Grant of a Liquor Store Licence
Public Interest Assessment
BWS Geraldton

25 July 2016
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ABOUT THIS APPLICATION

Woolworths Limited (Woolworths or the Applicant) is applying for the grant of a liquor store licence for a new BWS liquor store (Proposed Store) in the proposed Woolworths supermarket to be located in the new Seacrest neighbourhood shopping centre to be constructed at Lot 781 Barrett Drive, Wandina, Geraldton (Premises).

This Public Interest Assessment report (PIA) is presented in support of an application to the Director of Liquor Licensing for the grant of a liquor store licence in respect of the Proposed Store. Under section 38(2) of the Liquor Control Act 1988 (WA) (Act), the Applicant must satisfy the Licensing Authority that, on the merits of the application, it is in the public interest to grant the licence (the ‘public interest test’).

As stated in McKinnon v Secretary Department of Treasury:

The expression ‘in the public interest’ directs attention to that conclusion or determination which best serves the advancement of the interest or welfare of the public, society or the nation and its content will depend on each particular set of circumstances.¹

The Applicant submits that the Licensing Authority granting the liquor licence for the Proposed Store will be in the public interest, and will contribute to the responsible development of the liquor industry in the Locality (as described in Part 2, Section D below), particularly in the Seacrest development where the Proposed Store will be located.

This PIA is divided into 2 parts:

(a) Part 1 which outlines the background of the application and the development of the Proposed Store; and

(b) Part 2 which addresses the elements of the public interest test and demonstrates that the test is satisfied in respect of the Proposed Store.

¹ (2005) 220 ALR 587, 590.
PART 1 – BACKGROUND INFORMATION

A  PREMISES

This section of the PIA summarises the background for the Proposed Store.

1  WOOLWORTHS SEACREST, GERALDTON

The Proposed Store will be located in a neighbourhood centre to be known as the Seacrest Shopping Centre (the Shopping Centre). The Shopping Centre will be constructed in the new Seacrest Estate in the suburb of Wandina, south of Geraldton CBD.\(^2\) The Seacrest Estate is a joint venture between the State Government (Department of Housing and Works) and Springdale Holdings Ptd Ltd. The project commenced in 2000 and is to comprise of residential properties, schools, a retirement village, recreation and commercial facilities. It is estimated that the Seacrest Estate will provide accommodation for approximately 3,360 persons on completion.\(^3\)

The site of the Shopping Centre is approximately 14,867sqm and will include a Woolworths supermarket with a trading floor of approximately 3000sqm, a mix of specialty retailers comprising a total of 703sqm, an office building of approximately 200sqm and a proposed medical centre building comprising 500sqm. The site makes provision for 238 car parking bays. The Proposed Store will primarily serve the Seacrest development however it is likely to attract customers from other developments within the suburb of Wandina and the surrounding suburbs of Tarcoola Beach and Mount Tarcoola. A plan of the Shopping Centre is attached at Annexure A.

2  THE PROPOSED STORE

The Proposed Store will be approximately 200sqm adjoining the Woolworths supermarket, and hold stock worth about $250,000. The Proposed Store will be in the typical BWS format and will employ 3 full time staff and 4 permanent part-time/ casual staff. A plan of the Proposed Store is attached at Annexure B.

The Proposed Store will open:

- Monday to Wednesday 8am to 6pm
- Thursday 8am to 9pm
- Friday 8am to 6pm
- Saturday 8am to 5pm
- Closed Sundays

The Proposed Store will expand and enhance the offering at the Woolworths supermarket to meet the customer requirements of the residents within the area. The Shopping Centre will be constructed in accordance with the state governments’ ‘Liveable Neighbourhoods’ initiative that guides the structure, planning and subdivision of greenfield and large brownfield sites. Part of the Liveable Neighbourhoods initiative is sustainability, including the provision of neighbourhood centres within a 400m radius of

residential populations that cater for the daily convenience of a community and essentially provide a ‘one-stop’ shopping experience.\(^4\)

3 DEVELOPMENT APPROVAL

The development application for the proposed Centre was approved by the City of Greater Geraldton on 23 October, 2015. The approval of the plans for the Premises has been granted subject to a number of conditions.

The Proposed Store and neighbourhood Shopping Centre will cater to the needs of local residents. Commercial developments are primarily confined to the Central Geraldton area or along the Brand Highway. There are no significant shopping centres in the central or southern portions of the locality of the Proposed Store. The residents of the Seacrest Estate and the Wandina area are currently required to travel some 3.4km to the nearest neighbourhood Centre in Mount Tarcoola. The neighbourhood centre at Mount Tarcoola does not have a liquor outlet.

