# A Public Interest Assessment

<table>
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<th>Applicant:</th>
<th>Woolworths Limited</th>
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<td>Application:</td>
<td>Application for Removal of Liquor Store Licence</td>
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<td>Existing Premises:</td>
<td>Shops 1 and 2, Leda Shopping Centre, Gilmore Avenue, Leda</td>
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<td>Proposed Premises:</td>
<td>BWS – Beer Wine Spirits Kwinana, Woolworths Supermarket, Kwinana Marketplace Shopping Centre, Kwinana</td>
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Details of the Application

1 Background

1.1 About the Application

(a) The Applicant has made an application to the Licensing Authority for approval to remove liquor store licence no. 6030044321 (Licence), which is currently attached to premises located at Shops 1 and 2, Stargate Shopping Centre (formerly known as Leda Shopping Centre), Gilmore Avenue, Leda, to new premises within the Woolworths Supermarket at Kwinana Marketplace Shopping Centre (Centre).

(b) Under Section 38(2) of the Act, the Applicant must satisfy the Licensing Authority that on the merits of the Application, the grant of the Application is “in the public interest” (the Public Interest).

(c) This document, together with the Applicant’s other supporting material and evidence lodged by the Applicant in support of the Application, addresses the Public Interest requirement.

1.2 Reasons for the Application

(a) There are a number of reasons why the Applicant wants to relocate the Licence rather than make an application for a new liquor store licence. Mr Anthony Smith, Woolworths Business Development Manager, provides details as follows:

“EDG had, for some time, planned to remove the business of the licence from its location at the Existing Store to its supermarket at the Kwinana Marketplace shopping centre (Centre) as part of its refurbishment plan for the supermarket. This was because EDG considered relocating the liquor store to Kwinana Marketplace would be beneficial for a number of reasons, including the following:

(a) Stargate Shopping Centre is a small neighbourhood shopping centre that was becoming run-down and experiencing diminished patronage. In comparison Kwinana Marketplace is a regional centre, that attracts a significant number of visitors per year, and has undergone significant development and improvements in recent years.

(b) Whilst many of our supermarkets are associated with a BWS store, this was not the case for the Woolworths supermarket at Kwinana Marketplace. Given the above, EDG considered it was preferable to relocate the Existing Store rather than apply for a new liquor store licence as the licence is within the same locality.”

(b) In addition, increased safety and security issues were being experienced at the Existing Premises (refer clauses 2.1(c) and (d) for further details). Removal of the Licence will place the business of the Licence in far safer and secure environment compared to its current location. This will arise from a combination of factors such as the following:¹

¹ Statement of Darryl Brecknell clause 4.3
(i) the location of the Proposed Premises being within the Supermarket and Centre with no external shop front or entry point;

(ii) external access points to/from the Centre being a considerable distance away; and

(iii) the Centre being a regional centre that is patronised by a large volume of people.

2 About the Existing Store, Proposed Premises, the Supermarket and the Centre

2.1 The Existing Store

(a) The business of the Licence has successfully traded at Stargate Shopping Centre for over a decade. Since that time it has traded as a BWS store, a well-established, national retail liquor brand that is focused on providing convenience retail packaged liquor services and facilities. Traditionally established by the Applicant as a “local neighbourhood bottle shop”, BWS is also now the Applicant’s retail liquor brand associated with its supermarkets throughout Australia. Anthony Smith comments on BWS as follows:3

“Currently our range of BWS stores includes freestanding stores, stores associated with neighbourhood shopping centres; stores associated with a hotel or tavern; and stores associated with Woolworths Supermarkets....

BWS stores are extremely popular. Market research completed in 2014 by Woolworths revealed that after Dan Murphy’s, BWS was the store respondents nominated as being the store they were most likely to go to next to purchase their packaged liquor. Around 35% of packaged liquor consumers “regularly” patronise BWS stores.

The top attributes of BWS identified by customers are “convenient locations”, “excellent customer service” and “great loyalty/reward program”.

At the core of the BWS brand is convenience. This convenience is provided through aspects such as location, e.g., being located in the local, neighbourhood shopping centre or next to a Woolworths Supermarket, and/or facilities, e.g. having a drive-through service.”

(b) Further details on the key features of the BWS brand are provided at clause 3.2(b) and in Shane Tremble’s (the Applicant’s General Manager – Corporate Services) statement, which is attached as Annexure 2 (refer clauses 25 to 31).

(c) Up until 2016, Stargate Shopping Centre was a popular, neighbourhood centre. The Caporn Report notes that in 2012, the shopping centre comprised of nine tenancies, including a small supermarket, newsagent, hairdresser, fish and chip store and the

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2 Statement of Anthony Smith clause 5.2
3 Statement of Anthony Smith clauses 3.2 to 3.5
Existing Store. However, during 2016 and 2017 tenancies at the centre slowly ceased trade. In particular, the supermarket closed in 2016.

(d) With the majority of stores being vacant and the resultant drop in activity at the centre, the Existing Store became vulnerable and as a result, it suffered several break-ins and robberies. Anthony Smith comments as follows:

“As one of the few remaining tenants, in a largely vacant centre, the Existing Store became an easy target for criminals. The store’s vulnerability was increased by 6 foot high fencing that was installed by the owner of the centre that screened the side and rear of the store from the street and nearby residences. Issues and incidents not previously experienced at the store began to occur. The perpetrators were jumping the fence and as they were hidden by the fence they attempted entry into the store from the back entry. Between May and September 2017, 4 break-ins and 2 attempted break-ins occurred at the store.

The decrease in activity at the centre also resulted in a dramatic drop in trade, as shown in the table below:

<table>
<thead>
<tr>
<th>Financial Year</th>
<th>Annual customer transactions</th>
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<tr>
<td>2015</td>
<td>61,043</td>
</tr>
<tr>
<td>2016</td>
<td>45,900</td>
</tr>
<tr>
<td>2017</td>
<td>33,628</td>
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(e) Due to the heightened security and safety risks, the Applicant decided to close the store in September 2017 and requested the Licensing Authority to put the Licence into suspension. The Licensing Authority suspended the Licence on 1 December 2017.

(f) At the time of the Existing Store’s closure, it was one of two remaining tenants trading at the Stargate Shopping Centre. Now only one tenant remains, being the pharmacy. Below is a photograph of the now closed Existing Store and other vacant tenancies at the centre.

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4 Caporn Report clause 2.1
5 Statement of Anthony Smith clause 5.4
6 Statement of Anthony Smith clause 5.4
7 Statement of Anthony Smith clause 5.5
8 Refer Cullen Macleod’s letter to the Licensing Authority dated 22 September 2017
9 Refer Decision of Director of Liquor Licensing dated 1 December 2017
The Caporn Report describes the current condition of the centre as follows:\textsuperscript{10}

“The small neighbourhood shopping centre is uninviting and then it only offers one shop which is, the LGP Pharmacy. This Stargate Shopping Centre appears to have lost custom to the Kwinana Town Centre which in recent years has been rejuvenated to the stage that it is a very attractive shopping and business centre.”

At the time of the Existing Stores’ closure, it was still serving around 400 to 600 customers per week.\textsuperscript{11}

2.2 The Proposed Premises

(a) The Proposed Premises will form part of the Woolworths Supermarket (Supermarket) at the Centre. Below is a copy of the Centre directory plan which shows the location of the Supermarket and Proposed Premises, as well as other tenancies at the Centre. Note: this plan is not to scale and the actual size and floor plan is as depicted in the Premises Plans attached as Annexure 1.
(b) The business to be carried on at the Proposed Premises will be the same as that which was carried on at the Existing Store. That is, it will trade as a BWS liquor store, offering a range of high quality retail packaged liquor services and amenities. Fit-out and configuration of the Proposed Premises will be in accordance with the standard BWS corporate livery.

(c) Overall the store will comprise an area of 191m², which will include 127m² of trading floor, a walk in cool room of 46m² and stockroom area of 18m². Additional storage and amenity facilities will be shared with the Supermarket.

(d) By design the Proposed Premises will provide complementary and ancillary services to the Supermarket. In particular, it will cater to customers of the Supermarket who want to purchase packaged liquor at the same time as they purchase groceries at the Supermarket (that is, using the same trolley and/or as part of the same shopping trip).¹²

(e) Mr Anthony Smith provides details on the location and configuration of the store:¹³

“Whilst the Proposed Store will be immediately adjacent to the Supermarket, it will be a dedicated area which is purposively separated and delineated from the general Supermarket area. There will be no public entry direct from the Supermarket into the store (with the single public entry point being from the Centre mall) and it will have solid dividing walls separating it from the general Supermarket area. The cash desk will be strategically located to provide for surveillance of the store and of anyone who comes in and out.

¹² MGA Report clause 2.3
¹³ Statement of Anthony Smith clauses 6.4 and 6.5
The layout and configuration of the store will be in accordance with BWS’s latest design standards and principles, which are best practice and the result of many years’ experience in operating licensed premises throughout Australia. The store design is focused on providing a pleasant, appealing and safe shopping environment for customers that can be effectively and stringently controlled and supervised at all times. It also isolates and differentiates liquor products from general grocery items. Woolworths recognises that liquor is not the same as any other grocery item, and cannot be treated as such.16

(f) Extensive and free on-site parking will be available to customers of the Proposed Premises in the Centre’s car park. Overall, around 1,500 parking spaces are available.14 Immediately south of the Supermarket is the south eastern car park which is adjacent to the south eastern entry to the Centre.15 It is likely that customers of the supermarket and Proposed Premises will utilise this car parking area, rather than other parking areas which are not convenient to the Supermarket or the Proposed Premises.16

2.3 The Supermarket

(a) The Supermarket is a full-scale supermarket. Offering a total supermarket area of 4,248m2 and a trading area of 3,103m2, it features the latest in Woolworths supermarket design, configuration and systems.17 The Supermarket has traded for many years at the Centre and for the 2017 financial year, it served 1,423,953 customers (27,383 per week).18

(b) Woolworths Supermarkets are specifically designed to provide a full range of grocery and general household items under the one roof. Essentially it provides the amenity of several different shops in a “village style” retailing outlet.19 It has become more common than not for packaged liquor to be one of the amenities provided. Mr Smith comments as follows:20

“Packaged liquor was first added to the range of products offered at a Woolworths’ supermarket in 1961. At the time this was revolutionary. Nowadays, it is common place to find a packaged liquor section in, or associated with, most major supermarkets. All the major supermarket brands (being Woolworths, Coles, IGA and more recently, Aldi) offer a licensed area within many of their supermarkets. Currently over 60 of our supermarkets in Western Australia have a liquor licensed area forming part of, or associated with, the supermarket.

The association of a licensed area with our supermarkets is now standard supermarket design and is now reasonably expected by our customers nationwide. This is particularly so for any of our customers who are aware of, and familiar with, what a fully integrated Woolworths’ supermarket provides.

14 Statement of Centre Manager clause 2.11
15 MGA Report clause 2.5
16 MGA Report clause 2.5; Statement of Anthony Smith clause 6.3
17 Statement of Anthony Smith clause 5.2
18 Statement of Anthony Smith clause 6.1
19 MGA Report clause 2.7; Statement of Anthony Smith clause 4.2
20 Statement of Anthony Smith clauses 4.3 to 4.5
The association of a packaged liquor section within our supermarkets provides significant convenience to our customers, particularly in terms of time, as it means they only have to visit one store, at the one time, using the same trolley, to acquire all their daily or weekly grocery and other shopping.”

2.4 Centre

(a) The Centre is a major regional shopping centre. Covering a large area, bounded by Chisham Avenue, Gilmore Avenue and Challenger Avenue, the Centre is the retail core of the Kwinana Town Centre, which is contained within the Kwinana Secondary Activity Centre, and the pre-eminent retail centre for the region.\(^{21}\)

(b) The MGA Report notes the following about the Kwinana Secondary Activity Centre:\(^{22}\)

“Secondary Activity Centres are intended to service a trade area population of approximately 150,000 people. The Locality population totalled 28,878 persons as at 2016, however, the Kwinana SAC [Secondary Activity Centre] has a trade area already exceeding the 3km Locality area. The nearest higher order activity centres containing major shopping facilities include the Cockburn Gateways SAC 17kms to the north, the Rockingham SMC 11kms to the south west and the Armadale SAC 27kms to the east. On this basis, the Kwinana SAC provides the closest higher order shopping facilities for those residents within at least 8kms to the north, 5kms to the west/south west (including the suburb of Kwinana Beach) and within 14kms to the east.”

(c) The Centre Manager provides a short history of the Centre as follows:\(^{23}\)

“The original shopping centre, known as “Kwinana Hub” was built in the early 1970’s and was extended in the 1980’s.

Significant redevelopment of the shopping centre commenced in 2011 with the updated centre opening in 2012. This redevelopment included extensions to add a new BigW discount department store, additional specialty shops, malls, a food court, main street shops and a Dan Murphy’s in the car park of the centre.

The existing centre building was refurbished to tie in with the new extensions. Work included installation of modern new facades, contemporary interior finishes, new entries, amenities, carparking and landscaping.

Further extensions to the shopping centre commenced in 2016 which increased the gross lettable area of the centre from approximately 28,037m2 to 32,935m2. The extensions included the addition of a Coles Supermarket, a new Liquorland liquor store and other additional specialty shops. The newly expanded centre was opened in October 2017.

The above was needed to update the shopping centre in line with growth and development in the area. In particular, the 2011/2012 redevelopment formed part of a larger revitalisation of the Kwinana town centre.

Kwinana Marketplace is the premier shopping destination for the area. It currently offers five major tenants (BigW, a Woolworths Supermarket, a Coles Supermarket,

\(^{21}\) MGA Report clause 6.4
\(^{22}\) MGA Report clause 6.4
\(^{23}\) Statement of Kathleen Brown clauses 2.1 to 2.6
Best & Less and the Reject Shop) and over 80 specialty stores in the main centre mall. As stated above, Dan Murphy’s is located on the exterior of the centre … “.

(d) Below is an aerial photograph of the Centre:

![Aerial Photograph of the Centre](image)

Source: MGA Report

(e) Redevelopment of the Centre has resulted in a significant increase in customer numbers. Following completion of the 2017 improvements, visitor numbers increased by almost 18%.24 Currently over 3 million people visit the Centre each year.25

(f) Expansion and redevelopment of the Centre formed part of a greater revitalisation of the Kwinana Town Centre as a whole. This has been underway for a number of years and is continuing. Funding of up to $6 million by the State Government was announced to assist with this revitalisation.26 In addition to the Centre

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24 Statement of Kathleen Brown clause 2.6
25 Statement of Kathleen Brown clause 2.8
26 MGA Report clause 6.6
improvements, construction and improvement of public amenities in the Town Centre has occurred including: a new library (the Darius Wells Library); and a resource centre containing a library, crèche, computer facilities, public meeting room and Dome Café. These both opened mid 2013. Another development has been the creation of a “main street format” on Chisham Avenue. This has resulted in improvements and landscaping along Chisham Avenue and the extension of retail shops northwards from the Centre to Chisham Avenue. There is now greater connectivity between Chisham Avenue, the Centre and nearby public amenities. Below is a photograph of the Chisham Avenue main street shops.

Source: MGA Report

Across from the Centre is the “Kwinana Supa Centre” site which offers retail, office and large format retail tenancies. Stage 1 of the Supa Centre site is complete (opening 2015) with current trading tenants including Kambo’s, Repco, Autobahn, Stateswim and Jetts Fitness. When Stage 2 is completed, the site will provide approximately 12,500m² lettable area.

Significant housing development has occurred in and around the Centre since 2010 with more development planned. In particular, a range of housing has been encouraged in the Kwinana Town Centre, including town houses, semi-detached dwellings and aged person units. Below are aerial photographs dated 2010 through to 2018 provided in the MGA Report that depicts the residential developments.

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27 MGA Report clause 6.6
28 MGA Report clause 6.6
29 MGA Report clause 6.6
30 Statement of Kathleen Brown clause 3.2
31 Statement of Kathleen Brown clause 3.2
32 Statement of Kathleen Brown clause 3.2
33 MGA Report clause 6.6
Development of a “Kwinana Education Precinct” is also planned for a large site within 800 metres north east of the Centre. The MGA Report states that this development is expected to yield a range of living options that include group housing, apartments, terraced housing and single dwellings (totalling 170 dwellings), as well as a 8,000m² park.

It is observed in the Caporn Report that in 2011 there are approximately 36 businesses and retailers located in or near the Centre. In contrast, as of March 2018, the number had significantly increased to at least around 120.

3 Details of the business to be operated at the Proposed Premises

3.1 About the Applicant

(a) The Applicant is one of Australia’s most recognisable and trusted names in retailing. It is also an experienced operator of licensed premises, owning and operating two of Australia’s most popular retail liquor stores, Dan Murphy’s and BWS.

(b) At the core of the Applicant’s liquor retailing is its commitment to being a responsible retailer of alcoholic beverages. It has a longstanding and demonstrated track record of achieving this and is committed to continuing the position.
(c) Details of the Applicant’s management and responsible service of liquor and harm minimisation policies and procedures are detailed in Mr Shane Tremble’s statement attached as Annexure 2 (refer paragraphs 41 to 51).

3.2 Features of the Proposed Premises and manner of trade

(a) As identified earlier, the business to be carried on at the Proposed Premises will be the same as that at the Existing Store. The only differences will be:

(i) the trading hours (which will reduce as the Proposed Premises will not have an external trade access and will trade the same hours as the Supermarket);37
(ii) its geographical location within the Locality (the suburb of Kwinana instead of Leda); and
(iii) the nature of its immediate surrounds (with the Proposed Premises being fully contained inside the Supermarket within a large regional shopping centre whereas the Existing Store is in a neighbourhood shopping centre in a residential area).

(b) Consistent with the store’s function to cater to requirements of consumers who want the convenience of being able to purchase their packaged liquor at the same time as doing their grocery and other shopping at the Supermarket and Centre, the Proposed Premises will feature the following:

(i) A large, diverse and quality product range of approximately 1,510 products comprised of approximately:38

(A) 180 beer products and 90 cider products (including some products sold in duplication quantities i.e. single, six pack, carton);
(B) 725 wine products (including 110 bottled sparkling wines, 265 bottled red wines, 235 bottled white wines with the remainder being fortifieds, casks, etc);
(C) 280 bottled spirit products and 155 “Ready to Drink” products (including some products sole in duplication quantities i.e. single, six pack, carton); and
(D) 80 sundry items (such as snacks, accessories, etc).

The above product range will include Australian and imported (international) products and a large selection of WA products, particularly wine, to provide a good representation of local product. Around 400 products will be exclusive to the Applicant.39

37 Note the state trading hours are the current proposed hours. The Applicant is applying for the hours permitted under the Act to provide flexibility should the Supermarket hours change in the future.
38 Statement of Anthony Smith clause 5.6
39 Statement of Anthony Smith clause 10.8
The above photograph shows, as an example, wine displays at a BWS store. Source: Anthony Smith

(ii) trolleys from the Supermarket being available to customers to carry their purchases;

(iii) competitive product prices, with weekly specials and discounts available on bulk purchases;

(iv) modern, well laid out premises with wide aisles;
The above photograph shows, as an example, the layout of a BWS store. Source: Anthony Smith

(v) a walk-in coolroom; and

The above photograph shows, as an example, the cool room at a BWS store. Source: Anthony Smith

(vi) numerous refrigerated display cabinets offering a large range of already chilled products.
The above photograph shows, as an example, refrigeration cabinets at a BWS store. Source: Anthony Smith

(c) The Applicant is a proud supporter of the “Buy West, Eat Best” program which has been specifically set up to support the local community in Western Australia. Emphasis will be given to the ranging and support of local products. Such support can also include specific point of sale promotions in store (such as posters, on pack stickers, signage etc) as well as dedicated advertising and inserts in catalogues, sponsorships and free magazines.

(d) Customers of the store will have access to the Applicant’s other services and facilities, such as:

(i) on-line purchasing;
(ii) gift card facilities; and
(iii) “click & collect”.

(e) A dedicated store manager, who is suitably qualified and experienced, will be responsible for the day-to-day operation of the Proposed Premises.40 The store manager will be supported by the Applicant’s comprehensive management system and structure. Anthony Smith provides further details:41

“In addition to store management, a BWS State and Area Manager will oversee the operation of the Proposed Store. A key responsibility of the State Manager is to lead and manage each of the stores within his/her state. This includes monitoring and assessing: all aspects of the operational side of the business; compliance with EDG’s management policies and procedures and the liquor licensing legislation; and security and safety issues. The State Manager is also responsible for ensuring EDG’s policies, decisions and strategies are implemented and complied with. There are both informal and formal reporting systems and structures in place to ensure management can closely monitor what is going on at each store and how the stores

40 Statement of Anthony Smith clause 8.1
41 Statement of Anthony Smith clause 8.2
compare overall. In line with EDG’s management procedures, incidents of theft will be reported to the police.”

(f) As identified earlier, there will only be one public entrance to the Proposed Premises. The style and configuration of the store as well as security measures such as CCTV and EAS sensors will ensure these entrances are monitored at all trading times.\(^\text{42}\) A roller shutter will close off the public entry point when the store does not trade.\(^\text{43}\)

3.3 Security measures

(a) Crime Prevention Through Environmental Design principles have been applied in the design of the Proposed Premises.\(^\text{44}\) Aspects such as surveillance and lighting, territorial re-enforcement, space and activity management and access control have been incorporated into the built form of Proposed Premises to help minimise and reduce the incidence of crime.

(b) Specific safety and security measures will be put in place for the Proposed Premises. Anthony Smith details these as follows:\(^\text{45}\)

“The standard safety and security measures to be installed at the Proposed Store will include the following:

(a) Bright lighting throughout all areas of the store.
(b) A high quality colour CCTV system ...
(c) A “back to base” security alarm system.
(d) “Duress buttons”, for staff safety.
(e) An entry buzzer to alert staff to persons entering or exiting the store.
(f) Glass spirits will be located in shelving units with lockable perspex covers that only the staff members can access for customers wanting to purchase these items.

(h) At least two staff will be present in the store during trading hours, except in traditionally “quiet” times (e.g. 9.00am to noon on Monday, Tuesday and Wednesday).”

(i) A roller shutter will be installed at the public entry point from the mall. The shutter will be connected to an alarm system so if it is breached when closed, the alarm goes off.”

(c) The location of the Proposed Premises, being fully contained within the Supermarket, will in itself, be a harm minimisation factor and act as a deterrent to theft and adverse issues.\(^\text{46}\)

(d) In addition the security measures installed by the Applicant for the Proposed Premises, the Centre has its own extensive security measures.\(^\text{47}\)
4 About the Public Interest Assessment

4.1 The legislative requirements

(a) As indicated previously, Section 38(2) requires the Applicant to establish that the grant of the Application is in the Public Interest.

(b) The Public Interest is not defined in the Act. Hence the meaning is to be determined by reference to the words used, considered in context and with due regard to the subject matter and purpose of the Act.\(^{48}\) In particular, in determining whether the grant of an application is in the Public Interest, the Licensing Authority is bound to take into account the factual matters relevant to the objects of the Act as set out in Section 5(2).\(^{49}\) Section 38(4) provides some guidance by setting out some matters to which the Licensing Authority may also have regard.

(c) Factors comprising the Public Interest vary from case to case and may vary according to the specific circumstances of an application. In the case of the Application, the key question is: is it in the public interest to remove the licence from the Existing Store to the Proposed Premises?

4.2 Addressing the Public Interest

(a) In carrying out the Public Interest assessment for the Application the Applicant completed a comprehensive empirical analysis, through its representatives, which included assessment of the following key factors:

(i) The location of the Proposed Premises and how this compares to the Existing Store.

