the influence of alcohol obtained their drinks. This information is crucial for gaining an understanding of the role that licensed premises, such as taverns, restaurants, and liquor stores, play in contributing to alcohol-related harm.
- **Potential for Multiple Crimes by a Single Offender:** The statistics do not accurately represent the number of individuals involved in criminal activities, as a single offender could be accountable for multiple crimes.
- **Repeat Offenders in Family-Related Assaults:** The data does not differentiate between first-time and repeat offenders, particularly in cases of assaults within families. Establishing targeted interventions and support for victims is crucial since repeat offences are a significant concern in such cases.

100. The Licensee Applicant's submissions demonstrate a solid commitment to community safety and responsible alcohol management, aligning with the primary Objects of the Act. Over two years, an analysis of crime data in the Northbridge locality has identified areas for improvement and emphasises the need for ongoing vigilance and responsible practices.

101. The data shows that certain "*Crimes Against Persons*" are decreasing, which suggests that the safety and security measures are effective. However, it's still essential to have robust strategies in place to minimise harm. The Licensee Applicant has developed policies to minimise harm, including extensive staff training and community engagement. These policies are designed to support the downward trend in negative incidents and improve the overall well-being of the locality.

102. Crime Stoppers⁷⁰ is an invaluable and dependable link between the community and the WA Police. The Licensee Applicant is committed to integrating community safety with the core values and principles of Crime Stoppers:

- Social wellbeing,
- Inclusivity,
- Forward-thinking strategies,
- Ethical conduct, and
- Mutual respect.



103. The Licensee Applicant is informed by the *Western Australian Police Drug and Alcohol Action Plan* to reduce the harm caused by alcohol consumption. They plan to use evidence-based strategies and strengthen community ties to achieve this. The main objective of the Licensee Applicant is to raise awareness about the potential risks of alcohol consumption, particularly among the '*At Risk*' groups, and encourage responsible consumption:

⁷⁰ <https://crimestoppers.com.au/>

- *Putting people and their needs at the centre of planning and responses to problems,*
- *Putting people's lives before political ideology,*
- *Providing the necessary support to assist the Western Australian community,*
- *Ensuring that people are well informed about alcohol and other drug-related issues, services and programs,*
- *Addressing new challenges in a pragmatic way.*

Population Growth

104. The Licensee Applicant submits that the population growth forecast is significant, given that the population of both Perth and Northbridge (located in the City of Perth LGA) have grown significantly in the intervening years. The City of Perth is projected to grow from 29,682 in 2021 to 46,226 by 2041,⁷¹ representing a significant 52.35% increase over the defined period.
105. The Licensee Applicant states that several new liquor licence-approved premises have opened over the past ten years. However, the rate of crimes has proportionally decreased thanks to the collaborative efforts of local businesses and the initiatives of the State Government and the WA Police.

Harm Minimisation

106. The Licensee Applicant has proposed a comprehensive strategy to mitigate and minimise any potential negative impacts that may arise from the Extended Trading Permit (ETP), allowing operations on Friday and Saturday until 2:00 a.m. and Sundays until 1:00 a.m. at Sir Henry's Northbridge:
- **Upholding the Code of Conduct:** The premises' Code of Conduct will be rigorously enforced as part of the Harm Minimisation Plan⁷², continuing to attract discerning patrons and ensuring a safe and respectful environment.
 - **Promoting Ethnic Cultural Offering:** Sir Henry's unique offering is adapted to appeal to patrons seeking a cultural entertainment experience rather than a typical nightclub atmosphere.
 - **Ensuring Constant Monitoring by Trained Staff:** Patrons will be continuously monitored by RSA-trained staff, and Approved Managers, ensuring responsible service of alcohol and immediate response to any potential issues should they arise.
 - **Leveraging Licensee Applicant's Experience:** The Licensee Applicant is experienced in managing a licensed premises in the Northbridge locality, ensuring best practices are followed and potential risks are effectively managed.

⁷¹ <https://forecast.id.com.au/perth/population-summary>

⁷² Attachment 4 - Harm Minimisation Plan

- **Implementing Robust Harm Minimisation Strategies:** Harm minimisation strategies will be employed, including CCTV and Crowd Controllers from 8:00 p.m.