B THE BUSINESS TO BE OPERATED AT THE PROPOSED STORE

4 OVERVIEW OF BWS

BWS stores are liquor stores which provide convenience to customers. Part of the popularity of BWS stores comes from their stand-alone location in suburban areas or as part of their co-location with a Woolworths supermarket. After Dan Murphy’s, BWS is the second most popular store for purchasers of packaged liquor.

4.1 BWS Products

BWS offers a comprehensive range of liquor products, including local and international beer, wine and spirits. The range is focused on popular brands and includes brands sold exclusively through Woolworths’ liquor stores. Approximately 1,391 products will be available at the store, comprised of the following:

<table>
<thead>
<tr>
<th>Item</th>
<th>Number of products</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beer</td>
<td>150</td>
</tr>
<tr>
<td>White wine</td>
<td>283</td>
</tr>
<tr>
<td>Sparkling wine</td>
<td>124</td>
</tr>
<tr>
<td>Red wine</td>
<td>240</td>
</tr>
<tr>
<td>Cider</td>
<td>62</td>
</tr>
<tr>
<td>Fortified and cask wines</td>
<td>81</td>
</tr>
<tr>
<td>RTD’s</td>
<td>114</td>
</tr>
<tr>
<td>Glass spirits</td>
<td>272</td>
</tr>
<tr>
<td>Snack foods, soft drinks and cigarettes</td>
<td>65</td>
</tr>
<tr>
<td>Total</td>
<td>1,391</td>
</tr>
</tbody>
</table>

4.2 Success of the BWS brand

As discussed in the decision of the Supreme Court regarding the application for Dan Murphy’s Bicton, the popularity and success of a brand in other locations can be assessed and applied to the current application where relevant.\(^5\) BWS has built a strong reputation as both a stand-alone neighbourhood liquor store and also as part of Woolworths comprehensive supermarket offering. The top six attributes of BWS (previously Woolworths Liquor) are:\(^6\)

(a) easy parking options;
(b) easy access in and out of the store;
(c) lots of advertisements for in-store deals;

\(^5\) Woolworths Ltd v Director of Liquor Licensing [2013] WASCA 227.

\(^6\) Statement of Anthony Smith p 4.
(d) comfortable stores to shop in;

(e) a good range of product; and

(f) competitive prices.

A co-located BWS store is usually located at the front of the Woolworths supermarket or directly adjacent to it. This means the store is convenient to those customers who want to purchase packaged liquor, as well as those customers who wish to purchase liquor in conjunction with their grocery shop. It is part of a ‘one-stop’ shopping experience allowing consumers to purchase all their weekly food and beverage needs in one shop. BWS has built its popularity on the basis of its convenience for customers. 46% of people like to purchase packaged liquor as part of their grocery shopping or other shopping trip.\(^7\)

Further information about BWS is contained in the statement of Anthony Smith attached at Annexure C.

### 4.3 Responsible management

BWS operates under Woolworth’s strict alcohol harm minimisation policies for its licensed premises. Such policies assist with management of alcohol in the community. These policies are discussed in further detail below at paragraph 20 and include responsible service of alcohol (RSA) training for staff, educational campaigns and responsible buying guidelines.

The BWS brand is based on convenient shopping from a good range of products. Woolworths has incorporated BWS into its supermarket offerings to provide a ‘one-stop’ shopping experience which has become significant part of Australian life.

\(^7\) Statement of Anthony Smith, p 4.
PART 2 – PUBLIC INTEREST TEST

C THE PUBLIC INTEREST TEST

The public interest test is established under section 38(2) of the Act and provides an objective test to determine whether or not a liquor application should be approved. The principles of the public interest test are as follows:

5 WHAT IS THE ‘PUBLIC INTEREST TEST’?

For an application to be approved, the applicant must satisfy the Director that granting approval to the application is in the public interest, having regard to the likely health and social impacts on the community and sub-groups in the community where the proposed premises is located. Consideration of the public interest is confined to the area surrounding the premises, known as the locality (see Section D below).

While the Act does not define ‘public interest’, the principle purpose of the public interest test is to ensure that all licensed premises operate within the best interests of an affected individual community.  

As the Court stated in Woolworths Ltd v Director of Liquor Licensing [2013] WASCA 227 ‘…in considering whether the grant of an application is in the public interest, the Commission needs to consider both the positive and negative aspects of the application and how the application will promote the objects of the Act.’

The note from the Director General explains the aim of the public interest test as follows:

The public interest, as ascertained from the scope and purpose of the Act, involves catering for the requirements of consumers of liquor and to have liquor outlets consistent with good order and proprietary in relation to the distribution and consumption of liquor. What is often overlooked is that one of the primary objects of the Act is to regulate the sale and supply of liquor and that the disposition of the Act, read as a whole, is to regulate that good order and proprietary.