(ii) Key features and factors of the “Locality” of the Application.

(iii) The demographic profile of the local community.

(iv) Levels and sources of liquor related harm and ill-health.

(v) Likelihood of offence, annoyance, disturbance, etc to people who work or live in the vicinity of the Proposed Premises.

(vi) The existing retail packaged liquor outlets in the Locality.

(vii) Consumer requirements for the Proposed Premises, with regard to the development of the liquor industry.

(b) A summary of the Applicant’s findings are detailed below.

\(^{47}\) Statement of Kathleen Brown clause 4
\(^{48}\) O’Sullivan v Farrer (1989) 168 CLR 210 at 216-217; Water Conservation and Irrigation Commissioner (NSW) v Browning (1947) 74 CLR 492 at 505-506; Palace Securities Pty Ltd v Director of Liquor Licensing [1992] WAR 241 at 249-250
\(^{49}\) Woolworths Ltd v Director of Liquor Licensing [2013] WASCA 227 at per Buss JA at 49
5 Key Public Interest Factors in the Application

5.1 Location of the Existing Store compared to the Proposed Premises

(a) As identified earlier, the Existing Store formed part of the Stargate Shopping Centre. This centre is a neighbourhood centre in the suburb of Leda, that is surrounded by residential properties. Leda Primary School is within close proximity, as shown in the image below:

Source: Google maps

(b) By location, the Existing Store predominantly serviced its immediate neighbourhood. Nearby residences were directly across the street from the Existing Store, as shown in the image below:

Source: Google maps
(c) It is apparent that the shopping centre has “passed its use by date” and in its current state is unappealing with only one trading tenant.\(^5^0\)

(d) In contrast, as identified in clause 2.4, the Centre is a thriving regional shopping centre that: provides the retail core for the Kwinana Town Centre; has been the subject of improvement and development over the last few years; offers a wide range of services and facilities; provides comparative shopping; and services just over three million people per annum.

(e) Being located at the Centre means the Proposed Premises will be fully contained within the Centre, within a dedicated commercial precinct that services the whole of the Locality.

5.2 **Key features and factors of the Locality**

(a) Pursuant to the Director of Liquor Licensing’s Policy, the Locality of the Application is the area within a 3km radius of the Proposed Premises)\(^5^1\) (Locality). Attached as Annexure 3 is a map showing the geographical area contained in the Locality. It contains the suburbs of Medina, Calista, Orelia, Parmelia, Kwinana (inclusive of the Kwinana Town Centre), the majority of Leda and portions of Wellard and Bertram.\(^5^2\)

(b) The MGA Report observes as follows:\(^5^3\)

> “The Locality is situated within the south western corridor of the Perth Metropolitan Region (PMR), 3.5kms north east of the Rockingham City Centre. Development in the Locality includes the Kwinana Town Centre, which incorporates general retailing and civic uses within the area bounded by Sulphur Road, Gilmore Road and Challenge Avenue. Educational and other community facilities are located to the north of Sulphur Road. In addition, the Kwinana Golf Club is located at the western edge of the Locality.

Residential development makes up approximately three quarters of the area of the Locality and was first established in the suburb of Medina during 1962, followed by the suburbs of Orelia and Calista in the early 1970’s, followed by the suburb of Parmelia in the early 1980’s. Residential development was initially established in response to the identified need for public housing to accommodate workers in emerging industries, including the BP Refinery. The suburbs of Wellard and Bertram were established in the early 2000’s with new residential development continuing to occur in these two suburbs, along with infill in the other older suburbs.”

(c) It is clear therefore that the Locality characterised as an older area that is, and has been, the subject of considerable expansion and development in the last 10 to 15 years.

(d) MGA Town Planners reports on the various zonings and land uses within the Locality as follows:\(^5^4\)

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\(^5^0\) Statement of Anthony Smith
\(^5^1\) This is the area prescribed by the Licensing Authority as the relevant area (refer the Director of Liquor Licensing’s Policy Guide entitled “Public Interest Liquor Control Act 1988” effective 11 March 2010, amended as at 3 November 2014
\(^5^2\) MGA Report clause 3.2
\(^5^3\) MGA Report clauses 3.3 and 3.4
“Approximately 25% of the western edge of the Locality is zoned ‘parks and recreation’ under the MRS, which incorporates the Kwinana Golf Club. The ‘parks and recreation’ zone extends to the southern tip of the Locality in the suburb of Leda. The ‘Spectacles’ wetlands are located at the north eastern edge of the Locality and are also zoned ‘parks and recreation’. The Bollard Bullrush Swamp is located at the eastern edge of the Locality and is zoned ‘rural’ under the MRS”.

(e) There are a number of natural and man-made barriers that affect the Locality. The Perth-Mandurah railway line passes through the south eastern segment of the Locality dissecting the suburbs of Bertram and Wellard for which there are limited limited crossing points. A large tract of land runs the length of the western side of the Locality which is zoned parks and recreation.

(f) At the core of the Locality is the Kwinana Town Centre which stretches from Sulphur Road in the north to Challenger Avenue in the south, and from Gilmore Avenue in the west to Meares Avenue in the east as depicted in the image at clause 2.4(d). There are extensive services and facilities in this area as discussed previously.

(g) Gilmore Road is the principal north-south artery in the Locality which is identified as an “other regional road”. Gilmore Road connects to Thomas Road, a primary regional road in the north and to the south, Mandurah Road. Thomas Road and Sulphur Road provide connections to the Kwinana Freeway.

(h) A significant volume of traffic passes the site of the Centre. Below are the Main Roads WA recorded vehicles per day at relevant locations:

<table>
<thead>
<tr>
<th>Table 13: MRWA Counts - Weekday Combined Traffic Flows</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gilmore Ave – North of Wellard Road</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Challenger Avenue – East of Gilmore Avenue (south of shopping centre)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Thomas Road – East of Orelia Ave</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

Source: MGA Report Table 13

(i) The MGA Report observes as follows:

“The above counts demonstrate the traffic on Gilmore Avenue has increased substantially between 2011 and 2014, and similarly on Challenger Avenue, south of...”
the shopping centre. This indicates a higher volume of traffic is passing and/or visiting the Kwinana Marketplace Shopping Centre. Based on the extent of population growth recorded in the Census... by 2016 estimated through to 2018, the above volumes are now expected to be larger, and will continue to increase through to 2036 based on the level of growth estimated by forecast ID...”

5.3 Demographic Profile

(a) It is estimated that the population of the suburbs contained in the Locality as at mid-2018 will be 29,244 people.60 Between 2011 and 2016, the Locality’s population increased by 2.45% and between 2016 and 2018, 2.3%.61

(b) Significant population growth is predicted for the next 20 years through to 2036, with growth hotspots including the Kwinana Town Centre and Wellard, as shown in the table below:

| Table 2 – Locality Population by Suburb, 2016 Census and 2036 (Forecast ID) |
|-----------------|-----------------|-----------------|
| Suburb          | Population 2016 | Population 2036 |
|                 | Census          | (Forecast ID)   |
| Medina          | 2,368           | 2,716           |
| Orelia          | 4,691           | 6,640           |
| Callista        | 1,998           | 2,327           |
| Kwinana Town Centre | 255           | 3,530           |
| Parmelia        | 5,999           | 8,106           |
| Leda            | 3,289           | 3,416           |
| Wellard         | 5,048           | 17,602          |
|                 | (Wellard West, inside 3km locality area) | |
| Bertram         | 4,230           | 6,620           |
| Total Locality  | 27,878          | 50,957          |

Source: MGA Report Table 13

(c) Overall the age profile of the Locality is relatively youthful, largely due to the influx of people in the suburbs of Wellard and Betram.62 There are higher proportions of

60 MGA Report clause 4.3
61 MGA Report Table 1
62 MGA Report clauses 4.8-4.12 and Chart 1
persons aged 60+ in the longer establish suburbs of Calista, Medina, Orelia and Parmelia.\textsuperscript{63}

(d) Attached as Annexure 4 is a table which provides a summary of gender, common places of birth, religion and the proportion of indigenous persons in the Locality.\textsuperscript{64} The data reveals that in the Locality:\textsuperscript{65}

(i) The proportion of indigenous persons in the Locality (3.3\%) was higher than the proportion throughout Greater Perth (1.6\%) and consistent with that of the State (3.1\%).\textsuperscript{66}

(ii) The proportion of migrants from non-English speaking countries (16.7\%) was lower than throughout Greater Perth (18.7\%) in 2016.\textsuperscript{67}

(iii) English proficiency is comparatively high, with 1.4\% of persons not speaking English well or not at all, in comparison to 2.3\% throughout the Greater Perth area.\textsuperscript{68}

(iv) The proportion of Australian born persons in the Locality (57.5\%) is consistent with that of Greater Perth (57.4\%) and slightly less than throughout the State (60.5\%).

(v) The dominant religion is Christianity.\textsuperscript{69}

(e) The MGA Report also identifies that:

(i) The Locality is dominated by family households (79.2\% for the Locality compared to 73\% for Greater Perth).\textsuperscript{70}

(ii) A higher proportion of lone person households exists in Medina and Orelia (35.8\% and 27\% respectively compared to 23\% for Greater Perth).\textsuperscript{71} This is most likely due to the higher proportion of elderly persons in these suburbs.\textsuperscript{72}

(iii) There is a higher proportion of single parent families in the Locality (21.5\%) compared to Greater Perth (14.6\%).\textsuperscript{73} The highest proportions are in the suburbs of Medina and Kwinana.\textsuperscript{74}

(iv) Data from the 2017 Census shows a higher proportion unemployment in the Locality (12.2\%) compared to Greater Perth (8.1\%), however, Labour force data indicates actual rates are less than recorded on Census night, with the relevant rate likely to be around 6.5-6.7\%, which is consistent with historical figures and recorded levels for the South West portion of Greater Perth.\textsuperscript{75}

\textsuperscript{63} MGA Report clauses 4.8-4.12 and Chart 1
\textsuperscript{64} MGA Report Table 4
\textsuperscript{65} MGA Report Table 4
\textsuperscript{66} MGA Report clause 4.14
\textsuperscript{67} MGA Report clause 4.16
\textsuperscript{68} MGA Report clause 4.15
\textsuperscript{70} MGA Report clause 4.17
\textsuperscript{71} MGA Report clauses 4.18 and 4.19
\textsuperscript{72} MGA Report clauses 4.18 and 4.19
\textsuperscript{73} MGA Report clause 4.20
\textsuperscript{74} MGA Report Table 7
\textsuperscript{75} MGA Report clauses 4.22-4.25
(v) Except in the suburbs of Wellard and Bertram, individual, household, family and median income rates are below the State average.76

(vi) The index of relative socio-economic advantage/disadvantage for suburbs within the Locality are diverse with low rankings recorded for the suburbs of Medina, Orelia, Calista and the Kwinana Town Centre with high rankings recorded for Wellard and Bertram.77 It is considered the varying rates of socio-economic advantage reflect the variation among suburbs due to age, income profiles, proportion of single parent households, family households and lone person households.78

(vii) The Locality is not a tourist area.79

(f) In reviewing the “at risk” groups in the Locality in terms of alcohol related harm, MGA Town Planners concluded as follows.80

“In summary, the groups that may be considered ‘at risk’ are families and children, although the proportion of teenagers aged 15-19 was consistent with the proportion throughout the Greater Perth area. The longer established suburbs, such as Medina and Orelia, have a lower proportion of families and higher proportion of lone-person households. All suburbs excluding Bertram and Wellard contained on average 10%-15% more single parent family households, having a single source of income. Overall, the proportion of families was higher than the Greater Perth average, given the ongoing growth of new households in the suburbs of Bertram and Wellard. Over 60% of families in these suburbs are raising children and are also servicing mortgages, requiring higher incomes and employment to be maintained, and are therefore considered to be moderate – risk.”

5.4 Crime and health data

(a) There is no publicly available crime and health data specifically relevant to the Locality other than the suburb specific crime data.81 All other available data is on an aggregated basis.

(b) A summary of the available data is provided below (full details are provided in the Statistics Report):

(i) In aggregate, the Locality has a higher crime per capita than WA.82

(ii) Total crime rates for each of the 2015 to 2017 years was lower than the 2014 rate, but increasing from 2016.83

(iii) The relevant health region for the Locality, being the South Metro Health Region, recorded a lower proportion of alcohol related domestic assaults (38%) compared to WA rates (48%) from 2009 to 2013.84
In 2009-10, (the most recent available data period), the relevant data for the City of Kwinana (being a proxy for the Locality) reveals:\textsuperscript{85}

(A) a lower proportion of alcohol related assaults (21.2\%) compared to South West Metropolitan SSD (38.1\%) and WA (45.2\%);

(B) a lower proportion of alcohol related domestic assaults compared to South West Metropolitan SSD and significantly lower compared to WA;

(C) a higher proportion of domestic assaults (40.75\%) compared to South West Metropolitan SSD (34.3\%) and WA (38.5\%); and

(D) a 10.3\% decrease in total recorded crime.

The City of Kwinana had a statistically significantly lower level of alcohol related hospitalisations than WA from 2007 to 2011.\textsuperscript{86}

In relation to alcohol drinking risk levels for 2009 to 2014, the City of Kwinana recorded:\textsuperscript{87}

(A) A lower proportion in the life time risky drinking category (29.6\%) in comparison to South Metro Health Region (32.1\%) in WA (33.8\%); and

(B) A high proportion in the single occasion risky drinking category (15.3\%) in comparison to South Metro Health Region (13.3\%) and WA (14.5\%).

While statistically the data indicates a certain (but certainly not alarming or serious) existing level crime and liquor related harm and ill-health occurring in the area and/or region comprising the Locality, it is not necessarily reflective or conclusive of what actually occurs in and around the Locality or the Centre. Nor are there any details as to the source of the issues (if any).

The Licensing Authority has, on several occasions, found that the Applicant’s harm minimisation measures and strategies are sound. Details of the Applicant’s approach to security, risk management and responsible service of alcohol are provided in Shane Tremble’s statement, which is attached as \textbf{Annexure 2}. Included in Mr Tremble’s statement are copies of some of the signage and educational material used by the Applicant to encourage responsible consumption of liquor, as well as copies of the Applicant’s Community Charter and training material. The Applicant’s House Management Policy, Code of Conduct and Responsible Service of Alcohol Management Plan have been lodged at the Licensing Authority as part of the Application.

All staff for the Proposed Premises will be well trained in the responsible service of alcohol and will have completed Responsible Service of Alcohol training.\textsuperscript{88} They are

\begin{itemize}
\item \textsuperscript{85} Statistics Report clause 2(d)
\item \textsuperscript{86} Statistics Report clause 2(f)
\item \textsuperscript{87} Statistics Report clause 2(g)
\item \textsuperscript{88} Statement of Shane Tremble clauses 44-47
\end{itemize}
also required by the Applicant to complete regular refresher training whilst employed.

(f) The Applicant has a demonstrated track record of soundly managing licensed premises in the Locality: at the Existing Premises; the Dan Murphy’s Kwinana liquor store and the BWS Wellard liquor store.

(g) In relation to the Dan Murphy’s Kwinana liquor store, this store has been trading for just over four years. Currently it serves 377,364 customers annually (i.e. on average 7,257 customers per week).89

(h) Mr Darryl Brecknall, the Applicant’s National Asset Protection Manager, reports as follows:90

“Compared to other Dan Murphy’s stores in Western Australia the number and nature of incidents [at Dan Murphy’s Kwinana] is not higher than average. When the number of visitors to the store are considered, the number of incidents pales in comparison. For instance, the number of thefts as a proportion of customers is 0.00059%. It is noted that EDG policy requires all incidents of theft to be reported to the Police.

EDG and store management have a strong relationship with the local police. The store has access to the direct phone numbers of a number of police officers employed at the local station and the Police are quick to respond to any incidents. Police will frequent the store on a weekly basis for a routine visit and will also visit when foot patrols are deployed to the shopping centre.

There are 19 staff employed at the store. Many of these staff have worked at the store for a number of years and live within the area. This means they know the stores regular customers as well as known trouble-makers. Staff are continually updated on incidents at the store and offenders.

Continuous training is provided to staff including training and refresher courses on how to proactively deal with shoplifting, armed hold up training, etc.”

(i) The Centre Manager confirms that there are no problems arising out the operation of the Dan Murphy’s store.91

(j) Not only does the Applicant have the means, resources and commitment to put in place appropriate measures and controls that will minimise the risk of liquor related harm occurring from the operation of the Proposed Premises (if the Application is granted), it has systems in place to ensure any issue that does arise is dealt with appropriately.92 A clear demonstration of this is the closure of the Existing Store. Notwithstanding the Existing Store still had patronage (400 to 600 customers per week), the Applicant put the safety and security of its staff and the local community first.93
5.5 Field and site investigations

(a) To identify any relevant “on the ground” issues, the Applicant engaged Mr Robert Caporn of Caporn Services to complete comprehensive field and site investigations. Mr Caporn is a qualified Health and Environmental Officer.

(b) As part of his investigations, Mr Caporn personally consulted with representatives of the City, and the local police and the Liquor Enforcement Unit of the Police. Relevant findings are as follows:

(i) There is no Alcohol Liquor Accord operating in the City.94

(ii) The City is not aware of any unruly or anti-social behaviour, disturbance or inconvenience to residents in the vicinity of the Supermarket.95 There have been some issues at the skateboard area on the west side of Gilmore Avenue.96

(iii) The City has not received any recent noise complaints about the management of the Supermarket.97

(iv) Some years ago the City received some noise complaints about the airconditioner noise at the Existing Store.98

(v) During his visits to the Locality Mr Caporn did not observe any indigenous people socialising or congregating in the Locality or any anti-social behaviour.99

(c) In addition, Mr Caporn contacted the following community groups and organisations in the Locality:

(i) the Medina Aboriginal Cultural Group; the Moorditj Koort Aboriginal Health & Wellness Centre;

(ii) the Kwinana Recquatic Centre;

(iii) the Banksia Park Aged Care Facility;

(iv) the offices of the Wirrpanda Foundation; and

(v) Kwinana Stirling Skills Centre.

Mr Caporn provided each of the following with details of the Application. No comment or opposition to the Application was received from any of these groups.100

5.6 Offence, annoyance, disturbance, etc

(a) As indicated previously, the Proposed Premises will be fully internalised with no external entry or façade. This will minimise any potential environmental impacts on the local area and its immediate surrounds.101

94 Caporn Report clause 4.2
95 Caporn Report clause 4.2
96 Caporn Report clause 5.4
97 Caporn Report clause 5.2
98 Caporn Report clause 4.2
99 Caporn Report clause 7.1
100 Caporn Report clause 4.4
101 Caporn Report clause 5.1
(b) In relation to the immediate surrounds, this will be the Supermarket and other tenancies at the Centre. Operation of the Proposed Premises will blend into the operation of the Centre as a whole:

(i) Deliveries will take place during the day to a designated loading area.

(ii) All packaging and waste will be disposed of by the Applicant in a controlled and responsible manner and in compliance with all local government and other laws.

(iii) All waste bin collection will take place from within the designated loading area.

(iv) Free, on-site parking for vehicles will be available to customers within the Centre car park.

(c) The closest residential facility to the Proposed Premises is the Banksia Park Aged Care Facility which is located approximately 500 metres to the southwest of the Centre on the west side of Gilmore Avenue. These residences are separated from the Proposed Premises by the Centre building, its associated car park, Gilmore Avenue, associated road reserves and landscaping which will minimise any potential noise and environmental impacts.

(d) The MGA Report identifies there are seven “sensitive” premises within 800m of the Proposed Premises. It comments as follows:

“The nearest [sensitive premises] is the Kwinana Child Health Centre at 1 Peel Row located 150 metres to the north on Chisham Avenue. The liquor store will be contained within the shopping centre and concealed visually from the surrounding sensitive premises, inhibiting any potential for occupants and users of these facilities to be exposed to views of the store.

The proposal does not involve enabling the consumption of liquor on site, being a packaged liquor store only. The on-site consumption of liquor, such as in a tavern, may generate noise, crowds, traffic and other disturbances. The proposed packaged liquor outlet is not considered likely to generate significant impacts affecting the sensitive premises identified, given its distance and separation by a local road network and established buildings. The liquor store will be contained within the shopping centre, which is highly trafficked by shoppers.”

5.7 Existing Licensed Premises

(a) In order to identify the nature and type of retail packaged liquor services in the Locality, the Applicant, through its consultants and key staff, completed a review of the services and facilities offered by these outlets.

(b) Currently there are eight liquor licences within the Locality capable of selling packaged liquor to the general public (inclusive of the Existing Store). These are as follows:

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102 Caporn Report clause 5.1
103 Caporn Report clause 5.1
104 MGA Report clauses 8.7 and 8.8
105 MGA Report clause 8; Statement of Anthony Smith
<table>
<thead>
<tr>
<th>Premises</th>
<th>Location</th>
<th>Licence type</th>
<th>Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Liquorland Kwinana</td>
<td>Kwinana Marketplace Shopping Centre</td>
<td>Liquor store</td>
<td>Convenience store – internal tenancy at Kwinana Marketplace Shopping Centre</td>
</tr>
<tr>
<td>2 Dan Murphy’s Kwinana</td>
<td>Kwinana Marketplace Shopping Centre</td>
<td>Liquor store</td>
<td>Large format store – external tenancy at Kwinana Marketplace Shopping Centre</td>
</tr>
<tr>
<td>3 The Kwinana Local Tavern</td>
<td>Corner Gilmore and Chisham Avenues, Kwinana</td>
<td>Tavern</td>
<td>Drive through bottle-shop forming part of a stand-alone tavern premises</td>
</tr>
<tr>
<td>4 Cellarbrations Medina</td>
<td>111 Medina Avenue, Medina</td>
<td>Liquor store</td>
<td>Convenience store – tenancy of neighbourhood shopping centre</td>
</tr>
<tr>
<td>5 Pace Road Tavern</td>
<td>23 Pace Road, Medina</td>
<td>Liquor store</td>
<td>Drive through bottle-shop forming part of tavern in neighbourhood shopping strip</td>
</tr>
<tr>
<td>6 BWS Wellard</td>
<td>Corner Runnymead Gate and The Strand, Wellard</td>
<td>Liquor store</td>
<td>Convenience store – tenancy in neighbourhood shopping centre</td>
</tr>
<tr>
<td>7 Aussie Liquor Bertram</td>
<td>Hero Crescent, Bertram</td>
<td>Liquor store</td>
<td>Convenience store - tenancy in neighbourhood shopping centre</td>
</tr>
<tr>
<td>8 Existing Store (BWS Leda)</td>
<td>Stargate Shopping Centre</td>
<td>Liquor store</td>
<td>Convenience store - tenancy in neighbourhood shopping centre</td>
</tr>
</tbody>
</table>

(c) Full details of each of the above premises, except the Existing Store (details of which are provided in this PIA) are provided in Annexure 5. MGA Town Planners provides the following summary and comparison:  

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106 MGA Report clause 9  
107 Anthony Smith’s Report  
108 MGA Report clauses 9 and 10
“The Pace Road Tavern drive – through Bottlemart store predominantly services local residents in Medina and does not front onto a major road, being positioned centrally within the Medina LAC. It therefore predominantly services local residents in Medina. Being 100m north of the Medina IGA supermarket, it would also complement grocery shopping trips, although not in a combined single – trolley expedition.

The Cellarbrations Medina store and Aussie Liquor Discounts (Bertram Liquor) store are stand – alone liquor stores, predominantly servicing local residents in the suburbs of Medina and Bertram respectively. These stores both complement the grocery offering at small IGA supermarkets in close proximity, but do not facilitate efficient single – trolley grocery and liquor purchases. Given the position of each store embedded in the centre of the suburbs they service, their catchment is predominantly local.