107. The Licensee Applicant in no way wishes to diminish the disturbance and public order, and they fully understand the rights and responsibilities of operating a Small Bar Licence in the Northbridge Special Entertainment Precinct.

108. Further to the directions provided to staff, the Management Plan contains specific reference to matters such as:

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

109. The Licensee Applicant further notes that the new Kings Square and Perth City Link include state-of-the-art CCTV monitored by the City of Perth.

110. The City of Perth CCTV Surveillance Systems stated aims are:

“The City of Perth CCTV Surveillance Centre monitors over 300 cameras across the city centre, Northbridge and key public space. Operating 24 hours a day, 7 days a week, 365 days a year the centre helps to secure a safer environment for those people who live, work and visit Perth’s Central Business District and local entertainment areas.”

111. With the recent development activities completed, currently underway, and planned in the Perth CBD and surrounding areas, the Licensee Applicant submits that there is a requirement for more quality and diverse hospitality amenities with various and extended trading hours to meet the contemporary requirements and expectations of consumers resorting to those areas.

Community Consultation⁷³

WA Police Liquor Enforcement Unit (LEU)

112. The Applicant’s representative liaised with a senior officer at the LEU. The relevant matters of the small size of the premises with a max of 120 patrons, the open plan for easy monitoring of patrons, the entertainment focus, and conditions to be adhered to were considered. The Applicant is cognisant that any communication with the LEU does not constitute an endorsement of the application and signifies the Applicant’s intention to minimise the undue harm or ill health risks associated with alcohol consumption.

⁷³ Attachment 10 – Community Consult

Chief Health Officer (CHO)

113. In addition, a representative of the Applicant contacted the office of the Chief Health Officer of the WA Health Department with an overview of the application. The Applicant acknowledges that the CHO will review the application when advertised and consider its options. Additionally, the Applicant affirms that any communication with the CHO's office does not constitute an endorsement of this application.
114. The Applicant also submits that a Notice of Application will be sent via mail to the following entities: drug and alcohol treatment centres, schools, churches, local government authority, aged care facilities, hospices, hospitals, and refuges for young people; short-term accommodation or refuges for youth; and local government authorities and police stations that may be located within the designated locality of the premises⁷⁴.

Summary

115. The Licensee Applicant submits that with all the development recently completed, currently underway, and planned for the near future in and around the Perth CBD, including more high-density residential housing and office space, quality hospitality amenities are required to satisfy the contemporary needs and expectations of the people moving into those areas to live, work, and socialise. This includes more high-quality, safe, late-evening licensed premises that provide an alternative to the nightclubs in the locality.
116. The Licensee Applicant notes that the proposal to remain open until 2:00 a.m. on Friday and Saturday and 1:00 a.m. on Sunday has strong support from local consumers, as seen in the Consumer Survey and Letters of Support provided with these PIA submissions.
117. The Licensee Applicant believes that this increase in trading hours will allow the Applicant to cater to consumers who wish to enjoy the unique amenity available at Sir Henry's Northbridge premises. No small-sized venue in the Northbridge Entertainment Precinct provides a comparable Irish-inspired entertainment experience, particularly during those trading hours.
118. The RSA staff and Approved Manager (subject to approval) will continue to operate the premises in a manner that adheres to all legislative and best practice requirements, strictly observing all the matters in the HMP as required in Section 101 of the Act.⁷⁵
119. Based on these PIA submissions, granting the ETP – Ongoing Hours to Sir Henry's Northbridge will cater to the contemporary requirements of consumers of liquor and related services with regard to the proper development of the liquor, hospitality and tourism industries as per Section 5 of the Act requests with respect to the application of

⁷⁴ Attachment 9 – At-Risk Groups

⁷⁵ http://www.austlii.edu.au/au/legis/wa/consol_act/lca1988197/s101.html

the ETP (Ongoing Hours) on Friday and Saturday until 2:00 a.m. and Sunday until 1:00 a.m. be approved in the public interest.

Attachments

1. Sir Henry's Licence
2. Consumer Surveys
3. Letters of Support
4. Harm Minimisation Plan
5. Sir Henry's Licensed Area
6. Precincts 1-8 City Centre Figure
7. Patron Counts
8. Incident Registers
9. At-Risk Groups
10. Community Consult
11. AHA NSW