The Kwinana Local Tavern drive – through Thirsty Camel store is located adjacent to busy Gilmore Avenue adjoining a light – controlled intersection. The premises services those local residents resorting to the Kwinana SAC making single – purpose trips to purchase packaged liquor, in addition to commuters or passers – by. The premises is located at the northern side of Chisham Avenue, approximately 180m north of the shopping centre entry and therefore does not facilitate efficient single – trolley grocery and liquor purposes.

The BWS Wellard and Liquorland Kwinana Marketplace stores both adjoin full – scale supermarkets enabling combined single – trolley grocery and liquor purchases at the Wellard NAC and Kwinana SAC activity centres respectively.

The Dan Murphy’s Kwinana store services a wider regional catchment incorporating the locality area and beyond. It has a greater breadth and range of stock, providing the opportunity for larger sporadic purchases to be made. It predominantly generates single – purpose trips. Not necessarily occurring in conjunction with weekly grocery shopping.

The Wellard Square NAC provides the only opportunity for residents to visit a full – scale supermarket for combined grocery and liquor purchases in the locality area, aside from the existing Liquorland store at the Kwinana SAC, and predominantly services residents in Wellard and Bertram.

Residents in Leda no longer have access to a local supermarket or packaged liquor outlet at the Leda Stargate NAC. No packaged liquor outlets exist in the suburbs of Orelia, Calista, Leda and Parmelia. Residents in these suburbs are in closest proximity and most likely to resort to the Kwinana SAC when making single – purpose trips for liquor purchases, or combined grocery and liquor purchases at a full – scale supermarket. The Kwinana SAC therefore fulfils a significant function within the Locality area in terms of facilitating access to packaged liquor and comparison shopping opportunity.”

(d) It is evident that all premises other those located within the Kwinana Town Centre are predominantly convenience styled outlets that service localised areas.

(e) The three outlets located in the Kwinana Town Centre are The Kwinana Local Tavern, Dan Murphy’s Kwinana and Liquorland Kwinana. Both the Dan Murphy’s Kwinana and the Kwinana Local Tavern offer different services and facilities to the Proposed
Premises, as noted by MGA Town Planners above. Anthony Smith provides some further information:

“The Kwinana Local is a tavern, which provides as one of its services, a drive-through liquor outlet. Whilst close, it does not form part of the Centre and is separated from the Centre by commercial and retail businesses on Chisham Avenue.

Dan Murphy’s is completely different in nature and style to the Proposed Store and caters to a different consumer market and need. In particular, Dan Murphy’s is a large-format ‘Destination’ styled store which provides a unique matrix of different services and facilities, focused on the best range, the best price and the best customer service. Customers generally go to Dan Murphy’s to purchase larger quantities of liquor products…”

Details on the differences between BWS (being the business to be traded at the Proposed Premises) and Dan Murphy’s is provided in Shane Tremble’s statement (refer paragraphs 13 to 31). In addition, the Dan Murphy’s store is located external to the Centre mall and is not convenient to shoppers of the Woolworths Supermarket as it would involve a separate shopping trip. As observed by Caporn Services:

“To access the Dan Murphy’s store from the Shopping Centre a shopper would have to walk across the car park on the west side of the Shopping Centre to Dan Murphy’s. Much of the car park is exposed to adverse weather conditions.”

In relation to the Liquorland Kwinana store, this store is located adjacent to the Coles Supermarket on the north-western side of the Centre. It provides convenience retail packaged liquor services, particularly to customers of the Coles Supermarket. It is approximately 220m2 in size; trades the same hours as the Coles Supermarket; and offers a range of chilled beer, pre-mixed drinks, wine and spirits.

Although the services and facilities of the Proposed Premises will be similar in some respects to the Liquorland Kwinana store, there will be some distinct differences. Anthony Smith observes as follows:

“In relation to the Liquorland Kwinana store, whilst Liquorland and BWS are both convenience based liquor stores, they offer some differences in services and facilities. I know this through my past experience working for Liquorland. It is also part of my current job to keep up to date with developments in the retail packaged liquor industry and to be fully aware of what our competitors are doing.

... the Proposed Store will offer 1,510 products. The Liquorland store from my observation offers only approximately 950 products. There will be some products that will be the same at both stores, such as popular brands offered by most liquor retailers (such as XXXX, Emu and Coopers beers, Bundaberg Rum, Jim Beam Bourbon, Johnnie Walker Whisky etc), but overall the depth, range and price points will be different. Around 400 products at BWS stores are exclusive to EDG.

\[109\] Statement of Anthony Smith clauses 10.4 and 10.6
\[110\] Caporn Report clause 1.2
\[111\] MGA Report clause 9.6.1
\[112\] Statement of Anthony Smith clauses 10.7, 10.8 and 10.9
In addition, in my experience, many people have brand loyalty. That is, people who prefer to shop at Woolworths’ Supermarkets also generally chose BWS for their packaged liquor. Conversely, people who prefer to shop at Coles’ Supermarkets usually shop at Liquorland.

Customers also enjoy having a choice in packaged liquor. For a shopping centre the size of the Centre, consumers would expect choice and competition in retail packaged liquor, the same as any other retail offering at the Centre."

(i) It is observed that while 44% of respondents to the Market Survey stated they had purchased packaged liquor from the Liquorland Kwinana store in the past 12 months, only 11% nominated it as their preferred liquor store.113

(j) The Proposed Premises will be located in a different section of the Centre from the Liquorland store. The Centre Manager comments on this as follows:114

“The proposed BWS liquor store will be located in the existing Woolworths Supermarket at Kwinana Marketplace. The supermarket is located on the eastern side of the centre, away from the existing stores. In a centre the size of Kwinana Marketplace we find customers often park nearest to where they want to shop. For example, customers who like to do their grocery shopping at Coles park on the Western side of the centre and customers who prefer Woolworths park in the south eastern car park. Dan Murphy’s is a stand alone building so customers usually park in the parking area immediately adjacent to that building (being the car parking area on the south west corner of the centre site).”

5.8 Consumer Requirement and Proper Development

(a) Modern consumers in Australia demand, and expect, range, choice and diversity in consumer goods, including retail packaged liquor.

(b) The Applicant is an experienced, successful retailer that devotes considerable resources to identifying and understanding what consumers want. Shane Tremble states as follows:115

“EDG is committed to providing its customers with the most enjoyable, quality shopping experience possible. Critical to our success is an understanding of what consumers want. In our drinks business this means anticipating and understanding which alcoholic beverages consumers like to drink, what motivates them to buy a particular product when they like to buy, and the services and facilities that appeal to them. Anticipating and being up-to-date with consumer purchasing patterns, motivations and trends is essential to our business. We conduct quarterly market research of 1,400 liquor buyers to ensure that we are aware of our customers motivations and requirements and to ensure that we can keep track of how well we, and our competitors, are meeting their expectations.

In the last 20 years there has been a revolution in the packaged liquor sector in Australia. Historically the production side of the liquor industry dictated what was available to consumers. Nowadays, to a large extent, consumer requirements drive

113 Market Survey slide 42
114 Statement of Kathleen Brown clause 6.1
115 Statement of Shane Tremble, clauses 32, 33 and 39
the industry. In a market economy such as Australia, the simple reality is that businesses that do not provide what consumers want – be it product range, services, value, or convenience – will not survive and prosper.”

“In short, modern day consumers of packaged liquor want, and expect, diversity and choice in packaged liquor. They want to be able to pick and choose where they go to purchase their packaged liquor depending on their particular purchase occasion need. This is particularly relevant in an age where people are time poor. As an example:

(a) A drive-through bottle shop appeals to, and provides for, the person who wishes to purchase their alcohol requirements on the way home, or on their way out to a friend’s house. Their primary requirement is for a quick purchase and a convenient entry and exit. The same factors which make this type of outlet appealing to, for example, a tradesman buying a six-pack of beer, may make the outlet unattractive to a young woman who wants to take some time to select a couple of bottles of sparkling wine.

(b) A liquor store adjacent to a supermarket in a shopping centre appeals to, and provides for, a shopper who wants to purchase some wine for the weekend at the same time as doing their other food shopping, in a safe, familiar, and convenient environment.

(c) A large format or specialty liquor store appeals to, and provides for, the wine enthusiast who wishes to source a new and unusual wine, craft beer, or premium spirit, a person who enjoys browsing, or a person who wants to purchase a large quantity of liquor to cater for a special occasion such as a party, function or other event.”

(c) In summary, consumers of packaged liquor expect, and want, a range of retail packaged liquor outlets to cater to their different needs and wants from time to time.

(d) There are a large number of examples in the Perth Metropolitan Area of shopping centres that contain a number of competing licensed premises that sell packaged liquor to provide diversity and choice. As observed in the MGA Report:116

“Given the size and regional attraction of the Kwinana SAC, the provision of alternative liquor stores adjoining the anchoring full-scale supermarkets inside the shopping centre will provide a level of comparison shopping opportunity commonly expected by consumers in the Perth Metropolitan Region when undertaking weekly grocery shopping expeditions at higher order centres. This enables shoppers to more effectively compare products and prices during grocery shopping.

As noted above, residents within those suburbs to the north, west and south must resort to the Kwinana SAC to purchase packaged liquor, particularly those in Leda given the closure of the BWS Leda store and supermarket.

A similar level of comparison shopping opportunity is available in District and higher order Secondary centres having a similar scale and function as the Kwinana SAC. Examples include the Secret Harbour DAC (3 internal stores and an external Dan Murphy’s store), Butler DAC (2 liquor stores and an external Dan Murphy’s store),

Floreat Forum (2 internal stores), Innaloo SAC (2 internal stores) and Dogswamp DAC (2 internal stores) among other examples.”

(e) It is also a notorious fact that a large proportion of consumers in Australia like to purchase packaged liquor at the same time as doing their grocery shopping.\(^{117}\) The Applicant’s research reveals this is around 46% of packaged liquor consumers.\(^{118}\) Results from the Market Survey are consistent with this. Overall a third of respondents (34%) stated they purchased their liquor at the same time\(^{119}\), 53% of respondents who support the Application purchase packaged liquor in this manner\(^{120}\), and “being able to do grocery shopping at the same time/doing it all in one trip” was ranked as being one of the top three features of the Proposed Premises.\(^{121}\)

(f) Woolworths’ market research also consistently reveals that convenience is one of the key aspects that determine where a person will purchase his or her packaged liquor.\(^{122}\) Anthony Smith confirms that the convenience factor can outweigh other factors for a number of reasons. He states as follows:

“Consumers believe the retail packaged liquor market is competitive but the bottom line cost of products does not vary significantly. That is, consumers perceive that there is always something on special and whilst most retailers were seen to heavily discount they “basically say the same thing”. Therefore, in a competitive market, consumers do not consider it is worth travelling far to purchase liquor products, except for an occasional stock up. Other factors, such as convenience, become the primary determinants as to where consumers will choose to shop.”

(g) Results from the Market Survey confirm the above, with “convenience” being the overwhelming reason respondents stated they would use the Proposed Premises.\(^{123}\)

(h) BWS is specifically designed to satisfy convenience needs. As identified earlier in this PIA many key features of BWS are focussed on providing enhanced convenience and ease of shopping. Anthony Smith comments on this as follows: \(^{124}\)

“Introduction of the Proposed Store will complement the Woolworths Supermarket. In particular, it will provide the ultimate in one-stop, one-trolley shopping, convenience for consumers at the Centre, the supermarket and other retail stores at the Centre. It will be under the same roof as these stores; it will be easily accessed from the Centre car park and the Centre mall (which is particularly convenient when the weather is inclement, people are in a hurry, have mobility issues or are wheeling heavy shopping trolleys); and there are no obstacles (such as curbing) that have to be traversed when moving between the supermarket, the Proposed Store and the other stores and facilities at the Centre. There are parking facilities within close proximity to the Store, being the Centre’s south-eastern car park... This car park is most likely to be used by existing shoppers of the Woolworths Supermarket.”

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117 Woolworths Ltd v Director of Liquor Licensing [2013] WASCA 227, per Buss JA
118 Statement of Anthony Smith clause 4.6
119 Market Survey page 43
120 Market Survey page 19
121 Market Survey page 26
122 Statement of Anthony Smith clause 4.7(a)
123 Market Survey page 28
124 Statement of Anthony Smith clause 6.3
In February 2015 Roy Morgan’s research on the factors that both men and women consider important in purchasing alcohol found that female shoppers strongly indicated a preference to shop at liquor stores which are located where they do their grocery shopping (a copy of the article reporting the research is attached as Annexure 6). It is observed that of the respondents who supported the Proposed Premises, a large majority prefer to combine grocery and liquor shopping in the same trip.

5.9 Market Survey

(a) To ascertain the views of local residents in the Locality to the Proposed Premises, the Applicant commissioned an independent market survey (the Market Survey).

(b) The Market Survey comprised a targeted catchment area opt in census survey. Relevant details of the survey are as follows:

(i) All households in the residential area contained within the Locality were invited to participate.

(ii) The research was conducted between Monday 19 February and Sunday 4 March 2018.

(iii) 403 participants completed the survey.

(c) Key strategic insights from the Market Survey are provided below:

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126 Market Survey page 19
127 Survey Report page 8
Three in five residents are either in **support** of the proposed BWS, or hold no opinion either way (60%).

The stated level of **support** (43%) is higher than the stated level of **opposition** (39%).

**Overall support** among regular liquor purchasers (weekly purchasers) is significantly higher at 58%.

Over 2 in 5 respondents indicated that they would be **likely to shop** at the new BWS if it were to open (42%).

Shopping intentions are the lowest among those who are 65 or older (33%), and significantly higher among those who prefer to purchase liquor when they do their grocery shopping (52%).

Shopping intentions are significantly higher among those who purchase liquor on a weekly basis (58%).

Younger respondents, people who purchase liquor more frequently, and those who like to purchase liquor at the same time as their groceries are significantly more likely to be in **support** of the BWS outlet, and more likely to **shop there** if it were to open.

The convenience of the BWS and competitive prices were the main reasons for being likely to shop at the proposed BWS. Specifically the convenience of having it close to Woolworths and therefore becoming part of the weekly shop.

In fact, 11% of respondents specifically mentioned the benefit of being able to combine grocery and liquor purchases, unprompted.

While a third of respondents indicate that they purchase their liquor at the same time / in the same trip as their grocery shopping (34%) among this group, **support** for the proposed BWS (53%) and **shopping intentions** (52%) are significantly higher.

The proposed BWS would allow more residents to combine their grocery and liquor purchases.

One half of respondents did **not raise any specific issues or concerns** regarding the proposed BWS (53%).

The major concerns raised were that there are enough liquor stores in the area (26%) and that the presence of a BWS will increase traffic congestion in the area (19%).

*Source: Market Survey*
(d) The Market Survey demonstrates:

(i) Respondents support the grant of the Application, particularly those respondents who like to purchase liquor at the same time as doing their grocery shopping or who shop weekly for liquor.\textsuperscript{128}

(ii) The proportion of people who like to purchase their liquor at the same time as doing their grocery shopping (34%) corresponds to the Applicant’s general findings.

(iii) A large proportion of respondents (42%) indicated they would use the Proposed Premises if it opened, predominantly for the reason of convenience, which includes being located close to the Woolworths Supermarket.\textsuperscript{129}

(iv) Brand loyalty to BWS and a preference for BWS products also featured in the top reasons as to why respondents would use the Proposed Premises.\textsuperscript{130}

(v) Woolworths is by far the most preferred shopping retailer in the area, as shown below:

![Preferred Shopping Retailer](image)

\textit{Source: Market Survey}

(e) While over half of the respondents to the Market Survey had no stated concerns with the Proposed Store, of those that expressed concern, the biggest one was that there are already sufficient liquor outlets in the area.\textsuperscript{131} It is observed, however, that of these respondents 50% were aged over 65 and 55% purchased alcohol less than once a month.\textsuperscript{132}

\textsuperscript{128} Market Survey slides 18 and 19
\textsuperscript{129} Market Survey slides 22 and 28
\textsuperscript{130} Market Survey slides 27 and 28
\textsuperscript{131} Market Survey slides 33 and 34
\textsuperscript{132} Market Survey slide 34
Submissions and conclusion

6 Submissions

6.1 Relevant legal principles

(a) As indicated previously, the relevant factual matters to be taken into account by the Licensing Authority when determining if the grant of the Application is “in the public interest” are those set out in the primary and secondary objects of the Act.  

(b) The primary objects of the Act are:

(i) to regulate, the sale, supply and consumption of liquor;
(ii) to minimise harm caused to people, or any group of people, due to the use of liquor; and
(iii) to cater to 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.

(c) The secondary objects of the Act are:

(i) 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;
(ii) to provide adequate controls over, and over the persons directly or indirectly involved in, the sale, disposal and consumption of liquor; and
(iii) to provide a flexible system, with as little formality or technicality as may be practicable, for the administration of [the] Act.

(d) In considering the “requirements of consumers” under object 5(1)(c), regard must also be given to secondary object 5(2)(a)(being the facilitation and use of licensed premises to reflect the diversity of consumer requirements).

(e) As part of the public interest consideration the Licensing Authority may (but is not bound to) also take into account the factual matters set out in section 38(4) of the Act.

(f) In the WA Supreme Court of Appeal decision Woolworths Ltd v Director of Liquor Licensing [2013] WASCA 227, Buss J, set down the following principles:

(i) The popularity of a business model in other localities was relevant to consider in the context of an application in another location, and could support an inference as to the existence of relevant consumer requirements [at 76 and 77].

(ii) It is a notorious fact that in contemporary Australian life, one-stop shopping in large suburban shopping centres is of great importance, especially to working

133 Woolworths v Director of Liquor Licensing [2013] WASCA 227
134 Woolworths v Director of Liquor Licensing [2013] WASCA 227 per Buss J at 52
people, and this social fact is reflected in the development of district and regional shopping centres [at 78].

(g) The Licensing Authority has demonstrated, through the granting of more than one retail packaged liquor outlet at large shopping centres across Western Australia (some of them recently), that competing licences at the same centre is in the proper development of the liquor industry. Some examples include the following:

<table>
<thead>
<tr>
<th>Shopping Centre</th>
<th>Outlets</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cockburn Gateway Shopping City</td>
<td>BWS</td>
</tr>
<tr>
<td></td>
<td>Cellarbrations</td>
</tr>
<tr>
<td></td>
<td>Liquorland</td>
</tr>
<tr>
<td>2. Floreat Forum</td>
<td>BWS</td>
</tr>
<tr>
<td></td>
<td>Vintage Cellars</td>
</tr>
<tr>
<td>3. Lakeside Joondalup</td>
<td>Liquorland</td>
</tr>
<tr>
<td></td>
<td>BWS</td>
</tr>
<tr>
<td></td>
<td>Sisters Supa IGA</td>
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<tr>
<td></td>
<td>Aldi</td>
</tr>
<tr>
<td>4. Noranda Shopping Village</td>
<td>Devine Cellars</td>
</tr>
<tr>
<td></td>
<td>Liquorland</td>
</tr>
<tr>
<td>5. Secret Harbour Shopping Centre</td>
<td>BWS</td>
</tr>
<tr>
<td></td>
<td>Cellarbrations</td>
</tr>
<tr>
<td></td>
<td>Liquorland (conditionally granted)</td>
</tr>
<tr>
<td></td>
<td>Dan Murphy’s</td>
</tr>
<tr>
<td>6. Westfield Whitford City</td>
<td>BWS</td>
</tr>
<tr>
<td></td>
<td>Cleanskins</td>
</tr>
<tr>
<td></td>
<td>Cellarbrations</td>
</tr>
</tbody>
</table>

### 6.2 Key factual matters

(a) The Application is for the removal of an existing licence – it is not for a new licence. Accordingly, the Proposed Premises will simply continue the established retail packaged liquor services and facilities provided by the Existing Store, but in a more appropriate location within the Locality, that is far safer and secure.

(b) The Applicant’s evidence as contained in this PIA and the material and information supporting the Application establishes the following:

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135 LC 06/2017 (Liquorland Secret Harbour decision) at 56
Removal of the Licence will relocate the business of the Licence from a neighbourhood centre, that has deteriorated significantly and has become subjected to adverse external factors, to the Centre, a regional shopping centre. It will also remove the Licence from a residential area to a dedicated retail precinct that is specifically designed to cater to the weekly and daily shopping needs of residents and visitors of the Locality.

An established and popular shopping centre, the Centre forms part of the Kwinana Town Centre, a Secondary Activity Centre. The Kwinana Secondary Activity Centre fulfils a significant function within the Locality. It is designed to provide a large and comprehensive range of services and facilities to the region’s population and the opportunity for comparison shopping between competing stores. The inclusion of the Proposed Premises within the Centre is consistent with this.

Between 2012 and 2017 both the Kwinana Town Centre and the Centre have undergone significant expansion and improvement. Development of the Town Centre is planned, with developments including Stage 2 of the Kwinana Supa Centre and residential premises.

Expansion of the Centre has increased the retail services and facilities at the Centre almost two-fold since 2012, fuelled in part by the growth and development of the area. Following completion of redevelopment works in 2017 customer numbers increased 18%. Currently the Centre services over 3 million people per annum.

As at mid July 2018, the population of the Locality will be around 29,224 persons, growing from 24,512 persons in 2011. Further significant growth is anticipated, especially in the suburbs of Wellard, Parmelia and Bertram as well as the Kwinana Town Centre.

Overall the population of the Locality is relatively youthful, mainly due to growth and development of the newer suburbs. However, in the older established suburbs of Medina, Orelia and Parmelia there are higher proportions of persons aged 60+ and single person households.

Levels of advantage and disadvantage are mixed throughout the Locality, with the Locality’s population having varying levels of income. The newer suburbs of Welland and Bertram are relatively more affluent, consistent with the younger population and families, with the older suburbs less advantaged. Unemployment rates are consistent with Greater Perth and historical rates.

The business of the Licence will remain as a BWS liquor store. BWS is a well-known, well-established and reputable retail liquor store brand. It is a proven business model, providing convenience based retail packaged liquor services and facilities, predominantly in conjunction with the Applicant’s supermarkets.

In contrast to the Existing Store, the Proposed Premises will be fully contained within the Woolworths Supermarket at the Centre. It will provide ancillary and complementary services to the Supermarket. In particular, it
will provide customers of both the Supermarket and Centre the amenity of one stop shopping convenience, whereby consumers will be able to purchase packaged liquor at the same time as doing their grocery and other shopping. Currently the Supermarket serves 1,423,952 customers per annum (around 27,383 customers per week). Respondents to the Market Survey confirmed Woolworths is, by far, the preferred shopping retailer.

(x) Around 46% of packaged liquor consumers generally purchase packaged liquor at the same time as they do their grocery shopping. Consumers in the Locality are no different, as evidenced by the Market Survey. The results demonstrate that residents of the Locality want and will utilise, the Proposed Premises.

(xi) Operation of the store will integrate into the Woolworths Supermarket and Centre in terms of land use, access, servicing and car parking. As a result, any environmental or noise impacts are likely to be minimal. Being fully contained within the Woolworths Supermarket the Proposed Store will be totally removed from nearby residences and any “sensitive premises”. This is not the case for the Existing Store, where the closest residence is across the road and a primary school within close proximity.

(xii) Higher per capita crime rates in the Locality were recorded compared to WA rates, however, there is no evidence as to what, if any connection this has to the sale of packaged liquor in the area. Alcohol related assaults and hospitalisations for the region are lower than WA rates.

(xiii) While there are slightly higher proportions of certain “at risk” groups in the Locality compared to stage averages, such as low income earners, children, indigenous persons, aged persons, lone person and single parent households, the publicly available data did not evidence specific alcohol associated problems with any particular group. When the Applicant’s demonstrated and comprehensive harm minimisation policies and procedures are taken into account, the risk of adverse impacts will be minimised. The Applicant has a demonstrated track record of operating licensed premises in the Locality (i.e. the Existing Store, the Dan Murphy’s Kwinana liquor store and the BWS Wellard store) soundly with minimal issues and in compliance with the Act. As demonstrated by the closure of the Existing Store, the Applicant will proactively take appropriate action where necessary.

(xiv) Given the Application is to relocate an existing liquor store, not introduce a new liquor store, the number of licences in the Locality will remain the same. Potentially liquor related issues will actually reduce to the extent of the issues that were occurring at the Existing Store (e.g. break-ins will no longer occur). The location of the Proposed Premises within the Woolworths Supermarket will be a far more safe and secure environment to that of the Existing Store.

(xv) There are two existing licences at the Centre, being the Dan Murphy’s Kwinana store and the Liquorland Kwinana store. The Dan Murphy’s store is
completely different in nature and style to both the Liquorland store and Proposed Premises and caters to different consumer needs.

(xvi) While the Liquorland Kwinana store offers similar services and facilities to those proposed at the Proposed Premises, there are distinct differences. A larger range of products will be offered at the Proposed Premises and a proportion of the product range will be exclusive to the Applicant. Furthermore, the Liquorland store is located in a different section of the Centre. As mentioned above, the Proposed Premises is designed to predominantly cater to customers of the Supermarket, that in itself, caters to half of the Centre’s 3 million visitors.

(c) Introduction of the Proposed Premises at the Centre will introduce diversity, choice and competition in convenience retail packaged liquor services and facilities into the Centre. It is reasonable, and in the proper development of the liquor industry, for there to be more than one convenience retail packaged liquor store at a large regional centre such as the Centre. Currently the Liquorland store has a monopoly in this regard. The sheer volume of visitors to the Centre is, in itself, sufficient reason to support the grant of the Application.

7 Conclusion

(a) In conclusion, the Applicant submits that:

(i) the grant of the Application is in the Public Interest;

(ii) the grant of the Application is consistent with the objects of the Act;

(iii) the specific circumstances of the Application and material facts as established by the Applicant support the grant of the Application; and

(iv) the positive benefits of granting the Application outweigh any potential, negative impacts.

(b) Given the above, the Application ought to be granted.
General

8 Definitions, source data and copyright

8.1 Definitions

In this document, the following terms have the following meanings:

ABS means Australian Bureau of Statistics.


Applicant means Woolworths Limited.

Application means the application by the Applicant to the Licensing Authority for the conditional removal of the liquor licence for the Existing Store to the Proposed Premises.

Caporn Report means the Public Interest Assessment Health and Environment report prepared by Caporn Services, dated 6 April 2018.

Centre means the Kwinana Marketplace Shopping Centre.

City means the City of Kwinana, being the local authority within which the Locality is substantially situated.

CPTED means Crime Prevention through Environmental Design Principles.

Existing Store means the BWS Leda liquor store.

Licence means liquor store licence no. 6030044321.

Licensing Authority has the meaning given to that term in the Act.

Locality has the meaning given to that term in clause 5.2(a) of this PIA (being the area within a 3km radius of the Proposed Premises).


MGA Report means the MGA Town Planners Reports dated April 2018.

PIA means this document.

Proposed Premises means the proposed new liquor store premises within the Woolworths Supermarket at the Centre.

Public Interest has the meaning given to that term in clause 4.

Supermarket means the Woolworths Supermarket at the Centre.

8.2 Source data
(a) The Applicant commissioned Cullen Macleod to prepare this PIA on its behalf.
(b) Cullen Macleod commissioned the various expert reports for the purposes of the PIA.
(c) Trained staff employed by Cullen Macleod:
   (i) Collated the statistical material. The source of certain statistical information, particularly relating to criminal data and health issues, are in the main from ABS and the recommended websites prescribed by the Licensing Authority.
   (ii) Completed the interviews with the Applicant’s personnel.
(d) This PIA is substantially a summary and compilation of the experts’ reports, statements of evidence, interview material, statistical information and other evidence and research.
(e) Cullen Macleod does not take any responsibility for the accuracy of the information drawn from the experts’ reports.

8.3 Copyright
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Affirmation

On behalf of the Applicant, I Anthony Smith, affirm the content of the Public Interest Assessment statement is, to the best of my belief and knowledge, correct and true.

Dated this 19TH day of APRIL 2018

________________________
Anthony Smith
Business Development Manager
Woolworths Limited
Annexures

1. Floor plan of the Proposed Premises
2. Statement of Shane Tremble
3. Locality Map
4. Gender, Birthplace, Religion and Indigenous Persons table
5. Other Licensed Premises
6. Roy Morgan article
ANNEXURE 1
NOTES

ALL DIMENSIONS, SIZES, ETC, ARE IN MILLIMETERS.

THIS DRAWING TO BE READ IN CONJUNCTION WITH ELECTRICAL, MECHANICAL, HYDRAULIC, DETAIL, STANDARD DRAWINGS AND CONSTRUCTION SUMMARY.

ALL PLANTS & DETAILS TO BE PROVIDED BY REFRIGERATION CONTRACTOR.

INSTALLATION OF COMPACTOR TO BE CONFIRMED BY WOOLWORTHS LIMITED.

EXTERNAL METALWORK SPECIFIED AS GALVANISED SHALL BE HOT DIPPED GALVANISED TO CONFORM TO AUSTRALIAN STANDARDS.

A FEATHERED EDGE BRASS STRIP SHALL BE PROVIDED AT ALL JUNCTIONS OF VINYL FLOORING AND CONCRETE SLAB.

EXPOSED VENT PIPES WILL NOT BE PERMITTED IN AMENITIES, OFFICES & PREPARATION AREAS.

A FIRST ISSUE TK17/10/2017

B BWS BOX RELOCATED TK23/01/2018

C CONTROL STATUS TK23/03/2018

ADD GLAZING

D BWS ENTRY FROM SUPERMARKET SIDE REMOVED AP17/04/2018

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PROJECT:
BWS KWINANA

DROWNING:
Liquor Control Plan

DRAWN BY:
T. KIM

DESIGN MGR:
T. KIM

PLANNING:
BWS PLANNER - T. KIM

SCALE:
1:100

PROJECT No.:
4335

FREE STANDING REVISED CENTER
TRAVELATOR

FLOOR SLAB (REFRIGERATION)
SUSPENDED ON GROUND

STORE LOCATION TYPE:

STATE:
WA

PROJECT MGR:

FORMAT:

AMENDMENTS - 'I' AND 'O' NOT USED

DATE:
XX/03/2018

Plot Date 17/04/2018 3:44:53 PM
ANNEXURE 2
Statement of Shane Tremble

Introduction

1. I am the General Manager - Corporate Services for the Endeavour Drinks Group at Woolworths Limited (Woolworths). Formerly known as the Woolworths Liquor Group, the group was restructured and rebranded in April 2016.

2. As the General Manager - Corporate Services I oversee licensing issues related to Woolworths’ licensed premises throughout Australia. My key responsibilities include the management of a team that is responsible for compliance in all of the Endeavour Drinks Group’s (EDG) liquor outlets, development and implementation of responsible service policies and initiatives, and management of new licence applications. I am also the main point of contact for government and regulatory authorities on matters relating to Woolworths’ liquor business.

3. I have been in the liquor industry for 39 years, fifteen years of which have been with EDG. Prior to joining EDG I worked in the production side of the wine industry. Previously I worked with the Coles Liquor Group for 16 years and then with David Jones department stores in the development of their food and liquor business.

4. Through my current position and experience I am well aware of developments and issues in the liquor industry in Australia. I sit on the Executive Committee of the EDG which oversees all aspects of our business.

5. In my current role I have been actively involved in helping to inform the development of alcohol policy in almost every jurisdiction in Australia. I sat on the Committee that reviewed the Licensees Code of Conduct in Victoria, assisted the Northern Territory Department of Justice with the implementation of the first electronic ID system for packaged alcohol in East Arnhem Land, and have presented on alcohol policy and responsible service at a number of conferences including the 5th Australian Drug Strategy Conference. I am currently a member of the Liquor Control Advisory Council in Victoria, a body appointed to advise the Victorian Government on matters relating to alcohol policy.
About Woolworths generally

6. Woolworths is one of Australia’s largest employers, providing jobs, training, skills and careers to more than 198,000 people. Woolworths is the largest private sector employer in Australia and one of Australia’s biggest employers of Indigenous workers.

7. Since opening its first basement store in Sydney’s Pitt Street in 1924, the Australian-owned Woolworths, and its associated brands, have grown into household names.

8. Woolworths prides itself on providing quality, trusted services and well-managed retail premises. Woolworths is one of the world’s most successful and respected retailers, and almost every Australian has an ownership stake in Woolworths either directly through small shareholdings or via a superannuation fund.

9. Woolworths is represented in almost every significantly sized community in Australia. We understand that we have a duty to be more than just a retail outlet and to make a positive impact on the communities that we serve. We adhere to the principle that we can never take our customers for granted – we need to earn their trust and respect and this means acting responsibly both inside and outside our stores.

About EDG retail liquor brands

10. Woolworths has offered the sale of packaged liquor as one of its retail services since 1961 when our first liquor store opened in Leederville, Western Australia.

11. Currently EDG includes two major retail liquor brands: Dan Murphy’s and BWS – Beer Wine Spirits (BWS). These brands are well respected and leaders in their respective categories.

12. At December 2017, EDG and the Australian Leisure and Hospitality Group (our joint-venture hotel company) operated 1,541 liquor stores and hotel bottle shops throughout Australia under the Dan Murphy’s and BWS banners.

13. Dan Murphy’s and BWS are completely different in nature and style and are specifically designed to service distinct consumer markets and distinct “purchase” occasions.
Dan Murphy's

14. Dan Murphy's stores are large format stores that offer comprehensive services, facilities and product ranges.

15. Dan Murphy's is Australia's premium retail liquor brand. It offers the very best in range, service and price and caters to all types of liquor consumers, but is particularly appealing to wine enthusiasts; people who seek out a large range of product; are looking for something special, different or new; or want to buy in larger quantities for a specific reason (such as to cater for an event or party).

16. Dan Murphy's caters for all tastes with over 10,000 different products available from Dan Murphy's online. A typical Dan Murphy's store offers a selection of between 4,000 to 4,500 products. Many products offered at Dan Murphy's are not available at other retail liquor brands. For instance, the Dan Murphy's Bicton liquor store offers one of the very few, and rare, collections of Penfolds Grange from 1951 to 2013.

17. Compared to other retail liquor stores, Dan Murphy’s offers significantly greater varieties of products across the whole range. This is because of the sheer size of the store which provides an opportunity for many producers, particularly the smaller, lesser known producers, with an opportunity for retail exposure, which would not normally occur. For example, Dan Murphy’s offers around 450 different types of whisky sourced from all around the world. A large number of other retailers, including BWS, only carry a fraction of this number. The large floor area also enables Dan Murphy’s to carry stock that does not have a high turnover, or may be rare or unusual.

18. All Dan Murphy’s have a large trading floor, with most stores averaging 1,200m² in size. Features that characterise a Dan Murphy’s store include:

- The best range of liquor products, with a focus on wine, which includes:

  i. Australian products, with selections available from most different regions, including less commonly known regions such as the Hilltops (NSW) and the Grampians (Victoria);

  ii. local products;

  iii. international products, with selections available by region and varieties;
iv. premium and iconic products;

v. brands exclusive to Dan Murphy’s;

vi. rare and collectible products;

vii. cellared wines released through the Dan Murphy’s Cellar Release program; and

viii. new and emerging styles of products from both established regions and new geographical areas.

ix. products not available at a specific store can be ordered online via the Dan Murphy’s website and delivered to customers from all over Australia.

• The best customer service, which includes:

  i. numerous floor staff (around 25 staff are employed for each store), supported by a management team during all trading hours, who are committed to providing excellence in service and who have significant product knowledge;

  ii. designated “Product Experts” at each store to provide specialist product advice and assistance to customers on specific categories of product (eg Craft Beer);

  iii. the Dan Murphy’s philosophy to educate, encourage and enthuse customers to learn more about what they are drinking and to enjoy a journey of experience and discovery;

  iv. extensive, free publications and educational material, including product guides and an informative interactive website;

  v. free tasting events, including specialty events such as the annual Champagne tasting around Melbourne Cup; and

  vi. free workshops and masterclasses hosted by Dan Murphy product experts, industry experts and suppliers.
• Competitive prices to ensure customers are offered products at the best possible prices, achieved through cost savings and efficiencies in the business operations.

• High quality, specially designed stores that not only meet customer’s needs for functionality but also inspire and excite customers. The latest in Dan Murphy’s store design includes:

  i. specialist product precincts such as a “wine precinct”, “whisky precinct” etc;

  ii. discovery stations;

  iii. a dedicated events area;

  iv. newly designed walk-in coolrooms which include glass automatic doors and controlled cooling;

  v. specialty “aged wine” and “Langtons” classified wine displays; and

  vi. a dedicated “local heroes” section which showcases a selection of specially selected local products.

19. Below are some photographs of the Dan Murphy’s Bicton store:
Dan Murphy’s Bicton “Local Heroes” section

Dan Murphy’s Bicton refrigerated sparkling wines, champagne and chardonnay products

Dan Murphy’s Bicton aged wines display
20. Dan Murphy’s customers typically drive to Dan Murphy’s for a specific purpose, such as to purchase liquor for an event or to find a particular product that is not available elsewhere. That is, they make a deliberate choice to go to Dan Murphy’s.

21. Predominantly customers go to Dan Murphy’s for the following reasons:

- they want to purchase liquor for an event or occasion;
• they are looking for variety, quality or to enjoy “the journey of wine”;

• they are seeking out a particular product which is not available elsewhere;

• the store is convenient; or

• to get value for money.

22. Dan Murphy’s customers also generally buy in larger quantities, but shop less often. There are a variety of reasons why customers buy in bulk. For instance:

• to cater for events, such as parties, weddings, engagements, Christmas, etc;

• to re-stock their cellars;

• to achieve savings;

• to take advantage of specials; and

• to stock up on products that are not available elsewhere.

23. A proportion of customers of Dan Murphy’s who regularly buy in bulk are businesses, such as caterers, sporting clubs, amateur associations, fund raisers and event organisers.

24. Research by Woolworths/EDG has identified the following about Dan Murphy’s customers:

• The average age of a Dan Murphy's customer is 47 years old. In Western Australia, 70% of Dan Murphy's customers are aged between 35 to 74 years of age, with only 7% of customers aged between 18 to 24 years of age.\(^1\)

• Nationwide, on average, 43% of Dan Murphy’s customers are female, and 57% are male. The proportion of female customers in Western Australia is higher than the national average, at 61%.

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\(^1\) House of Brand 2015, page 5
25. BWS stores are focussed on convenience. Many BWS stores are associated with Woolworths Supermarkets, which provides “one-stop shopping convenience” as liquor can be purchased concurrently with grocery shopping. Other BWS stores are local neighbourhood stores, located with other small, local shops, or attached to a hotel or tavern, which facilitates convenience and quick service. At some outlets a key feature is a drive-through service.

26. BWS stores average around 200m² in size. Where the store is attached to a supermarket, often storage and staff amenities are shared with the supermarket. Generally between two and six staff are on duty at a BWS store during trading hours, except for extremely quiet periods.

27. In contrast to Dan Murphy’s, and due to the limitations of physical space BWS stores offer around 1,600 products. This product range includes a selection of products across all liquor categories (i.e. beer, wine, spirits etc) that is focussed on popular, well-known brands but also includes numerous brands that are exclusive to BWS.

28. Below are some photographs of some BWS stores:
Customers who purchase liquor from a BWS store generally buy smaller quantities (e.g. one or two bottles of wine), but shop more frequently.

Research shows that:\(^2\)

- The majority of BWS customers are over 35 years of age (39% are aged 35-54 years of age and 28% are aged between 55 to 74 years of age).

\(^2\) House of Brand BWS Shopper Profile (based on Customers Australia-wide)
• Overall 50% of BWS customers are female and 50% are male. However shoppers of BWS stores attached to Woolworths supermarkets are significantly more likely to be female compared to stand-alone stores (64% in Western Australia).

31. It is not surprising that female shoppers make up the major customer demographic for our stores attached to a Woolworths’ supermarket. The convenience factor is of paramount importance to these customers and the ability to purchase their food and drinks requirements in one trip is a major determining factor in choosing where to shop.

Trends and developments in consumer requirements for retail packaged liquor in Australia

32. EDG is committed to providing its customers with the most enjoyable, quality shopping experience possible. Critical to our success is an understanding of what consumers want. In our drinks business this means anticipating and understanding which alcoholic beverages consumers like to drink, what motivates them to buy a particular product, when they like to buy, and the services and facilities that appeal to them. Anticipating and being up-to-date with consumer purchasing patterns, motivations and trends is essential to our business. We conduct quarterly market research of 1,400 liquor buyers to ensure that we are aware of our customers’ motivations and requirements, and to ensure that we can keep track of how well we, and our competitors, are meeting their expectations. We also track customer satisfaction down to individual store level via weekly “Voice of Customer” surveys which allows our shoppers to provide us with direct feedback on our range, pricing and their shopping experience.

33. In the last 20 years there has been a revolution in the packaged liquor sector in Australia. Historically the production side of the liquor industry dictated what was available to consumers. Nowadays, to a large extent, consumer requirements drive the industry. In a market economy such as Australia the simple reality is that businesses that do not provide what consumers want - be it product range, services, value, or convenience - will not survive and prosper.

34. What is abundantly clear is that modern consumer tastes and preferences in liquor products are becoming more sophisticated. Over the past 50 years levels of apparent consumption of different alcoholic beverages have changed substantially. Wine, particularly premium wine, and craft beer products are becoming increasingly popular. This is demonstrated by the following:
(a) Traditionally Australia has been a very high beer consuming country. However the consumption of beer has been on a long term decline. The proportion of pure alcohol available for consumption in the form of beer has decreased considerably, from 75% in 1962-63 to 39.9% in 2015-16.

(b) Over the same period the proportion of wine has increased from 12% to 37%, and spirits (including RTDs) from 13% to 19%.

These long term trends of alcohol consumption demonstrate a change in our lifestyle. People are consuming alcohol more regularly with food, and wine is increasingly the beverage of choice.

Demand for, and sales of, bottled wines, especially fine wines and international wines, artisanal spirits, and international, boutique and craft beers has increased significantly in the last few years. In particular, demand for imported wines has increased significantly, mostly on the back of the popularity of New Zealand Sauvignon Blanc. Imports account for approximately 12.6% of domestic wine sales at 2013-14, up from 7.1% in 2006-07. The popularity of high volume commercial brands of beers, such as VB, Swan Lager and Emu Bitter, is in quite significant decline. Mid-strength beers such as XXXX Gold and Great Northern are conversely experiencing very strong sales growth.

Per capita alcohol consumption in Australia has declined by 26% since 1975. The Australian Bureau of Statistics reports that on a per capita basis there was 9.7 litres of pure alcohol available for consumption per person in 2015-16. As a standard drink consists of 12.5 mls of pure alcohol, this is equivalent to an average of 2.1 standard drinks per day per person aged 15 years and over. Note that these figures overestimate the true level of alcohol consumed as beverages, as adjustments cannot be made for wastage and other factors such as alcohol used in cooking.

Market research done by EDG reveals much about modern consumers of packaged liquor:

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1 Australian Bureau of Statistics 4307.0.55.001
2 Ibid
3 Ibid
4 Australian Bureau of Statistics, Cat No. 8504.0.
5 Australian Bureau of Statistics 4307.0.55.001
6 Australian Bureau of Statistics 4307.0.55.001
7 Australian Bureau of Statistics 4307.0.55.001
(a) There are three key factors (or “purchase drivers”) that determine where a person will purchase his or her packaged liquor. These are:

(i) location;

(ii) price (or value for money); and

(iii) product range.

(b) The vast majority of consumers (67%) prefer quality over quantity.\(^9\)

(c) There is a general consumer preference for quality products, known brands and shopping in larger liquor stores.\(^10\)

(d) Many consumers want an enhanced shopping experience with features such as:\(^11\)

(i) provision of key information, e.g. food and wine/beer matching, suggestions;

(ii) technology, provided in-store or through an “app”;

(iii) in-store tastings;

(iv) one-stop shopping, i.e. the ability to get all their beverage needs such as ice, mixers, condiments, nibbles, glasses, etc. at the one place; and

(v) the ability to order online for delivery or pick-up at the customer’s convenience.

(e) While consumers of packaged liquor have a “preferred” outlet, they will still visit other outlets. For instance, market research completed by Roy Morgan for Woolworths in September 2009 revealed that over 50% of Dan Murphy’s customers also shopped at one or more other liquor store brands in a four week period.\(^12\)

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\(^9\) Woolworths Liquor Customer Insights Overview, 9 February 2012.

\(^10\) Woolworths Project WLG, 1 December 2010 and Woolworths Liquor Customer Insights Overview, 9 February 2012.

\(^11\) Woolworths Liquor Customer Insights Overview, 9 February 2012.

\(^12\) Woolworths Limited Customer Profiles 2009.
Most liquor consumers overwhelmingly prefer to purchase their packaged liquor from a “walk-in” liquor store (86% compared to 7% for drive-through liquor stores and 4% for online purchasing).³³

In short, modern day consumers of packaged liquor want, and expect, diversity and choice in packaged liquor. They want to be able to pick and choose where they go to purchase their packaged liquor depending on their particular purchase occasion need. This is particularly relevant in an age where people are time poor. As an example:

(a) A drive-through bottle shop appeals to, and provides for, the person who wishes to purchase their alcohol requirements on the way home, or on their way out to a friend’s house. Their primary requirement is for a quick purchase and a convenient entry and exit. The same factors which make this type of outlet appealing to, for example, a tradesman buying a six-pack of beer, may make the outlet unattractive to a young woman who wants to take some time to select a couple of bottles of sparkling wine.

(b) A liquor store adjacent to a supermarket in a shopping centre appeals to, and provides for, a shopper who wants to purchase some wine for the weekend at the same time as doing their other food shopping in a safe, familiar, and convenient environment.

(c) A large format or specialty liquor store appeals to, and provides for, the customer who wishes to source a new and unusual wine, craft beer, or premium spirit, a person who enjoys browsing, or a person who wants to purchase a large quantity of liquor to cater for a special occasion such as a party, function or other event.

The change in our businesses to respond to consumer needs has meant more Australians are able to take advantage of our convenience, safety, choice and pricing as a positive complement to their own lives. Convenience has allowed Australians to spend more time doing what they would rather be doing. Our competitive pricing policy and regional promotions help to keep more dollars in the wallets of shoppers to help meet the challenges of weekly family budgets.

⁳³ Woolworths Liquor Customer Insights Overview, 9 February 2012.
Responsible Service Policies

41. EDG takes its role as a retailer of alcohol very seriously. It is our stated ambition to be the industry leader in the responsible retailing of liquor and we devote considerable time, money and other resources to provide the infrastructure, systems and strategies to ensure that the alcohol we sell is sold responsibly. All aspects of our liquor operations are stringently controlled and supervised.

42. At EDG we go above and beyond the legislated requirements for the responsible service of alcohol. We aim to operate our liquor business beyond legal compliance to a standard of industry leadership. We are committed to the responsible service and supply of alcohol and all aspects of our liquor operations are subject to a set of responsible service policies. We are proud of our outstanding record of responsible service of alcohol throughout Australia.

43. To have earned the trust and security that consumers have in our stores EDG has initiated and implemented several harm minimisation strategies. In support of our “ID25” policies we have commenced a program of “RSA mystery shops” to monitor compliance within our own stores. We conduct six rounds of RSA mystery shops per year testing a minimum of 800 stores in every round.

44. EDG has continued its role as an industry leader by launching a community charter on the responsible service of alcohol in October 2014.

45. The community charter contains six key elements, details of which are provided in the following paragraphs. However, review of the charter has just commenced which may result in some changes in the future.

i. We don’t sell alcohol to anyone under 18 and if you appear under 25 we will ask you for ID.
One of the challenges facing our 10,000 staff working in licensed premises is preventing the sale of alcohol to underage customers and to people who are supplying them.

All EDG staff are trained in Responsible Service of Alcohol and have a clear understanding of our **House Policy** and our commitment to be Australia’s most responsible drinks retailer. Regular refreshers are undertaken to ensure that our staff remain aware of their responsibilities in this area.

Staff are provided tips during training on how to determine a person’s age and some of the indicators in a person’s appearance that may help you assess their age, however the only way to be sure is to ask the customer for identification.

To help our staff make the right decisions we have implemented our ID25 policy, which requires employees to ask for identification when customers appear to be aged 25 or younger. This reduces the guess work and potential stress for staff while helping to ensure we only sell to customers of legal purchasing age.

The “ID 25” program was introduced to assist team members in screening a wider range of people and alerting them to those minors who do look older than they really are.

If a customer cannot provide us with acceptable identification to prove they are over 18, team members must refuse to serve them. No ID, No Purchase. If team members doubt the authenticity of the identification or believe that it does not belong to the person presenting it, they must refuse service.

It is also about educating our customers that they will be asked for identification if our staff think they are under 25.
To educate our customers and to assist our staff in refusing service to a customer, we ensure that there is prominent ID signage displayed throughout our stores and in our advertising.

We are also in the process of rolling out our new electronic point of sale system which will provide an on-screen ID prompt for our team at the commencement of every sale transaction and show the “18 years ago date” to assist our team to quickly verify age from date of birth.

*ii. We don’t stock drinks that appeal to young people or encourage excess.*

Any alcoholic or alcohol branded product (such as branded chocolate, chips or soft drinks) submitted for potential sale by any buyer within EDG must first be benchmarked against our **Responsible Buying Charter**.

The charter includes 10 principles that aim to avoid the sale of any products that appeal to minors, encourage inappropriate drinking practices or make inappropriate associations.

These practices send a strong message to the community and manufacturers that products targeting minors and encouraging irresponsible drinking are not welcome in our stores.

Any product failing to meet these guidelines will not be considered for ranging. An example is our refusal to stock the “shot bucket” or allow RTDs to be sold that contain over 2 standard drinks in a single serve container, despite these both being stocked and sold by some of our competitors.
A copy of the charter is included in the materials at Annexure 1. As an industry leader, many producers are cognisant of our buying-charter guidelines in their own product development and marketing, and associated advertising, naming and packaging.

iii. We won’t sell you alcohol if we believe you are buying it for someone underage.

We believe alcohol should only be consumed by adults, which is why we won’t sell a customer alcohol if we see indications that they could be buying it for someone under age. If we overhear a discussion or witness an adult making a purchase for a minor we are not able to serve that customer. If a young customer is with a group of other young people and one of them doesn’t have ID, we will not serve them. These are some of the most difficult situations our team is asked to manage, so this initiative asks our customers to help us do what’s in the best interests of the community.

The "Don’t Buy For Them" campaign involves targeted and specific communication to raise public awareness and to encourage customers not to supply liquor to anyone under 18 years of age.

It is my experience that there is a significant level of public ignorance about the problems caused by the secondary supply of alcohol to minors. Our staff are often subjected to abuse by parents when they enforce our secondary supply policy. A typical scenario would be an adult shopping with a minor who points out a six pack of RTD (or some other liquor product) and if our staff witnesses an interaction of this type they are instructed to refuse service when the product is brought to the counter to be purchased. Under the current Community Charter EDG attempts to fill the gap in public awareness with point of sale materials and a small brochure outlining all aspects of Our Community, Our Commitment.
In addition we have developed a **Feedback Card** which is kept in a drawer or concealed enclosure close and readily accessible by staff to provide to customers in both positive service situations or to diffuse potentially challenging situations during the refusal of service.

We have encouraged the WA State Government to support the introduction of secondary-supply laws with a clear social marketing campaign to help minimise customer complaints and improve understanding. We have a duty of care to provide a safe environment for both our customers and our staff.
iv. We ensure our advertising is in line with community standards, doesn’t appeal to young people and promotes responsible consumption.

We’re careful about how we advertise and who we advertise to. Our advertising is in line with community standards and abides by government regulation and advertising codes. We’re not trying to encourage people who shouldn’t be drinking to do so. We’re all about encouraging our customers to drink responsibly. To this end, we were the first retailer to become a major contributor to DrinkWise, an organisation dedicated to making a positive change to Australia’s drinking culture.

Our business is focussed on sharing with our customers the stories of the people and places behind the labels by bringing to life a world of discovery, passion, and enjoyment. It is important that this is done responsibly and in a way that does not encourage underage or excessive consumption.

In June 2013 EDG became a signatory to the Alcohol Beverages Advertising Code (ABAC). This formalised EDG’s existing commitment to abide by the ABAC adjudication process and will ensure EDG’s exclusive brand products are pre-vetted for compliance with the Code. EDG is also committed to working with the industry and government as the Code extends further into social media and in determining how the evolution of retail price advertising is recognised in the Code.

As signatories to this Code, our Marketing Communications must NOT:

i.  show or encourage the excessive or rapid consumption of an Alcohol Beverage, misuse or abuse of alcohol or consumption inconsistent with the Australian Alcohol Guidelines;

ii. show or encourage irresponsible or offensive behaviour that is related to the consumption or presence of an Alcohol Beverage;

iii. challenge or dare people to consume an Alcohol Beverage;

iv. encourage the choice of a particular Alcohol Beverage by emphasising its alcohol strength or the intoxicating effect of alcohol;

v.  have Strong or Evident Appeal to Minors;
vi. depict a person who is or appears to be a Minor unless they are shown in an incidental role in a natural situation;

vii. suggest that the consumption or presence of an Alcohol Beverage may create or contribute to a significant change in mood or environment;

viii. show the consumption or presence of an Alcohol Beverage as a cause of or contributing to the achievement of personal, business, social, sporting, sexual or other success;

ix. suggest that the consumption of an Alcohol Beverage offers any therapeutic benefit or is a necessary aid to relaxation; or

x. show the consumption of an Alcohol Beverage before or during any activity that, for safety reasons, requires a high degree of alertness or physical co-ordination, such as the control of a motor vehicle, boat or machinery or swimming.

Any member of the public can make a complaint about our advertising if they feel it is in breach of these commitments at http://www.adstandards.com.au/.

In 2011 EDG was the first retailer to become a major contributor to DrinkWise – an organisation dedicated to changing Australia’s drinking culture. EDG supports the DrinkWise “Kids and Alcohol Don’t Mix” campaign by providing information by way of signage, audio messages and brochures to remind and educate parents on the risk of alcohol consumption by young people.
v. **We protect our team and will not serve alcohol to anyone who is intoxicated or abusive.**

Our team believes it’s always a pleasure to serve customers and help with their drinks selection. But we very clearly communicate to our customers that if they enter our store and are already intoxicated or become abusive, our team will refuse them service and ask them to leave.

We teach them to look for the following when assessing intoxication:

- Speech is slurred or slow.
- Breath smells of alcohol.
- Difficulty walking, standing or moving around objects.
- Fumbling with change.
- Difficulty understanding or answering questions.
- Becoming loud and boisterous.
- Aggressive behaviour.
- Glassy eyes, lack of focus, loss of eye contact.
- Making irrational or nonsensical statements.

vi. **We support initiatives that say no to violence.**

We don’t believe alcohol should be used as an excuse for violence which is why we don’t allow anti-social behaviour in our stores and why we support initiatives that say no to violence.

EDG says no to violence against women and has entered into an agreement to support White Ribbon Australia, the world’s leading male-led movement to end violence against women.

Through our store network of more than 1,500 BWS and Dan Murphy’s stores, we can help raise awareness and broaden White Ribbon Australia’s reach into local communities.
White Ribbon Australia CEO, MS Libby Davies, said “The support of Endeavour Drinks Group, with its retail outlets across Australia, enables Australians to access White Ribbon merchandise and become more engaged in this critical campaign. It is all of our responsibility to help stop this violence”.

46. A copy of the “Commitment to Community” Charter training material for staff working in EDG stores is attached as Annexure 1. We regard the Community Charter as a shared responsibility and we encourage our customers to read and partake in our responsible drinking commitment. The Community Charter encourages customers to be prepared with ID and to take it as a compliment if they are asked their age.

47. The Community Charter is not the total of our activities in responsible service. We are active members of the community and support a range of local programs and activities. For example, other initiatives include the following:

(a) To complement a wider communications campaign by DrinkWise, EDG introduced pregnancy warnings on the labels of our own products. That is, a message aligned to NHMRC advice that states “if you are pregnant or thinking of becoming pregnant, the safest option is not to drink”. In most cases, this is accompanied by a pictogram to assist people from a non-English speaking background or with poor literacy skills to understand the harms of consuming alcohol while pregnant.

(b) First implemented in 2007, the EDG “Schoolie” action plan is a targeted initiative designed to curb underage drinking and discourage the incidence of adults buying alcohol for minors.

(c) We encourage our team members to undertake a six week secondment with Jawun, an organisation dedicated to supporting indigenous enterprise.

48. All of our stores are specifically designed and configured to provide a safe shopping environment and incorporate, where possible, prevention of crime principles through design. Usually the cash desk is near the exit/entrance which means staff are able to easily monitor and be aware of who is coming in and out of the store.
49. All stores are fitted with high quality, colour CCTV and other security measures (such as electronic access gate entry points). We are currently undertaking a national upgrade of our CCTV systems that involves capital expenditure in excess of twenty million dollars. A strong and obvious security presence provides reassurance to customers but also provides a safe environment for our staff.

**Management and staff training**

50. Our liquor store staff undergo thorough and comprehensive training. Our staff do not commence work in our licensed premises until they have completed their Responsible Service of Alcohol training. Our staff are also required to undergo mandatory regular refresher training. In contrast to other liquor retailers who prefer to hire people who have undergone RSA training previously, EDG is Australia’s largest user of RSA training and fully funds all mandatory training requirements for all staff who require it. Hospitality and retail is a high staff turnover business, so this is a significant investment in our people that benefits the industry at large while giving the person a valuable skill. The majority of EDG members are also qualified to approved manager standards under the approved MLP1 Management of Licensed Premises Course.

51. Across our Western Australian stores, EDG employs approximately 1,200 staff who have all been part of an intensive induction and training program that goes well beyond the minimum requirements set out in WA Responsible Service of Alcohol accreditation. A job in one of our stores is often the entrance path to employment and the learning of skills and workplace practices for young Australians. Career opportunities abound and many of our senior executive team including the recently appointed EDG Managing Director began their careers on our shop floors.

52. All staff are required to abide by a strict code of conduct. No staff member, from the cashier in the local BWS store to our Chief Executive Officer, is permitted to consume liquor whilst on duty.

53. Underpinning and supporting our stores is a strong national management team. If an issue arises at any of our stores, protocols are in place to ensure the issue is dealt with appropriately and effectively. There are also dedicated teams, such as the Compliance and Asset Protection team, which ensure management and staff are kept up to date with issues and developments in the industry and that our stores are operated to the highest standard possible.
**Working with stakeholders**

54. We have a very proud record of working with Police, local councils and community groups to tackle problem drinking and liquor related issues. When appropriate we will consult and work with the relevant authorities to achieve a beneficial outcome when issues arise.

55. When there is a demonstrated need to do so (such as in communities experiencing a high degree of liquor related difficulties) EDG will remove certain products from sale and reduce store hours. Some examples in Western Australia are as follows:

   (a) At the BWS store in Maylands some issues were highlighted to us by the local Chamber of Commerce and the local Government Authority, which included significant problems with street drinking around the area. Some of the alcohol was coming from one of our outlets. We engaged in discussions with the Local Council about what we could do to manage this issue. As a result of that we changed our trading hours and we opened the BWS Maylands store at a later time. We removed certain products from sale, being the ones that were seen as contributing to the problem in the area. Also, large format casks were taken out of the store. We have engaged with the local Police and also a local Indigenous Brief Interventions Organisation. If we have intoxicated people acting in an anti-social way or attempting to purchase alcohol we have a contact that we can call on. The measures have been met with a very positive response from the local community.

   (b) In regional and remote areas in places such as Broome and Derby we have, in consultation with the local Police, restricted trading in our store, or even closed the store for a period of time, on days when a major community event has been held where it is suspected issues with intoxication or anti-social behaviour may occur. Our senior executive responsible for compliance is a regular visitor to our remote area stores in WA.

   (c) We also have in place an extensive set of voluntary restrictions around ranging and promotional activity in remote communities such as Broome, Derby, Carnarvon, Kalgoorlie, Port Hedland and some metropolitan areas such as Perth CBD and Maylands where alcohol related harm is an issue.
56. If there is a local liquor accord we ensure that we participate. When liquor accords are properly resourced and managed they can have a significant effect on community alcohol problems because they include all stakeholders: licensees, police, local government authorities, and community representatives. Liquor accords are extremely well established in New South Wales and Victoria. They are less developed in Western Australia.

57. Usually where there is a local liquor accord one of our local liquor store managers will attend the meetings. We also have an internal intranet site to manage our participation in accords nationally. Managers can log on at any store. This is particularly useful for a manager that goes to a new store who needs to be brought up to speed quickly with local issues. They can log into the site at the store and find their local accord. If there is an active accord in their area, they can just click on a folder and it will have all the accord minutes, all the issues and any correspondence related to the accord.

**New EDG stores**

58. Any proposed site for a new liquor store is carefully selected and goes through a rigorous internal approval process. Every licence application is preceded by a detailed analysis of the potential trade area that incorporates demographics and a projection of customer numbers and revenue. All applications must receive approval from the Property Committee of the Woolworths Ltd board before being lodged. It is essential that the site is appropriate, both commercially and for the local community.

59. For any liquor store licence applications granted in Western Australia, EDG will operate the store in a sound manner and in accordance with acceptable, and accountable, retailing practices. If any issue arises, comprehensive management structures and resources are in place to ensure it is appropriately dealt with.

**Community support**

60. EDG is strongly committed to the local communities within which it operates. In particular, it is committed to ensure the operation of all its licensed premises create positive impacts for the local community. It also contributes to the community in other ways, such as monetary support, “man-power” support, industry support and employment opportunities.
61. Overall Woolworths has a target of allocating the equivalent of 1% of pre-tax profits to supporting our communities. Our businesses achieve this by supporting organisations, programs and initiatives in our core focus areas in a manner that is relevant to their business objectives, strengths and skills.

62. We also ensure that our liquor stores feature a representation of local products, particularly wines. For instance our Dan Murphy’s Albany liquor store features a large representation of Great Southern wines and for our BWS store in Margaret River a special mural was commissioned by a well-known local artist to complement the widest ranging of Margaret River wines found across the BWS network of stores.

63. We also buy a large amount of wine from local producers and offer such wine all around Australia. This gives exposure to these products to a much bigger consumer market than would be the case otherwise. A good example of this is in regard to Margaret River wines. We are the largest customer for this region anywhere in the world and currently sell over 1 million cases of Margaret River wine all over Australia. We also support the wine industry in other ways. For example, through its retail liquor brands Woolworths/EDG sponsors major wine shows around Australia, including the National Wine Show of Australia and the Margaret River Wine Show. Wine shows play an important role in identifying Australia’s finest wines and raising standards.
Conclusion

64. Woolworths is a highly reputable, well-managed company. Through EDG it does all it can to ensure the liquor sales conducted through its licensed premises are done in the most responsible manner. It strives to surpass industry standards of compliance and to be a market leader. Great care is also taken to ensure it provides quality, relevant and up-to-date retail packaged liquor services and facilities to consumers.

65. A welcoming store layout and an environment of helpful staff that can assist and guide purchase decisions while rigorously upholding licence obligations through staff training and security measures ensure a safe and friendly place where consumers can enjoy their shopping experience. Today’s modern retail liquor offer is a significantly different shopping experience to that of 30 years ago when alcohol purchases were almost exclusively a male domain. Our focus on the customer has ensured that our business has kept pace with the significant changes in the shopping habits of the nation.

Dated at Sydney this 30th day of January 2018

Shane Tremble

Annexure 1: Community Charter training materials
Annexure 1

Community Charter Materials
Commitment to Community

✓ To help keep our young people safe, we ask for ID if the shopper looks under 25

✓ We believe alcohol should only be consumed by adults, which is why we stop secondary supply through our Don’t Buy It For Them policy and awareness campaign

✓ Because young minds are impressionable, we don’t stock items that appeal to young people or encourage excess consumption through our Responsible Buying Charter

✓ We ensure our advertising is in line with community standards and doesn’t appeal to young people as an ABAC signatory

✓ We are a leader in responsible drinking campaigns including DrinkWise Australia cultural change programs and labelling initiatives

✓ We protect our team and refuse service if the shopper is intoxicated or abusive

✓ We support the community by refusing service if the shopper is in school uniform

✓ We ensure first home delivery is attended and require delivery staff to ask for ID and check for intoxication

✓ We say no to violence against women through our support for White Ribbon and engage our team members with the opportunity to undertake a Jawun secondment in an indigenous enterprise for 6 weeks

We take the Responsible Service of Alcohol seriously, and actively encourage our customers to do the same.

As community members, Endeavour Drinks Group is totally committed to the wellbeing and safety of our neighbours.
Selling Alcohol Beverages Responsibly

Alcohol consumption is ultimately an issue of individual responsibility. However, as a responsible retailer of alcoholic beverages, Endeavour Drinks Group aims to go beyond regulatory compliance with a strict set of processes and procedures that govern all aspects of our operations to help protect individuals and society from the harm caused by excessive consumption.

It’s important for us to “walk the talk” which is why we conduct annual audits of licensing and responsible service compliance in all of our licensed outlets.

All Endeavour Drinks Group staff are trained in Responsible Service of Alcohol and have a clear understanding of our House Policy and our commitment to be Australia’s most responsible drinks retailer. Regular refreshers are undertaken to ensure that our staff remain aware of their responsibilities in this area.

One of the challenges facing our 10,000 staff working in licensed premises is preventing sale of alcohol to underage customers and to people who are supplying them.

To help our staff make the right decisions we have implemented our ID25 policy, which requires employees to ask for identification when customers appear to be aged 25 or younger. This reduces the guess work and potential stress for staff while helping to ensure we only sell to customers of legal purchasing age.

We have also initiated a point of sale ‘Don’t Buy It For Them’ campaign to raise community awareness and understanding of our staff enforcing their responsibilities in the secondary supply of alcohol to minors.

We have formalised a number of Responsible Service Policies around Intoxication, Secondary Supply, School Uniforms and the Responsibility of Licensees. All policies are available to staff through our internal website.

Endeavour Drinks Group has always been a conscientious participant in efforts by police, local councils and community groups to tackle problem drinking. We have introduced a range of measures to better manage alcohol-related issues in some communities, including removing ‘long-neck’ beer and some wine products from our range in areas where these are prone to abuse; and voluntarily reducing our trading hours. As an example, we have introduced a range of measures in Alice Springs involving the removal of lower priced wine products from sale. These measures were implemented after extensive community consultation.

Endeavour Drinks Group participates in local community liquor accords, where licensees and other stakeholders take action to improve safety in entertainment areas and reduce alcohol related anti-social behaviour. Woolworths has approximately 514 licensed stores involved in local liquor accords and commits almost $468,000 in wages expense and 15,420 labour hours to attendance at local liquor accords.

Any alcoholic beverage or alcohol branded product (such as branded chocolate, chips or soft drinks) submitted for potential sale by suppliers to the Endeavour Drinks Group must first be benchmarked against our Responsible Buying Charter. The charter includes 10 principles that aim to avoid the sale of any products that appeal to minors, encourage inappropriate drinking practices or make inappropriate associations.

These practices send a strong message to the community and manufacturers that products targeting minors and encouraging irresponsible drinking are not welcome in our stores.

Endeavour Drinks Group has been a long standing contributor to Drinkwise – an organisation dedicated to the achievement of a more responsible drinking culture in Australia. As an independent, not-for profit, evidence-based organisation, Drinkwise Australia relies on voluntary contributions from the alcohol industry. Endeavour Drinks Group was proudly the first major Australian retailer of alcoholic beverages to join Drinkwise Australia.

In another first, we became the first retailer in Australia to sign the Alcohol Beverages Advertising Code that governs our advertising, naming and packaging across our entire business.

The following pages provide examples of policies, procedures and initiatives undertaken by the Endeavour Drinks Group.
To help keep our young people safe, we ask for ID if the shopper looks under 25
The “ID 25” program was introduced to assist you in screening a wider range of people because some minors look older than they really are. It is also about educating our customers that they will be asked for identification if you think they are under 25.

OUR ID 25 POLICY IS:
If you believe a customer looks under the age of 25, you must ask for identification.

To help you make that assessment you must:
• Acknowledge and GREET the customer – this is your first chance to assess their age.
• Make prolonged EYE CONTACT with the customer - Ask yourself - Does this person look under 25?
• ENGAGE the customer in conversation and offer assistance.
• Try and make your assessment before the customer gets to the counter.
• Are they nervous? Ask yourself - Does this person look under 25?
• When the customer does approach the counter maintain EYE CONTACT. Be in the moment - focus on the customer and not on the POS. Don’t be distracted by phone calls, conversations with other team members, etc.
• Ask yourself - Does this person look under 25?
• Be confident - Ask the customer for identification.

Points to look out for:
• Are they nervous - do they look like they are trying to get out of the store in a hurry?
• Are they paying with cash or cards without showing their wallet?
They can still be underage even if they don’t exhibit these signs. Make the call and back your judgement.
When a customer provides you with identification you must also:
• Check the date of birth to make sure the person is 18 years of age or over
• Check the photo clearly resembles the person presenting it
• Check the identification is authentic and not fraudulent
• Check the identification is current.

REMEMBER: if a customer cannot provide you with acceptable identification to prove they are of age, you must refuse to serve them…….No ID, No Purchase.
Always remember to enter all refusal of service incidents in the RSA Incident Register.
Guideline for Disciplinary Matters regarding Responsible Service of Alcohol:

- EDG has numerous obligations to ensure and facilitate the RSA. There may be serious personal and business repercussions for non-compliance with RSA legislation and internal processes.
- This is a guideline to assist managers in applying a consistent and reasonable approach to determining appropriate penalties in response to non-compliance with EDG RSA principles.
- This guideline is not an absolute rule and managers must exercise discretion by weighing up the relevant circumstances and selecting the appropriate penalty where there have been issues of non-compliance.

  - Generally speaking, EDG may consider the following penalties:
    - First Offence:
      - May warrant a warning, training and/or first and final depending on the relevant circumstances. (Note – a warning for a breach should always confirm that a further breach may result in further disciplinary action including termination of employment)
    - Subsequent offence:
      - May warrant a further warning and/or training
      - In instances of serious contraventions or incidents of a similar nature, it may be warranted to consider termination of employment

REMEMBER: if a customer cannot provide you with acceptable identification to prove they are of age, you must refuse to serve them……..No ID, No Purchase.
Always remember to enter all refusal of service incidents in the RSA Incident Register.
ATTENTION SCHOOLIES

When visiting our store, you need to show ID, even if you are not buying drinks.

SUPPLYING ALCOHOL TO UNDER 18’S IS AGAINST THE LAW AND PENALTIES APPLY

WE TAKE RESPONSIBLE SERVICE AND CONSUMPTION OF ALCOHOL SERIOUSLY.
Parents face booze ban in party weeks

Renee Viellaris

PARENTS will be stopped by security guards outside Queensland’s biggest alcohol retailer if it is thought they are buying booze for their children during Schoolies.

BWS and Dan Murphy’s will turn away adults from the front doors of 50 outlets if it appears they are helping teenagers stockpile grog for the end-of-year celebrations.

And groups who try to buy booze from any of the southeast Queensland and northern New South Wales outlets will be checked for ID.

It comes as police and Office of Liquor and Gaming Regulation inspectors will be on the lookout for adults who provide alcohol to underage youths during Schoolies events, which are expected to attract more than 30,000 revelers during the next three weeks.

Adults who provide alcohol to minors and do not supervise them face penalties of up to $8000.

BWS and Dan Murphy’s national liquor licensing manager Shane Tremble said the company’s “Don’t Buy It For Them” message was to remind parents to be responsible.

“We know that very few underage drinkers attempt to buy alcohol themselves, preferring to ask others to buy it for them, so it is important that we tackle this issue head-on,” Mr Tremble said.

“It is illegal for parents to supply alcohol in an unsupervised environment. Parents think it is their right to do it. There’s a difference between giving them a glass of wine at the dinner table or at a barbecue and dropping them in at a Gold Coast flat with a carton of RTDs (ready-to-drink beverages).”

The most recent Australian Government’s National Drug Strategy Household Survey report found that 94 per cent of 12-17-year-olds got their alcohol from friends, acquaintances, parents or other relatives. However, 30 per cent of parents regularly bought alcohol for their children.

Mr Tremble said teenagers were creative in ways to get alcohol.

“You’ll see four or five down the road or across the road in the park pooling some money and that one who is 18 will come in,” he said.

Staff and guards have been directed to refuse service to anyone they believe may be purchasing alcohol for minors, even if that person is over 18.

Security staff will also be used to deny access to stores to intoxicated people.
TV
A Current Affair – Channel 9
12 November 2012

While young people are beginning their week of schoolies celebrations another group of young people will be heading to the same hot spots on a different mission. Andy Gourley says The Red Frogs are like the official party crashers at schoolies, looking after 70,000 around Australia at 15 locations. He says they hand out about seven tonnes of Allens Red Frogs. The group are a Christian based group of volunteers. Gourley says it’s a harm minimisation program. The group walk those in distress or danger home, do random acts of hydration and make pancakes. Shane Tremble, Woolworths, representing BWS and Dan Murphy stores, says they have taken steps to try to combat the schoolies binging tradition. Prue McSween, Social Commentator, says parents shouldn’t allow kids to go to schoolies or provide alcohol.

Breakfast – Channel 10
16 November 2012

Bottle shops are stepping up security in order to crackdown on under age people purchasing alcohol ahead of schoolies celebrations. Security guards will be employed for the doors of BWS and Dan Murphy’s. Hot spots like the Gold Coast, Sunshine Coast and Byron Bay will be targeted.

Radio
Brisbane

Parents will be stopped by security guards outside big alcohol retailers if suspected of buying booze for their children for schoolies week. BWS and Dan Murphy’s will turn them away at 50 outlets to stop adults stockpiling grog for school leavers.

Melbourne

BWS and Dan Murphy’s are posting security guards at the doors of Schoolies hot spots in a bid to cut down on under age drinking. The security guards will also be stopping those who appear to be stockpiling up for under age drinkers.

Sydney

Major alcohol retailers, BWS and Dan Murphy’s, may employ security guards and may refuse service to some people over 18 years in an attempt to avoid fines. They have launched a schoolies action plan to stop minors from buying alcohol or getting adults to buy it for them. Chairwoman of DrinkWise Australia Trish Worth says the measures will promote safe alcohol consumption.

South Coast
NSW

South Coast liquor retails and advocacy groups are urging parents of schoolies not to buy their alcohol. DrinkWise says local parents need to be reminded of the harsh penalties that come from supplying minors, while Dan Murphy’s and BWS stores on the South Coast will be cracking down on local teens trying to buy alcohol. Kay Attard, Liquor Assurance Manager, Woolworths Liquor Group says local staff are being trained to be extra vigilant for the schoolies season.
Phony ID bust sparks new fears

Alison Sandy
Greg Stolz

A MAJOR fake ID racket run by teenagers has been busted in the lead-up to this weekend’s Schoolies festival as authorities warn of an unprecedented crackdown on underage drinking.

The Courier-Mail has learnt that an “organised gang of youths” targeting school parties and offering fake IDs for $200 was uncovered by liquor licensing officers on Friday.

Sixty false licences have been confiscated by security at inner-city venues in the past month, but authorities expect others will be used this weekend when the first of 30,000 school-leaving revellers descend on the Gold Coast.

Liquor Licensing Minister Peter Lawlor warned that offenders faced thousands of dollars in fines.

“Minors do not appreciate that in the process of using a false ID that they are most often committing up to three or four offences,” he said.

Parents also will be targeted in an underage drinking blitz with:

- Security guards posted outside Gold Coast bottle shops.
- The public urged to dob in adults buying booze for minors.
- Liquor retailers BWS and Dan Murphy’s have joined forces with Crimestoppers to combat underage drinking as guards check IDs and watch for parents, older siblings or friends trying to buy alcohol for schoolies.

BWS licensing chief Shane Tremble said many parents had not got the message about the dangers of buying alcohol for minors, despite Queensland’s tough laws.

Fake ID bust warning to schoolies

Many parents think they might be doing the right thing by setting their kids up in an apartment and loading them up with a lot of alcohol, assuming it might be drunk over a week-long period, Mr Lawlor said.

“But in many instances, it’s drunk over a much shorter period. Alcohol in the hands of 16 and 17-year-olds can be a recipe for disaster.”

Crime Stoppers Australia chairman Peter Price said buying alcohol for minors was “no different to giving your kid the keys to the family car, or even holding up a bank”.

“A crime’s a crime, and supplying alcohol to a minor can attract a fine of up to $25,000 and 12 months’ imprisonment,” he said.

An army of liquor licensing officers will be on duty to target underage and street drinking.

News of the crackdown came as the Australian Drug Foundation called for a nationwide ban on providing booze to children on private property without parental consent.

Under the plan, adults could be fined up to $6000 for providing alcohol to minors without a parent’s permission.

Local residents and businesses have called for Schoolies to be scrapped, saying it damages the Gold Coast’s reputation.

Last year at Schoolies, there were 668 arrests and 739 charges relating to liquor offences, disorderly conduct and public nuisance — up almost 60 per cent since 2004. In the past two years, almost 1600 schoolies have needed ambulance treatment.

But Mr Lawlor said it would be impossible to stop schoolies going to the Coast.

On Surfers Paradise beach yesterday, Brisbane school-leavers Cara Schwarz and Lisa Ryff were angry at attempts to scuttle the celebration. The girls, from Albany Creek High, are booked into the Q1 supertower, whose body corporate will meet this week to discuss legal options to ban schoolies from the building.

“They can’t ban us because we’ve paid,” Lisa, 18, said.

Cara, also 18, said schoolies would still flock to the Gold Coast with or without organised security and entertainment. She said there would be “chaos” if the State Government pulled out of Schoolies.

Continued P2 >>
We believe alcohol should only be consumed by adults, which is why we stop secondary supply through our *Don’t Buy It For Them* policy and awareness campaign.
SECONDARY SUPPLY POLICY

REMEMBER SECONDARY SUPPLY IS ABOUT WHAT YOU KNOW NOT WHAT YOU THINK.

ONE OF THE MOST DIFFICULT SITUATIONS THAT WE ARE ASKED TO MANAGE IS THAT OF SECONDARY SUPPLY. SECONDARY SUPPLY IS WHEN SOMEONE WHO IS LEGALLY ENTITLED TO BUY ALCOHOL PASSES THAT ALCOHOL ON TO A MINOR OR TO AN INTOXICATED PERSON.

We want to do everything we can to prevent secondary supply, but just being in the company of a minor is not sufficient reason to refuse service to an adult. You must have a reasonable suspicion that the adult is going to supply the alcohol to the minor. If you don't hear or see anything that would suggest the purchase is for a minor, then you can proceed to serve the customer. You can ask the customer if the purchase is for them or for the minor. Use your common sense and evaluate each situation on its merits.

There are some circumstances where you MUST refuse service:

• If you overhear a conversation between an adult and a minor that suggests the purchase is for the minor, e.g. where the minor is asking the adult for the type of liquor he/she likes to drink, and/or

• You witness actions between an adult and a minor that suggest the purchase is for the minor e.g. where the minor picks out the type of liquor he/she wants and takes it to the counter or gives the adult the money to purchase the liquor he/she has picked out.

• If a group of young people enters the store you should request ID from all of them - not just those making a purchase. If one or more of the group cannot produce ID you must refuse service.

It’s not possible to forecast every scenario where this may occur so it’s important to exercise your judgement and if you are in doubt talk to your manager, area manager or the licensing team.

Obviously if you have to refuse service then this should be done as discreetly as possible. If you have more than one staff member at the counter you should take the customer aside and explain that you are unable to serve them, indicating the ‘don’t buy it for them’ signage that should be displayed in your store.

Always remember to enter all refusal of service incidents including secondary supply situations in the RSA incident Register!
Accused cries foul in court

by Emma Channon

A MAN who says he is a "highly regarded" figure in Townsville courts has been fined over a liquor store dispute.

Riccardo Ronaldo Crompton got into a spat with staff members at Dan Murphy's on July 31 after he tried to purchase alcohol for two girls.

The girls had been refused service because one of them didn't have ID.

However, Crompton argued they were both over 18, and one was his daughter.

The 69-year-old, who said he was one of the founders of the Townsville Murri Court, was set to plead guilty last week to behaving in a disorderly manner.

However, he instead asked for Magistrate Kay Ryan to be "stood down", saying she "verbalised" him.

Crompton appeared before Townsville Magistrates Court yesterday, prepared to have the matter dealt with.

Police prosecutor Constable Lisa Lindemayer said Crompton had gone into Dan Murphy's moments after the girls left and tried to buy the alcohol himself.

"He was told by staff this was a secondary purchase (for potential minors) and was told to leave," she said.

"The defendant became angry with the manager and refused to leave the store."

Crompton said his daughter, who was 19, had her identification with her at the time, although her friend did not.

"I walked in and said, I'll get it!," he said. "Not to supply liquor to under-age people.

"I'm a very high-profile figure in the courts.

"I got offended with the manager. It was my daughter."

He was fined $150 and a conviction was recorded.

Last week, Crompton reacted after Magistrate Ryan reminded him he was pleading guilty, after he disagreed with some of the prosecution's facts. "Your Honour, I don't believe I should take that kind of abuse," he told her.

"I ask for you to be stood down with that kind of abuse."

Crompton made headlines in 1999 when he took on Woolworths in an attempt to stop them stocking methylated spirits so as to prevent his alcoholic brother from buying it.

He told the court he was one of the founders of the Townsville Murri Court.
Liquor shop stands firm on ID code

IT’S Murphy’s law. Dan Murphy’s law.

If you look under 25 then you had better take ID with you when going to Rockhampton’s newest and biggest liquor retailer.

The company was this week making no apologies for its tough stance in strictly enforcing the law regarding the sale of alcohol.

With many people heading to the Allans-town store, which opened last week, some have left disappointed.

In a Letter to the Editor in yesterday’s Bully, J. Bowen said his 18-year-old daughter was made to wait in the car while her boyfriend, 22, went inside because she didn’t have ID on her.

Mr Bowen claimed a father was told he couldn’t take his young daughter into the store.

A spokesman for the liquor chain said it strictly upheld its ID 25 scheme.

“We have strong standards we try to uphold with checking ID,” the spokesman said.

“If someone appears to be under the age of 25 we ask for their ID,” he said any staff at the store could ask for ID.

And the chain won’t sell to people it suspects of trying to buy alcohol for people under age.

“If a group of six people come in and they all look under 25, if only four of the six can give us ID we will ask them all not to come into the store,” the spokesman said.

“We can’t be certain the group won’t give alcohol to those under age.

“This is not something that we apologise for.

“We want to be good members of the community.”

He said to make sure you got served, just as in a pub, you needed to bring identification.

FOLLOW THE LAW: Dan Murphy’s store manager Tim Harrison holds someone’s identification aloft. The popular Rockhampton store operates a strict system to make sure alcohol isn’t sold to under-age drinkers.

PHOTO: MEDIA LEWIS M25 0367
GOOD FUN: Schoolies Cara Schwarzer and Lisa Ryff, of Albany Creek, cool off at Surfers Paradise yesterday ahead of their end-of-year celebrations. Picture: Paul Riley

SIGN OF THE TIMES: Parents and other adults are being told not to supply alcohol to minors. Picture: Paul Riley
Because young minds are impressionable, we don’t stock items that appeal to young people or encourage excess consumption through our Responsible Buying Charter.
Responsible Buying Charter
Buying Charter Principles – “Here’s what we sell”

We pride ourselves on our range and the quality of what we have on sale. But there’s some drinks and products we won’t stock.

Endeavour Drinks Group fully acknowledges that the sale and consumption of alcoholic beverage products brings with it considerable responsibilities. While we believe that alcohol consumption is ultimately an issue of individual responsibility, as a responsible retailer of alcoholic beverages, we abide by a strict buying charter which helps suppliers and our teams know what we can sell. Our aim is to lead the industry beyond legal compliance to a position of best practice self-regulation and to ensure that our business adds value to communities rather than creating harm.

Any alcoholic, alcohol branded, and non-alcoholic product submitted for ranging must first be benchmarked against the Buying Charter. The attached guidelines will help you to understand the principles of the Charter. If you have any doubts about whether a product is compliant, the decision should be referred to your senior business manager or the EDG Head of Corporate Development.

Some parts of the country also impose additional restrictions due to licence conditions or local liquor accords. See the EDG National Manager – Responsible Service for more information.

<table>
<thead>
<tr>
<th>Principle Number</th>
<th>Principle Name</th>
<th>Principle Description</th>
<th>Relevant Questions</th>
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</thead>
</table>
| Principle 1:     | Appeal to Minors | The product should not have the potential to appeal to minors. [It may still have broad appeal to the population, but cannot have strong and specific appeal to children] | • Does it use illustrations or cartoon characters?  
• Does it use child-related names?  
• Does the packaging feature childish fonts, themes or design motifs?  
• Does it feature real or fictional people associated with children?  
• Does it play on special children’s events, celebrations, or sporting activities? |
| Principle 2:     | Looks like a non-alcoholic product | The product should not have an appearance that could potentially lead to confusion with confectionary, soft drinks, or other non-alcoholic beverages. | • Does it feature images of fruit or lollies?  
• Does it leverage branding traditionally associated with confectionary?  
• Does it use confectionary or soft drink intellectual property for packaging e.g. replicate the soft drink bottle shapes?  
• Does it use the names for soft-drink, tea, or other non-alcoholic products without strongly signalling its alcoholic nature? |
| Principle 3:     | Unclear Description | The product should not have an appearance which may lead to confusion about its alcoholic nature or strength. | • Is it immediately obvious that it contains alcohol?  
• Does it clearly use words associated with liquor such as beer, wine, vodka or whisky?  
• Does it imply that it is less intoxicating than other similar products? |
| Principle 4:     | Drug Association | The products should not draw any association with drug culture, narcotics or other illicit drugs or drug paraphernalia. | • Does it imply a drug association through name, packaging or use of imagery?  
• Does it mimic containers or shapes associated with drugs e.g. syringes or other paraphernalia?  
• Does it trade off drug related cultural references or slang names for drugs? |
## Buying Charter Principles - continued

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| Principle 5:     | Irresponsible Consumption                          | The product should not encourage excessive or immoderate consumption such as rapid consumption or binge drinking, drunkenness or drink-driving. | • Does it promote itself as a ‘party’ drink?  
• Does it reference drinking games?  
• Does it trade on its intoxicating effect?  
• Does it suggest that it’s safer for drivers?  
• Does it encourage rapid consumption?  
• Is it an ‘all in one go’ product?  
• Does it encourage constant ‘topping up’?  |
| Principle 6:     | Promotion of violence or anti-social behaviour      | The product should not suggest any association with dangerous, violent, aggressive, or anti-social behaviour. | • Does it use imagery or names associated with the military, explosives or weaponry?  
• Does it use cultural references associated with violence or gang culture?  
• Does it encourage, either through names or language the suggestion of challenging, bravado or daring behaviour? |
| Principle 7:     | Misleading Messages                                | The product should not suggest that consumption can lead to social, work, sporting or sexual success or popularity. | • Does it imply that consumption might improve social status?  
• Does it trade off an ingredient that has an association with sexual or sporting performance?  
• Does it feature sporting or sexual images?  |
| Principle 8:     | Offensive Material                                  | The product should not feature imagery or language that could be deemed offensive on cultural, religious, ethnic or gender grounds. | • Does it show images that play to a stereotyped perception?  
• Does it show or use images or wording that discriminate against a person’s age, disability, employment, gender, marital status, physical features, political beliefs, race, religion, or sex? |
| Principle 9:     | False Benefit                                      | The product should not suggest that any therapeutic, physical or mental health benefit can be obtained by consumption. | • Does it make claims of benefit in relation to certain ingredients?  
• Does it contain stimulants?  
• Does it contain herbal ingredients?  
• Consider statements of fact vs. promotion of claims  
• What proof is provided for any claims made?  |
| Principle 10:    | RTD Standard Drinks                                | Ready to Drink (RTD) products containing more than 2 standard drinks per single serve container will not be ranged by EDG | • Does the single serve container contain 2 standard drinks or more?  |

*EDG: Endeavour Drinks Group*
## Unacceptable Product Examples

<table>
<thead>
<tr>
<th>Principle</th>
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</thead>
<tbody>
<tr>
<td><strong>Principle 1: Appeal to Minors</strong></td>
<td></td>
<td><img src="image" alt="Laverstoke Park Farm Ale" /> <img src="image" alt="Three Bears Wine" /></td>
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<td>The product should not have the potential to appeal to minors. [It may still have broad appeal to the population, but cannot have strong and specific appeal to children]</td>
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<td><strong>Principle 2: Looks like a non-alcoholic product</strong></td>
<td></td>
<td><img src="image" alt="Little Fat Lamb Cider" /> <img src="image" alt="Lemon Ed Lemonade" /> <img src="image" alt="Tequila shot and Jelly Worms" /></td>
</tr>
<tr>
<td>The product should not have an appearance that could potentially lead to confusion with confectionary, soft drinks, or other non-alcoholic beverages.</td>
<td>• Does it feature images of fruit or lollies? • Does it leverage branding traditionally associated with confectionary? • Does it use confectionary or soft drink intellectual property for packaging e.g. replicate the soft drink bottle shapes? • Does it use the names for soft-drink, tea, or other non-alcoholic products without strongly signalling its alcoholic nature?</td>
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| **Principle 3: Unclear Description** | The product should not have an appearance which may lead to confusion about its alcoholic nature or strength. | • Is it immediately obvious that it contains alcohol?  
• Does it clearly use words associated with liquor such as beer, wine, vodka or whiskey?  
• Does it imply that it is less intoxicating than other similar products?  |
| | | The Holiday Hangover  
Jelly Belly Draft Beer  
Heavy Water (subsequently ranged after modifications were made) |
| **Principle 4: Drug Association** | The products should not draw any association with drug culture, narcotics or other illicit drugs or drug paraphernalia. | • Does it imply a drug association through name, packaging or use of imagery?  
• Does it mimic containers or shapes associated with drugs e.g. syringes or other paraphernalia?  
• Does it trade off drug related cultural references e.g. slang names for drugs?  |
| | | Beer Bong  
Kierewiet Cannabis Liqeur  
Crack Ice RTD |
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| **Principle 5: Irresponsible Consumption** | The product should not encourage excessive or immoderate consumption such as binge drinking, drunkenness or drink-driving. | - Does it promote itself as a ‘party’ drink?  
- Does it reference drinking games?  
- Does it trade on its intoxicating effect?  
- Does it suggest that it’s safer for drivers?  
- Does it encourage rapid consumption?  
- Is it an ‘all in one go’ product?  
- Does it encourage constant ‘topping up’? | Test Tube Shots  
Beer Bands  
Drunk Fish Beer  
Bacchus Shot Bucket |

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- Does it use cultural references associated with violence or gang culture?  
- Does it encourage, either through names or language the suggestion of challenging, bravado or daring behaviour? | Kalashnikov Vodka  
Tommy Gun Vodka  
Killer |
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<tr>
<td><strong>Principle 7: Misleading Messages</strong></td>
<td>The product should not suggest that consumption can lead to social, work, sporting or sexual success or popularity.</td>
<td>Sexual Chocolate Beer</td>
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<tr>
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<td>• Does it imply that consumption might improve social status?</td>
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<td></td>
<td>• Does it trade off an ingredient that has an association with sexual or sporting performance?</td>
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<tbody>
<tr>
<td><strong>Principle 8: Offensive Material</strong></td>
<td>The product should not feature imagery or language that could be deemed offensive on cultural, religious, ethnic or gender grounds.</td>
<td>Skinny Blonde Beer</td>
</tr>
<tr>
<td></td>
<td>• Does it show images that play to a stereotyped perception?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Does it show or use images that could be considered demeaning to women or a particular group of people?</td>
<td></td>
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<tr>
<td></td>
<td>• Does it discriminate a person’s age, disability, employment, gender, marital status, physical features, political beliefs, race, religion, or sex?</td>
<td></td>
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</table>
# Unacceptable Product Examples

<table>
<thead>
<tr>
<th>Principle</th>
<th>Relevant questions</th>
<th>Unacceptable Products</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Principle 9: False Benefit</strong>&lt;br&gt;The product should not suggest that any therapeutic, physical or mental health benefit can be obtained by consumption.</td>
<td>• Does it make claims in relation to certain ingredients?&lt;br&gt;• Does it contain stimulants?&lt;br&gt;• Does it contain herbal ingredients?&lt;br&gt;• Consider statements of fact vs. promotion of claims&lt;br&gt;• What proof is provided for any claims made?</td>
<td>‘V’ RTD&lt;br&gt;Magnum Tonic Wine</td>
</tr>
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<table>
<thead>
<tr>
<th>Principle</th>
<th>Relevant questions</th>
<th>Unacceptable Products</th>
</tr>
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<tbody>
<tr>
<td><strong>Principle 10: RTD Standard Drinks</strong>&lt;br&gt;Ready to Drink (RTD) products containing more than 2 standard drinks per single serve container will not be ranged by EDG.</td>
<td>• Does the single serve container contain 2 standard drinks or more?</td>
<td>Wild Boar Bourbon (9% ABV, 500ml, 3.5 standard drinks)</td>
</tr>
</tbody>
</table>
How to use the Buying Charter


In principle, if you believe that the product being evaluated would constitute a major breach of any of these guidelines it should not be ranged in EDG stores or online. However, we do appreciate that many areas can be interpreted subjectively which is why this charter is designed to guide common sense decision-making rather than serve as a definitive rulebook.

When a product is submitted for ranging you need to evaluate it against the charter. Take a close look at the branding, colours, fonts, packaging, marketing collateral and ingredients.

It is important that you do not use precedents of products currently or previously ranged in order to make your decision. A product ranged with a competitor does not automatically make it suitable for our business. If you take a decision to range a product without consultation, you should be aware that this charter will still apply, which may result in some products being delisted if they are deemed to breach the guidelines. The final arbiter of any ranging disagreement will be the Managing Director, Endeavour Driks Group.

This Buying Charter is largely consistent with the ABAC Responsible Alcohol Marketing Code ([http://www.abac.org.au/](http://www.abac.org.au/)) to ensure that products and their marketing is in line with prevailing community standards.

Administrative Process

It is increasingly important for us to have a clear, traceable and documented process for any decision based on ethical assumptions.

Business teams should ensure that all product submissions are checked against the charter. The Mandatory Paperwork Checklist now contains a section to certify that all liquor products meet these principles. This must be completed before forwarding new line paperwork to merchandise admin.

Any new line submissions rejected as a result of the charter need to be logged and provided to the EDG Licensing Support team for sharing and to improve learnings across the Group.

*Merchandisers and Buyers should also be aware that Australia operates under 8 different liquor licensing regimes, has a number of high-risk designated areas, and local liquor accords, which also regulate product ranging. In nearly all instances, this Buying Charter will cover those requirements, but please refer to the EDG National Manager – Responsible Service if you need further guidance.*
✓ We ensure our advertising is in line with community standards and doesn’t appeal to young people as an ABAC signatory
MEDIA RELEASE

Woolworths Liquor Group signs on to Alcohol Beverages Advertising Code

*Embargoed until Thursday, 20 June 2013:* Woolworths Liquor Group has signed the Alcohol Beverages Advertising Code (ABAC).

The Woolworths Liquor Group manages retail brands Dan Murphy’s, BWS (Beer Wine Spirits), Cellarmasters and Langtons.

Mr Brad Banducci, Director of Woolworths Liquor Group, said: “As Australia’s leading responsible retailer of drinks, we are pleased to become formal participants in initiatives that aim to reduce harm associated with excessive consumption of alcohol including the marketing, promotion, naming and packaging of alcohol.

“Becoming an ABAC signatory formalises our existing commitment to abide by the ABAC adjudication process and will ensure our exclusive brand products are pre-vetted for compliance with the Code. Given we are already in clear alignment with the Code, signing up is the right thing to do.

“We are also committed to working with the industry and government as the Code extends further into social media and in determining how the evolution of retail price advertising is recognised in the Code,” said Mr Banducci.

Woolworths Liquor Group already has a number of industry-leading harm reduction programs in place; including ID25 (asking for ID from anyone who looks under 25), Don’t Buy It For Them (refusing sale when we believe it to be for a person under 18), Buying Charter (refusing to stock products that appeal to children, promote drug use, or lead to excessive consumption). The Group also supports national cultural change programs such as DrinkWise Australia and local level activities such as signing onto Liquor Accords.

“Our business is focussed on sharing with our customers the stories of the people and places behind the labels by bringing to life a world of discovery, passion and enjoyment. It is important that this is done responsibly and in a way that does not encourage underage or excessive consumption,” said Mr Banducci.

For more information on the ABAC Scheme, please visit [www.abac.org.au](http://www.abac.org.au)

# Ends #

For media enquires please contact: **Woolworths Press Office** on 02 8885 1033
We are a leader in responsible drinking campaigns including *DrinkWise Australia* cultural change programs, labelling initiatives and by supporting Liquor Accords.
Guzzling
NOT A GOOD LOOK

We take the Responsible Service of Alcohol seriously. You should take the consumption of alcohol seriously.
- Measuring spirit nips when pouring from a bottle is very important in drinking responsibly.

- A 30ml spirit nip (40% alc/vol) is the equivalent of one standard drink.

- Always refer to the alcohol volume percentage on the label. If the alcohol volume varies, it will affect the standard drink measure.
How many standard drinks are you consuming?

- The alcohol content of drinks is measured in units.
- It's the strength and size of a drink that determines how many units it has.
- The responsible way to keep track of your alcohol consumption is to count units.
- Drinking affects different people in different ways. Your age, sex, weight and various other factors contribute to your ability to consume alcohol responsibly.
- If you are pregnant, or are planning to become pregnant you should consider not drinking alcohol at all.
Today’s teenagers are drinking at a younger age and at risky levels. The average Australian starts drinking alcohol at 15.5 years; and more than a quarter of our 14-19 year olds are putting themselves at risk of alcohol-related harm at least once a month.

New research is telling us just how important it is for teenagers to delay the age at which they first drink alcohol. We now know that alcohol can disrupt teenage brain development, potentially leading to learning, memory and psychological problems.

DrinkWise has developed this Parent’s Guide to provide practical advice on how to be a positive influence and delay your child’s introduction to alcohol.

THE TEENAGE BRAIN AND ALCOHOL – WHY THEY DON’T MIX

We used to think that the teenage brain was the same as an adult brain - that it had already reached full development. But now the science is telling us something very different.

From the age of around 12 through to the early twenties, the brain is in a state of intense development.

Alcohol disrupts brain development during this critical phase of growth. Teenagers who drink alcohol risk their brains not reaching full capacity. This can lead to problems such as learning difficulties, memory impairment and emotional problems like depression and anxiety.

The brain images shown here were taken as the boys tried to solve a memory task.

Source: Dr Susan Tapert, University of California, San Diego.
Listen and engage

Be aware of and show interest in your child’s upcoming activities and discuss these (it’s an opportunity to set clear expectations). Get to know their friends, and their friend’s parents.

Knowing your kid’s friends’ parents gives you the advantage of knowing where your child is and enables you to discuss and develop a common position on things like drinking alcohol so that the kids are hearing one strong and united voice. If they don’t agree with your position at least they know your views and will be better placed to respect them.

Be comfortable in the knowledge that you are in the majority - choosing to ‘delay your child’s introduction to alcohol’. Most Australian’s believe that it is unacceptable for under 18s to be allowed to drink at parties; and most Australian parents believe it is unacceptable for children under 18 to drink.

TIP 1
Highlight that not drinking is the norm for young people. Two-thirds of 12-15 year olds have never had a drink of alcohol. Let older teens know that they are not alone, with one in five 16-17 year olds sharing in their decision to not drink.

A good relationship

Work on developing and maintaining a good parent-child relationship based on clear and open communication. Parent-child relationships characterised by emotional warmth and support, trust, involvement and attachment are associated with lower levels of adolescent alcohol misuse.

TIP 2
Parents who drink alcohol and have more lenient attitudes towards alcohol are more likely to have adolescents who consume alcohol at risky and high risk levels. Try not to make every family gathering or celebration focus around alcohol. Make a point of having alcohol-free events to demonstrate to your children that you can enjoy yourself without alcohol.

TIPS FOR DELAYING YOUR TEEN’S DRINKING

Discuss the issues

Keep the lines of communication open with your kids. Discuss the fact that not everyone drinks. Be aware that young people are likely to have a favourable perception of the social benefits of alcohol - they seek to drink believing it will help them fit in and need to know that they can fit in without drinking alcohol.

TIP 3
Knowing your kid’s friends’ parents gives you the advantage of knowing where your child is and enables you to discuss and develop a common position on things like drinking alcohol so that the kids are hearing one strong and united voice. If they don’t agree with your position at least they know your views and will be better placed to respect them.

Be comfortable in the knowledge that you are in the majority - choosing to ‘delay your child’s introduction to alcohol’. Most Australian’s believe that it is unacceptable for under 18s to be allowed to drink at parties; and most Australian parents believe it is unacceptable for children under 18 to drink.

Educate by example

Be a positive role model, use alcohol responsibly. KIDS ABSORB YOUR DRINKING, so watch your own alcohol consumption and remember that there is the option of not drinking alcohol at all. If alcohol does play a role in your family life, talk to your child about how you use alcohol responsibly and the rules and boundaries you follow.

TIP 4
Kids who feel their parents are caring, concerned and supportive start alcohol use later and drink less. Be there to support them as hormonal changes, school commitments and peer influence build.

Your expectations

Delaying your child’s first drink requires making your expectations regarding alcohol very clear. Not just to your child, but to the other adult influencers in their lives.

Every family is different and boundaries and expectations need to be consistent with what you believe.

TIP 5
Involving your child in the development of the rules; your child needs to understand why the rules exist in the first place. They may not like the rules you set but it is vital they can see what your concerns are and how you hope to address them.

Think about who bought or gave you your first drink/s...have you had a chat with the equivalent person in your child’s life?

Influence of alcohol

Teenage drinking is not just bad for the brain it’s dangerous too. Alcohol inhibits a teenager’s ability to consider the consequences of their actions, leading them to take stupid risks like getting in fights, drink driving and unwanted sex.

To get the facts and more advice on the best ways to talk about alcohol with your kids visit DrinkWise.org.au

As a parent, the best thing you can do to help your teen become a happy, healthy adult is to encourage them to delay drinking alcohol for as long as possible until at least the age of 18. Even after this time, experts suggest it is best to minimise alcohol intake until the brain has finished developing around age 23.

We know it’s a challenge – but the science is clear: KIDS AND ALCOHOL DON’T MIX.
Shelf unit for open fridges and standard shelves

Fridge door unit
DrinkWise Product Label Examples
Media personality Dr Andrew Rochford and Australian sporting legend Liz Ellis are both recent parents and know how important it is to understand all the facts about alcohol and pregnancy.

“It’s safest for your partner not to drink while pregnant. Make sure you support her.” Dr Andrew Rochford

As an expecting mum I sought expert advice to guide me through a safe and healthy pregnancy.” Liz Ellis

Sport Australia Hall of Fame member Liz Ellis and Dr Andrew Rochford are DrinkWise Ambassadors and we thank them for helping us spread these important messages.

DrinkWise Australia has worked with the various sectors of the Alcohol Industry to bring you this important information. This project was funded by the Australian Government’s Department of Health and Ageing.

Get the facts DRINKWISE.ORG.AU IT IS SAFEST NOT TO DRINK WHILE PREGNANT.

The advice in this brochure does not replace advice from your health care provider.

It is safest not to drink alcohol while pregnant.

For further advice:
If you are concerned about your own drinking or its effect on you and your family, consult your General Practitioner. If you are pregnant or planning a pregnancy and need to talk to someone immediately, call the Australian Government’s Pregnancy, Birth & Baby Helpline on 1800 882 436.
Advice from the expert

“There is confusion about how much one can safely drink during pregnancy.

We know very clearly that excessive amounts, either in isolated binge drinking or in prolonged drinking, are very harmful.

What we don’t know for sure is the lowest possible level that you can drink safely. We therefore say, for that reason, the safest possible thing that you can do is to not drink at all during pregnancy or while you’re breastfeeding.

We also encourage women and their partners to see a doctor when they are planning a pregnancy, so that this and a number of other important issues can be discussed.”

Professor Alec Welsh
MBBS MSc PhD FRCOG(MFM) FRANZCOG CMFM DDU

Look out for this label

Increasingly, you will start to see this label on alcohol containers:

Get the facts

IT IS SAFEST NOT TO DRINK WHILE PREGNANT.

The reason for this is that the National Health and Medical Research Council (NHMRC) recommends that if you are planning a pregnancy, pregnant or breastfeeding, ‘it is safest not to drink alcohol’. It is recognised that labelling alone is not enough which is why education around these issues is important.

Expert advice for this brochure has been provided through the Royal Australian and New Zealand College of Obstetricians and Gynaecologists. We are grateful for this assistance, particularly to Professor Alec Welsh who has been generous with his time and advice.

Professor Alec Welsh provides more useful tips and information about alcohol and pregnancy on the DrinkWise website: drinkwise.org.au/pregnancy
YEAR 12 STUDENTS THINKING THE DRINK

By the end of September over 700 Year 12 students in the Eurobodalla will have received responsible service of alcohol training.

The Think the Drink program funded by the Eurobodalla Liquor Accord aims to educate our youth on laws associated with serving and consuming alcohol at licensed venues and responsibilities placed on premises as well as the patrons of licensed venues. Upon reaching their 18th birthday students will receive an RSA certificate and TAFE-Moruya Campus will place each student’s name on a hospitality trainee database.

“This is the third year, Eurobodalla Liquor Accord members have subsided the RSA course fees for Year 12 students at a cost of $27,800. Accord members have reported they have employed some of the students which is excellent for the community and local economy,” said Brendan Matters, Eurobodalla Liquor Accord President.

“The consistent funders of this program continue to be Batemans Bay Soldiers Club, Catalina Country Club, Tomakin Sports & Social Club, Moruya Golf Club, Tuross Head Country Club, Narooma Sporting & Services Club and Woolworths Limited. Further support is provided by Narooma Golf Club, Batemans Bay Bowling Club, NSW Police and Eurobodalla Shire Council. We certainly hope to continue this program indefinitely but need additional sources of funding,” added Mr Matters.

Eurobodalla Shire Council’s Road Safety Officer stated that the program also aims to educate young people about the dangers of binge drinking and the illegal supply of alcohol to minors. The new 2009 Guidelines to Reduce Health Risks from Drinking Alcohol advises that for young people 15-17 years the safest option is to delay the initiation of drinking for as long as possible. This year, the Liquor Accord has sent copies of the guidelines FAQ to all parents/carers of Year 12 students who are participating in course in an attempt to stimulate discussion at home.

ENDS

Media photo opportunity:
Wednesday 2 September 2009 at 11.30am at Narooma Golf Club
Wednesday 9 September 2009 at 11.30am at Batemans Bay Bowling Club

Media contact:
Brendan Matters, President, Eurobodalla Liquor Accord ph: 44762433
Karen Sydenham, Road Safety Officer, Eurobodalla Shire Council ph: 44741328
7 December, 2011
Mr James Scott – Mackenzie
Woolworths Limited
P O Box 8000
Baulkham Hills 2153

Dear James

Re: Donation to Hills Accord’s RSA Training Project

Thank you for Woolworth’s recent donation of $3750 to run a Responsible Service of Alcohol (RSA) course for Year 12 students. This funding will be used to pay for three RSA courses at Muirfield High School on 13 and 14 December for a total of 90 students.

The Hills Accord RSA Training Project has been received very positively by both schools and the students participating and to date we have provided the RSA course to over 600 students in the Hills local government area.

The support of organisations like yourself is vital for this program’s continued success and we look forward to continuing to offer this program to schools in the future.

Thank you

Angela Vernicos
Secretary
The Hills Accord
Two liquor stores in the Kempsey CBD will open an hour later in the mornings in a bid to reduce anti-social behaviour.

Kempsey Supa IGA Liquor and Woolworths Liquor, Kempsey Shire Council and the NSW Police signed a voluntary local licensing agreement, which will delay the opening of the stores from 8am until 9am.

Mid North Coast Local Area Command (LAC) Licensing Sergeant John Lawrie supported the agreement.

"Historically speaking Riverside Park and Clyde St Mall are problem areas for anti-social behaviour," he said.

"Firstly we want to stop early morning drinking. And secondly we don't want kids on their way to school seeing people drinking," Sgt Lawrie said it was important for those involved to work in partnership together.

Kempsey Supa IGA Liquor licensee Chris Crilley said the store would be opened from 9am Monday through to Saturday and from 10am on Sundays.

"We are hoping to reduce the high number of incidences of alcohol related anti-social behaviour in and around the Kempsey CBD area," she said.

A spokesperson for Woolworths Liquor group reiterated Mrs Crilley's statement and hoped the delay in opening hours would assist in the reduction of incidents in the CBD.

The change of opening hours started this Monday and Kempsey Supa IGA Liquor manager Myles Gordon said customers had accepted the changes.

"We were concerned with the early morning shoppers who do a one-stop shop," he said.

"But they have been very understanding and because of the reason they fully support the later opening time." Madley Regional Co-operative relations manager Brad Reek said the Coop takes its responsibilities seriously.

"As part of our RSA we offer a taxi service, if you come and get groceries and purchase items from the liquor store we will ring a taxi for you," he said.

"We sponsor the Kempsey Show and this year we will be assisting them with the bar," This agreement follows a series of actions implemented by the council to help reduce issues in the Clyde St Mall.

Other actions include playing classical music to deter loitering in the mall, and foot patrols by Kempsey Police and a Kempsey Shire Council officer.

The success of the agreement will be evaluated using police data and community perception of changes following the introduction of the amended opening hours.

Coop rejects mall traffic plan: Page 5
New bags made available to my store to be used when there are events in the area. I also dropped some off to +PetaAnne Hough at Cronulla South. They are getting their first run today with Sharks playing down the road.

We don’t give them out to all customers, but those grabbing a single stubby or Long Neck which may be consumed walking to the stadium will have the message in their faces when leaving the store.

#licensing #whistlewhileyouwoolooware #mirandaliquoraccord
Tyson Holbery  
BWS Regional Manager  
123 Kewdale Rd  
KEWDALE WA 6105  

Friday 20 November 2009  

Dear Mr Holbery  

I would like to commend BWS for its decision to change the Maylands' stores weekday opening time from 8.30am to 9.30am and for removing some of the more inexpensive, high-quantity alcohol products from its shelves. I also commend BWS's commitment to enforcing the responsible service of alcohol laws.

As you are aware, there are growing concerns within the community about the apparent increase in the number of people affected by alcohol, or with substance abuse problems, in and around the Eighth Avenue precinct in Maylands.

This is, as Woolworths' spokeswoman, Clare Buchanan, pointed out in this week's Eastern Reporter story, a complex social issue and one which cannot be solved by BWS acting alone in isolation. However, be assured that the support offered by Woolworths, and the commitment and interest of BWS staff in helping to assist the community in addressing this issue, is valuable and much appreciated.

Please feel free to contact me, or my office, if you would like to discuss this issue with me at any time.

Yours sincerely  

Lisa Baker MLA  
MEMBER FOR MAYLANDS  

CC: Maylands Business Association
Mr Steve Greentree  
General Manager Liquor Group  
Woolworths Limited  
PO Box 8000  
BAULKHAM HILLS  NSW  2153

Dear Mr Greentree

Thank you for meeting with me recently to advise of Woolworths' commitment to supporting the Northern Territory Government's proposed alcohol reforms through the harm minimisation measures you intend introducing to your stores Territory wide.

It is refreshing to see your company taking such a proactive approach in addressing alcohol related harms in the Northern Territory.

There is no doubt these measures will have a positive effect, as research has shown that restrictions on cask wine and wine based products has achieved significant reductions in pure alcohol consumption; as well as reductions in antisocial behaviour, serious assaults and other alcohol related harms.

In many cases restrictions on these types of products have proved to be a fundamental part of the success of Alcohol Management Plans.

Again I would like to thank you for your support of the proposed Alcohol Reforms and I can assure you that your assistance in this matter is greatly appreciated. I have instructed the Department of Justice to provide support and assistance implementing these measures and for the Executive Director, Licensing, Regulation and Alcohol Strategy division, Mr Micheil Brodie, to make contact with your nominated officer.

If you have any further queries do not hesitate to contact Mr Micheil Brodie on telephone 8999 7918 or email Micheil.brodie@nt.gov.au.

Yours sincerely

DELIA LAWRIE
We protect our team and refuse service if the shopper is intoxicated or abusive
Refusal of service
– Intoxication

IF YOU BELIEVE A CUSTOMER IS INTOXICATED, POLITELY BUT FIRMLY REFUSE SERVICE.

Whilst on most occasions it is easy to tell if a customer is intoxicated, sometimes you might be a bit unsure.

Here are some key signs to look out FOR when assessing intoxication:

• Speech is slurred or slow
• Breath smells of alcohol
• Difficulty walking, standing, moving around objects
• Fumbling with change
• Difficulty understanding you or answering questions
• Becoming loud and boisterous
• Aggressive behaviour
• Glassy eyes, lack of focus, loss of eye contact
• Making irrational or nonsensical statements

If you are unsure, you should find out more.
Approach the customer, ask if they would like your help, engage in conversation, judge their response and movements, and if you believe they are intoxicated refuse service. You must also ask the customer to leave the store. An intoxicated person cannot remain on licensed premises.
If you need assistance to remove the customer please call the Police.

Always remember to enter all refusal of service incidents in the RSA incident Register!
We support the community by refusing service if the shopper is in school uniform
School Uniform Policy

WOOLWORTHS LIQUOR GROUP BELIEVES ALCOHOL SHOULD ONLY BE CONSUMED BY ADULTS, WHICH IS WHY WE WON'T SERVE YOUNG PEOPLE IN SCHOOL UNIFORM AS THEY COULD BE BUYING ALCOHOL FOR SOMEONE UNDER AGE.

Young people wearing school uniform should be politely refused service even if they can demonstrate they are over 18.

Recently, we have had issues regarding the sale of alcohol to young persons in school uniform.

We have had to deal with a complaint through Liquor Licensing where a customer watched a group in school uniform walk into our store, select product and have one of them purchase the product while the rest of the group waited outside the store. This customer believed that we were serving under age persons.

Serving young persons in school uniform gives the store and its team members a poor community image and heightens concerns over secondary supply. School students are frequently in the company of other school students and we have no way of knowing if the alcohol will be passed to students who may be minors.

If there is a high school near your store, you should contact the school principal and ask for their cooperation in enforcing this policy. Let the principal know that we would appreciate it if they would let all their students know that regardless of whether they are 18 years old, the store will not serve them alcohol if they are wearing school uniform.

If you have young customers in school uniform come into your store to purchase alcohol, even if they are over the age of 18, you must inform them that you will not be serving them alcohol. Please explain to them that it is company policy and you will be happy to serve them if they come back in normal street wear and can produce approved form of identification to prove they are over the age of 18.

Q&A

What if the young person is in a sports uniform?
We still will not serve a young person in a sports uniform even over the age of 18. Please repeat the statement above regarding normal street wear.

What if the young person comes into the store on the weekend in school uniform?
This policy is effective during all hours the store trades.

What if the young person gets upset at the refusal of service and believes we are discriminating against them?
Explain again that you will happy to serve them if they come back in normal street wear. It may also assist you to ask the young person for the school principal’s phone number, who you will ring while they are in the store to ask if they are happy for you to serve the young person wearing the school’s uniform. If they want to take the issue further please take down their contact details and forward them to the Norwest Licensing team. We will contact the customer and explain our policy.

What about adults accompanied by children in school uniform?
Our secondary supply guideline still applies, we should not refuse service to an adult if accompanied by their children.

What about adults who are wearing a school uniform as a fancy dress costume?
Team members are urged to use their common sense and judgement. If the person is mature aged and it is clearly a fancy dress costume, then it is fine for you to serve them.
We say no to violence against women through our support for White Ribbon and engage our team members with the opportunity to undertake a Jawun secondment in an indigenous enterprise for 6 weeks.
MEDIA RELEASE

Woolworths Liquor Group says no to violence against women

**Tuesday, 18 June 2013:** Brad Banducci, Director of Woolworths Liquor Group, has signed on as an ambassador for White Ribbon Australia, the world’s largest male-led movement to end violence against women.

In his role as ambassador, Mr Banducci will help to spread the White Ribbon message across Australia, highlighting the importance of respect for women and attitudinal change.

Brad Banducci, Director of Woolworths Liquor Group and White Ribbon Ambassador, said: “I am proud to be an ambassador for White Ribbon Australia. We all have mothers, sisters, wives, girlfriends, daughters or female friends who we care about, and this is an issue that could impact any of them.

“I think it’s really important to raise awareness and change the attitudes and behaviours that lead to men’s violence against women. I am delighted to formalise our support with the aim of ending the violence.

“The Woolworths Liquor group prides itself on being a responsible liquor retailer and our support of White Ribbon Australia is closely aligned with this.

“Through our store network of more than 1300 BWS and Dan Murphy’s stores, we can help to raise awareness and broaden White Ribbon Australia’s reach into local communities. I look forward to continuing our partnership on this important issue,” said Mr Banducci.

This year White Ribbon Australia has launched a new campaign - **White Ribbon Night**. On Friday, 26 July 2013, all Australians are asked to spend a night in to get the word out about the seriousness of the issue of violence against women in Australia.

**White Ribbon Night** provides a fantastic opportunity for Australians to have a conversation about ending violence against women and to raise vital funds to support this important campaign. I encourage everyone to participate.

“I hope that our support of **White Ribbon Night** will bring further attention to the issue and offers our customers an easy way to support the campaign through our BWS and Dan Murphy’s stores,” said Mr Banducci.

BWS and Dan Murphy’s, as part of the Woolworths Liquor Group, will be selling white ribbons and wristbands from early July until **White Ribbon Night**, with all proceeds going to White Ribbon Australia.

White Ribbon Australia CEO, Ms Libby Davies, said “The Support of Woolworths Liquor Group, with its retail outlets across Australia, enables Australians to access White Ribbon merchandise and become more engaged in this critical campaign. It is all of our responsibility to help stop this violence”.

For more information on **White Ribbon Australia** and **White Ribbon Night**, please visit [www.whiteribbon.org.au](http://www.whiteribbon.org.au).

# Ends #

For media enquires please contact: **Woolworths Press Office** on 02 8885 1033 or [media@woolworths.com.au](mailto:media@woolworths.com.au) or the National Communications and Marketing Officer at **White Ribbon** on 02 9045 8444 or [kirsty.jagger@whiteribbon.org.au](mailto:kirsty.jagger@whiteribbon.org.au).
We ensure first home delivery is attended and require delivery staff to ask for ID and check for intoxication
Online Deliveries
Process and obligations

Websites
RSA landing page has been designed to allow easy understanding of the law and customer and EDG obligations. RSA icon used extensively throughout the site and through the checkout journey. For Click and Collect, any nominated person has to be 18 and this is explained with tool tip.

Ordering
1. Registered User Setup: Mandatory to select a checkbox stating you are over 18yo.
2. Registered User Transaction: Date of birth must be entered on first transaction, mandatory checkbox 18+ in final leg of checkout on all transactions.
3. Unregistered User: Date of birth must be entered and checkbox 18+ in final leg of checkout on all transactions.

Unattended Deliveries
If customers pay by PayPal or credit card, they can request that your delivery is left on your doorstep if no-one is home. Our carriers reserve the right to leave a card (instead of the order) even if customers request an unattended delivery, they may do so if:
1. There is no clear delivery instruction authorising them to leave the parcel in a safe place
2. Somebody is home but they cannot provide proof of age
3. The driver is concerned that minors are present in the vicinity of your premises
4. If customers need to collect orders from their local Post Office, staff are required to check ID if customer appears to under 25 years of age

Unattended delivery is not available for:
1. Orders paid for by gift card
2. Same day delivery
3. Premises that do not receive daily roadside letter delivery from Australia POST
4. All guest users
5. Registered users for the first order placed to ensure recipient is of legal age

Processing Orders
We monitor all orders through our fraud team and are able to blacklist any customers that they deem to be an RSA risk. All store teams have RSA certificates and will alert our contact team if they believe an order may be an RSA risk (such as orders containing RTD’s, Passion Pop etc.). All courier drivers delivering direct to customers are expected to sign a declaration that they will check customer ID if they believe they are under 25 years of age. Signage has been introduced to stores and couriers to remind drivers of their obligations to RSA.
All Click and Collect orders require the ID of the customer or nominated collection person to be presented at collection. The ID number is recorded and kept at the store for 1 year (ID type must comply with RSA legislation).
Our Carriers

We use three carriers companies to deliver our online orders: Nexday (a WOW business), Australia. Post and Allied Express. In our agreements all our carriers have implemented the processes listed in training material provided by the Licensing Team.

1. ID25 obligations
2. Delivering to intoxicated people
3. Unattended delivery process, driver needs to make reasonable attempts to confirm if the customer is at home

Allied Express service Same Day, Next Day and Pick a day deliveries have developed a popup box on drivers PDAs reminding them of ID25 before signing screen. They will remove drivers from handling Dan Murphy deliveries if they breach their RSA obligations.

All Nexday drivers have full RSA certificates. Nexday drivers have a weekly sign off to reinforce RSA. They also have a provision in their agreement that their contract could be terminated if they breach their RSA obligations.

Australia Post use their disciplinary process to address RSA issues and can remove drivers from delivering liquor if they areAuspost employees. The branches also are trained to ensure RSA checks are made if customers collect from Auspost branches.

We conduct regular RSA tests on each of our carriers and provide feedback to improve their ability to exercise their RSA obligations effectively. This involves both providing tools to help reinforce the RSA message as well as providing a framework to address core issues.
✓ Liquor Store House Policy, Licensees Responsibilities and Regulator Visit Policy
Woolworths Limited acknowledges that alcohol is not an ordinary product, and that the sale and consumption of alcoholic beverage products brings with it considerable responsibilities.

Many of these responsibilities are determined by legislation, which seeks to protect individuals and society from harm caused by excessive alcohol consumption. Although our legal responsibilities will vary by state, our aim is to operate our business to a standard that goes beyond legal compliance to a position of best practice self-regulation.

While we believe that alcohol consumption is ultimately an issue of individual responsibility, we need to manage our business in a way that ensures that we do not have a negative impact on the communities that we serve.

As a licensee/nominee/approved manager/responsible person/day to day person/Dan Murphy’s/BWS store I undertake to;

1. Comply with all legislation governing the sale and supply of alcoholic beverages.
2. Comply with all Woolworth’s policies and procedures governing the sale and supply of alcoholic beverages.
3. Ensure that anyone working in my store/liquor department is fully trained in the Responsible Service of Alcohol.
4. Remain aware of any alcohol-related issues that may have an affect on the community that we serve, or on the reputation of Woolworths Ltd.
5. Respond proactively by alerting senior management to community concerns relating to the operation of my store/liquor department.
6. Ensure that we actively engage with any local liquor accord.
7. Immediately notify Woolworths Licensing at Norwest of any issue which may result in prosecution or damage to Woolworth’s reputation.
REGULATOR VISIT POLICY

As the focus on alcohol issues continues to increase our stores are attracting more and more attention from Police and Licensing Inspectors.

This is not a negative reflection on the way that we run our business. Authorities in all states have devoted significant additional resources to licensing enforcement and the practical effect of this is that there are simply more inspectors enforcing the licensing laws than ever before.

These regulators may visit your store for a number of reasons:

• There may be some alcohol related issues in your area that they want to inform you about.
• They may be conducting a formal or informal audit on the way we operate our business – this will involve things such as signage, CCTV, RSA accreditation and policies, and your incident register.
• They may have information regarding a breach of the law that has taken place in your store.

If you have a visit from a Regulator for any reason remember to –

• Be polite and cooperative to the Regulator at all times.
• Explain to the Regulator that you must follow company procedures and that this involves contacting other people.
• Contact your Store Manager and/or Area Manager while the Regulator is still in the store.
• The Store Manager or Area Manager can speak to the Regulator on your behalf.
• If there has been an allegation of a breach of the law (serve underage, serve intoxicated) contact the licensing team immediately.
• While you must cooperate with the Regulator, you do not have to comment or make admissions about an alleged breach if you believe this may incriminate you.
• If the Regulator requests a copy of CCTV footage of an alleged breach, please explain to the Regulator that they will need to put this request and the reason for the request in writing, so that you can organise for Loss Prevention to isolate and burn the footage for you.
• Please ask the Regulator for their contact details before they leave the store for follow up on their visit.
• Complete the Regulator Visit Report on Infoshare and the RSA Incident Register.

As we operate our liquor business to a very high standard it will always be our intention to work cooperatively with licensing authorities and police to ensure that our stores not only comply with relevant legislation but reflect best practice in Responsible Service.

Always remember that you can call Licensing on (02) 8885 1793 for assistance with Regulator visits.
LIQUOR STORE “HOUSE POLICY”

THE LIQUOR STORE “HOUSE POLICY” IS A REFLECTION OF THE COMMITMENT BY ALL STAFF TO PROVIDE RESPONSIBLE SERVICE OF ALCOHOL AND TO ENSURE THAT OUR LICENSED STORES ARE OPERATED IN A WAY THAT DOES NOT RESULT IN A NEGATIVE IMPACT ON THE COMMUNITIES THAT WE SERVE.

THE POLICY SHOULD BE A CONSTANT REMINDER TO ALL STAFF OF THEIR OBLIGATIONS AND THEY MUST ALWAYS:

- Ensure that persons under 18 years of age do not purchase liquor or have liquor purchased on their behalf.
- Assess all customer’s ages by taking account of their height, weight, demeanour, confidence, facial hair, clothes, makeup, voice, wrinkles, hairstyle.
- Be aware of the “ID 25” policy. Always ask yourself before serving: “Could this person be under 25 years of age? – If yes ask for I.D.!!
- Ensure that liquor is not consumed on licensed premises except during an authorised and supervised tasting.
- Ensure that liquor is not sold or displayed outside the licensed premises.
- Ensure that a range of low alcohol and non–alcoholic products are available for purchase.
- Ensure that the required regulatory signage are prominently displayed at all times.
- Ensure that all staff who work in the Liquor Store are properly trained in responsible service of alcohol, with particular regard to
  - Holding their RSA certificates in the Training register on the premises
  - Knowing when and how to ask for Proof of Age identification
  - Knowing what approved forms of identification are acceptable (ie Current Photo current Driver’s Licence, NSW Photo Card, and Passport).
  - Knowing what features to check when presented with Proof of Age identification to ensure the person is 18 years of age or over and that it is genuine and has not been tampered with.
  - Knowing that if upon request a person cannot produce an approved form of Proof of Age identification then the sale must not be made;
- REMEMBER: NO PROOF NO PURCHASE!!!
- Ensure that only persons 18 years of age or over sell or supply liquor.
- Be conscious of Secondary Purchase situations and be alert to groups of young persons both inside and (where possible) outside the licensed premises, for the purpose of preventing the supply of liquor to underage persons by older persons.
- Ensure that liquor is not sold or supplied to a person who is in a state of intoxication. In assessing whether a person may be intoxicated, as a guideline the following should be considered;
  - whether their speech is slurred or slow
  - whether their breath smells of alcohol
  - whether they have difficulty walking, standing, with their co-ordination or moving
  - whether they have difficulty understanding you, answering questions or asking for their intended purchase.
- Ensure that potential problems are identified and steps taken to avoid serious situations.
- Ensure that the store’s RSA incident register is maintained.
29th October 2014

MR Brad Banducci
Managing Director
Woolworths Liquor Group
PO Box 8000
BAULKHAM HILLS NSW 2153

Dear Mr Banducci

I refer to your letter dated 27th October. I congratulate you on the initiative of Woolworths Liquor Group in implementing across their retail outlets of Dan Murphy’s and BWS, to encourage the responsible use of alcohol.

The increased awareness this programme will bring together with the additional training of your staff, I hope, will prove well worthwhile in preventing under aged drinking and a reduction in alcohol fuelled violence and other crimes.

Yours sincerely

The Hon Philip Ruddock MP
Member for Berowra
Chief Government Whip

PMR ff
Mr Brad Banducci
Managing Director
Woolworths Liquor Group
PO Box 8000
Baulkham Hills NSW 2153

Dear Mr Banducci

Thank you for your letter of 27 October 2014 and the information that you provided regarding Woolworths Liquor Group’s commitment to the responsible service of alcohol. I also appreciated the opportunity to meet with your Manager of Public Affairs, Andrew Wilsmore, to learn more about this initiative.

As I indicated to Mr Wilsmore, the Woolworths Liquor Group Community Charter is a welcome contribution to promoting a responsible approach to the sale of alcohol.
Mr Brad Banducci  
Managing Director  
Woolworths Liquor Group  
PO Box 8000  
BAULKHAM HILLS NSW 2153

D/2015/78758

Dear Mr Banducci,

I refer to your recent correspondence inviting me to attend one of your establishments to observe how Woolworths staff are implementing the Woolworths Liquor Group Community Charter, *Our Community, Our Commitment*.

Firstly, let me thank you for the opportunity to observe the implementation of the Charter.

The NSW Police Force supports initiatives aimed at reducing the accessibility and availability of alcohol for target groups. In October of last year the NSW Police Force Corporate Sponsor for Alcohol Related Crime, Superintendent Patrick Paroz, met with Mr Shane Tremble and Ms Kat Attard from your team to discuss opportunities to build stronger relationships between packaged liquor outlets and local licensing police.

On 21 January 2015 Superintendent Paroz subsequently attended a meeting of area managers for your Dan Murphy stores, where he learned of the training being provided to store managers. He also gave a presentation in relation to the unlawful sale, and secondary supply, of alcohol to under-age persons. Superintendent Paroz has since provided Ms Attard with contact details for each of our Region Licensing Coordinators, to facilitate arrangements for Local Area Command (LAC) based licensing officers to attend these training days.

Superintendent Paroz will similarly encourage all LAC based licensing officers to visit their local Woolworths packaged liquor outlets and talk with managers and staff about their implementation of the Charter.

Lastly, I would like to nominate Superintendent Paroz to represent me in further meetings with Mr Andrew Thomas, Head of Government and Industry, Woolworths Limited. Superintendent Paroz can be contacted on (02) 8835 8645 or parol.pat@police.nsw.gov.au.

Yours sincerely,

A P Scipione APM  
Commissioner of Police

9 MARCH 2015
13 February 2015

Mr Brad Banducci
Managing Director
Woolworths Liquor Group
PO Box 8000
BAULKHAM HILLS NSW 2153

Dear Mr Banducci,

I refer to your correspondence to the NSW Commissioner of Police, dated 17 December 2014, inviting a representative from the NSW Police Force to visit your stores. I wish to acknowledge receipt of this correspondence, under reference number D/2015/70272.

The matter has been referred to the relevant command within the NSW Police Force for advice. A response will be provided to you at the completion of this process.

On behalf of the Office of the Commissioner, I would like to thank you for bringing this matter to the attention of the NSW Police Force.

Yours sincerely,

S Wooster
Manager, Secretariat
Office of the Commissioner of Police
LN: D/2015/70272
ANNEXURE 3
ANNEXURE 4
# Table 4 – Gender, Birthplace, Religion and Indigenous Persons

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<th>Parmelia</th>
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Source: MGA Town Planners Report
ANNEXURE 5
EXISTING PACKAGED LIQUOR RETAILERS WITHIN THE LOCALITY OF THE PROPOSED BWS KWINANA

LIQUORLAND KWINANA MARKETPLACE (4 Chisham Avenue, Kwinana Town Centre)

- Located in the sub-regional shopping centre known as Kwinana Marketplace that has major retailers such as Woolworths, Coles, Big W, Best & Less and over 75 speciality shops (100 metres from the proposed BWS store).
- Approximately 230 sqm in size.
- Range approx 950 liquor lines (including approx 200 red wines, 150 white wines, 70 sparkling, 150 spirits & liqueurs, 120 beers) with mostly mainstream products and limited premium wines. It was noted there were no bottled red wines over the $47 price point.
- Modern and well stocked.
- The store is located adjacent to the Coles supermarket and would predominantly be servicing those customer needs.
- Trades under the “Liquorland” banner for ranging and promoted specials
- Plenty of off-street parking at the shopping centre.
- Trading Hours (Monday to Wednesday 9 am to 9 pm, Thursday & Friday 8 am to 9 pm, Saturday & Sunday 8 am to 6 pm).
DAN MURPHY’S KWINANA MARKETPLACE (4 Chisham Avenue, Kwinana Town Centre)

- Located in the sub-regional shopping centre known as Kwinana Marketplace that has major retailers such as Woolworths, Coles, Big W, Best & Less and over 75 speciality shops (190 metres from the proposed BWS store).
- Approximately 1,400 sqm in size (with a trade area of 1,100 sqm).
- Range approx 3,500 liquor lines (including approx 1,000 red wines, 900 white wines, 170 sparkling, 700 spirits & liqueurs, 350 beers).
- Modern and well stocked.
- The store is freestanding and is located away from the main Shopping Centre building.
- Plenty of off-street parking at the shopping centre.
- Trading Hours (Monday to Saturday 9 am to 9 pm, Sunday 10 am to 7 pm).
THE KWINANA LOCAL TAVERN (Cnr Gilmore & Chisham Avenues, Kwinana Town Centre)

- Freestanding tavern offering a two lane drive–thru bottle shop with a 140 sqm browse area and 50 sqm coolroom (that can only be accessed by staff) – 280 metres from the proposed BWS store.
- Modern fitout but the bottle shop was not well stocked.
- Has off-street parking for the tavern at door with approximately 30 spaces in close proximity.
- Range consists of approx liquor 750 products (including 120 red wines, 130 white wines (only available chilled), 40 sparkling, 160 spirits & liqueurs, 140 beers).
- Trades under the “Thirsty Camel” banner for ranging and promoted specials.
- Trading Hours (Sunday to Thursday 10 am to 10 pm, Friday & Saturday 10 am to midnight).
CELLARBRATIONS MEDINA (111 Medina Avenue, Medina)

- Located in a small neighbourhood strip shopping centre anchored by a very small 800 sqm IGA Supermarket (5 checkouts only) and approx 12 speciality shops (1.35 km from the proposed BWS store).
- Approximately 240 sqm in size.
- Range approximately 900 liquor lines (including 170 red wines, 120 white wines, 40 sparkling, 160 spirits & liqueurs & 100 beers). The store has an extensive focus on gift/novelty lines.
- The store is well appointed and presented.
- Has some off-street parking at the front of the store for approx 12 vehicles that is shared with the other adjoining retail shops.
- Trading Hours are (Monday to Thursday 10 am to 8 pm, Friday & Saturday 10 am to 9 pm, Sunday 12 pm to 7 pm).
PACE ROAD TAVERN MEDINA (23 Pace Road, Medina)

- Located in a small neighbourhood strip shopping centre anchored by a very small 800 sqm IGA Supermarket (5 checkouts only) and approx. 12 specialty shops (1.35 km from the proposed BWS store).
- Has a one-lane drive up (that is not serviced by staff) with a very small browse area approximately 50 sqm in size.
- Very limited range of approximately 450 liquor lines (including 50 red wines, 30 white wines, 20 sparkling, 120 spirits & liqueurs & 70 beers).
- This facility is very much a convenience offer and is not set up for a typical browse shopper but caters more for a tradesperson or those that want a quick purchase. The bottle shop is not permanently staffed with tavern bar staff having to serve when they are made aware that a customer is in the bottle shop area.
- The store has a dated fitout and is poorly presented.
- Has some off-street parking near to drive-thru that is shared with the other adjoining retail shops.
- No evidence of Trading Hours.
BWS WELLARD (Cnr Runnymede Gate & The Strand, Wellard)

- Located in a neighbourhood suburb shopping centre and adjoins a Woolworths Supermarket (1.8 km from the proposed BWS store).
- Approximately 160 sqm in size.
- Range approx 1,400 liquor lines.
- Well stocked and presented and servicing the needs of the growing population of the suburb of Wellard.
- Plenty of off-street parking at the shopping centre.
- Trading Hours (Monday to Friday 8 am to 9 pm, Saturday 8 am to 5 pm, Sunday 11 am to 5 pm).
**AUSSIE LIQUOR BERTRAM** *(Hero Crescent, Bertram)*

- Located in a neighbourhood shopping centre anchored by a 1,500 sqm IGA Supermarket (5 checkouts) and approx 15 speciality shops (3 km from the proposed BWS store).
- Approximately 270 sqm in size.
- Range approximately 1,100 liquor lines (including 240 red wines, 170 white wines, 70 sparkling, 250 spirits & liqueurs & 150 beers).
- The store is well appointed and presented.
- Has off-street parking near the front of the store for approx 90 vehicles that is shared with the other adjoining retail shops.
- Trading Hours are (Monday to Thursday 10 am to 8 pm, Friday & Saturday 10 am to 9 pm, Sunday 10 am to 7 pm).
ANNEXURE 6
FOR IMMEDIATE RELEASE

Monday, 2 March 2015

Shopping for a drop: what Aussies like in their liquor stores

Convenience or cost? A big range or helpful staff? Well laid out or good specials? Factors such as these can make all the difference to a shopper’s in-store experience, and buying booze is no exception. Roy Morgan explores what matters most to Australian alcohol-shoppers, and discovers that men and women don’t always look for the same qualities in a liquor store.

Last year, 49% of Australian adults (or 8,825,000 people) bought alcohol in an average four-week period. For more than two-thirds (68%) of them, “good value” is one of the factors they consider most important when purchasing alcohol. Being “close to home” also rates quite highly, with 54% of Australian booze-shoppers preferring to purchase from a local bottle shop.

While male and female shoppers tend to feel similarly about these two factors, their priorities vary markedly when it comes to other factors affecting their purchasing experience. For example, among men, a “good range” is a more important quality in a liquor store than being “located where I do other shopping”, but for women, the latter outranks the former.

Most important factors when buying alcohol*: men vs women

Source: Roy Morgan Single Source (Australia), January 2014 –December 2014 (n=7,192). *NB: These are the 14 most important features of 17 possibilities listed under the question, “Which are the most important to you when purchasing alcohol?”

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As the chart above indicates, women have higher expectations overall than men when buying liquor, with a greater proportion considering diverse factors such as helpful and knowledgeable staff, clean and tidy premises and low wine prices important.

However, one thing that matters far more to men than women is the price of beer: 31% of male booze shoppers rate “low beer prices” as important, compared with 17% of female shoppers!

Wine Club customers: a breed apart

A convenient location is all well and good, but for members of wine clubs such as Cellarmasters or the Wine Society, convenience comes in the form of door-to-door delivery. For these people, factors such as being ‘close to home’ and ‘easy to find what I am looking for’ are far less important than for customers of more conventional bottle shops.

A much higher proportion prefers that ‘staff have good product knowledge’ (32% vs 19%), and that their chosen liquor outlet is a ‘good place to shop for wine’ (28% vs 14%). However, wine-club shoppers are just as concerned with good value as the average Australian alcohol buyer (68%).

Angela Smith, Group Account Manager, Roy Morgan Research, says:

“The proportion of the population 18+ who buy alcohol in any given four weeks has fallen slightly year-on-year, from 51% to 49%. Considering that alcohol consumption is declining in Australia, this is not surprising. However, it’s a timely reminder to liquor retailers of how important it is to ensure their store meets the requirements of their customers.

“While good value is the factor most people consider important when shopping for alcohol, a multitude of other factors also influence purchasing behaviour. A convenient location, either close to home or near other shops the customer frequents, is a key consideration, and can actually override the desire for a good price.

“Bottle shops such as Liquorland and Woolworths/Safeway Liquor, which adjoin their associated supermarkets, make shopping for alcohol extremely easy and convenient. With a far greater proportion of women than men being their household’s main grocery buyer, it’s no coincidence that women are more likely to consider it important for a liquor outlet to be ‘located where I do other shopping’.

“Of course, bang for your buck is always going to appeal, and there are still plenty of alcohol buyers willing to travel for the sake of a better price.

“Liquor retailers keen to succeed in this slowly shrinking market need to understand what Australians consider important when shopping for booze, and how different demographics may be swayed by different things...”

For comments or more information about Roy Morgan Research’s alcohol data, please contact:

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Related research findings

View our extensive range of Alcohol reports and profiles, including Liquor Store Customer profiles and Alcohol Retailing Trend reports. These ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

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