6 WHAT NEEDS TO BE SATISFIED TO MEET THE PUBLIC INTEREST TEST?

6.1 Primary and secondary objects

The elements to be satisfied for the public interest test are defined by the primary objects of the Act. The primary objects of the Act, as outlined in section 5 of the Act, are:

(a) to regulate the sale, supply and consumption of liquor;
(b) to minimise harm or ill-health caused to people, or any group of people, due to the use of liquor; and
(c) to cater for the requirements of consumers for liquor and related services, with regard to the proper development of the liquor industry, the tourism industry and other hospitality industries in the State.

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8 Department of Racing, Gaming and Liquor, ‘Public Interest Assessment – A guide to satisfying the Public Interest Test’, p 1.
Along with the primary objects, the Licensing Authority must also have regard to the secondary objects of the Act, which are:

(a) to facilitate the use and development of licensed facilities;

(b) to provide adequate controls over the sale, disposal and consumption of liquor; and

(c) to provide a flexible system, with as little formality or technicality as may be practicable.

While the Act expressly provides at section 5(3) that the primary objects prevail over the secondary objects, each primary object is considered equal. In practice, an applicant must first establish that there is a need for the liquor licence to be granted, before the health issues are considered. As stated in the note from the Director General:

*The proliferation of liquor outlets is not in the public interest. To increase the number of licensed premises without any real and demonstrable consumer requirement, would represent proliferation without justification.*

### 6.2 Harm and ill health

With regard to the consideration of harm or ill-health, in *Executive Director of Health v Lily Creek International Pty Ltd* [2000] WASCA 258 (*Lily Creek No 1*) it was said that:

*It is significant that the primary object in s 5(1)(b) is to ‘minimize’ harm or ill-health, not to prevent harm or ill-health absolutely. The term ‘minimize’ is consistent with the need to weigh and balance all relevant considerations.*

*Where there is a prospect of harm or ill-health being caused by the grant of a licence, and that grant will advance s 5(2) objects, the resolution of the conflict that then arises will depend on the degree of importance that is to be attributed to each of the relevant factors in the particular circumstances.*

The concept of minimising harm is important in the consideration of the public interest test. However, it is essential that this object of the Act is not prioritised above the other primary objects, as they are all considered equal.

### 6.3 Other considerations

Aside from the requirements in section 5, section 38(4) provides the matters which the Licensing Authority may take into consideration when determining whether the public interest test has been met. However, this list is not exhaustive and the Licensing Authority may take into account other relevant considerations that enable it to assess the impact of the proposed licence on the relevant community.

The section 38(4) factors which need to be addressed are as follows:

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

(b) the impact on the amenity of the locality in which the licensed premises, or proposed licensed premises are to be situated; and

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9 Department of Racing, Gaming and Liquor, ‘Public Interest Assessment – A guide to satisfying the Public Interest Test’, p 1.
(c) whether offence, annoyance, disturbance or inconvenience might be caused to people who reside or work in the vicinity of the licensed premises or proposed licensed premises.

In order to address the objects of the Act the public interest assessment should address considerations such as:\(^{10}\)

(a) the availability of liquor supplies;

(b) an assessment of contemporary standards; and

(c) the accessibility of licensed premises to the public in the proposed locality.

7 ABOUT THIS PIA

The role of this PIA is to address each of the objectives outlined in the Act with regard to the specific premises. In order to satisfy the public interest test the Applicant has completed research, engaged various experts and conducted community consultation, including:

(a) engaging MGA Town Planners to provide planning and demographic data for the locality;

(b) engaging Pitney Bowes in respect of defining the trade area of the BWS store;

(c) research and analysis of data on alcohol-related harm and health, alcohol purchasing habits and issues in the locality;

(d) engaging Thinkfield to conduct telephone interviews with residents in the trade area; and

(e) a review of other packaged liquor outlets in the locality.

Part 2 of this PIA addresses the requirements of the public interest test and contains a summary of the information that was collected through the processes outlined above.

\(^{10}\) Department of Racing, Gaming and Liquor, ‘A note from the Director General explaining the Making of Decisions in the Public Interest’.
This section of the report defines the locality for the purposes of the PIA.

8 DEFINING THE LOCALITY

The Licensing Authority Policy Directive describes the locality in respect of the application in Geraldton to be the area within a 3 km radius of the proposed licensed premises. This area is generally considered to be most impacted if the application is granted. However, depending on the nature of the application the Licensing Authority may determine a different locality radius for a specific application, particularly where the potential impact on a specific sub-community or ‘at risk’ group is such that reference to this sub-community should also be made, notwithstanding that this group may be situated outside the 3 km radius of the proposed licensed premises.

Therefore, the onus is on the Applicant to identify any potential ‘at risk’ groups which may travel through or make use of the Proposed Store, or who may be impacted by the Proposed Store. This may include a group of people not situated within the boundaries of the town or suburb in which the Proposed Store will be located.

The locality that needs to be considered by this PIA is a 3km radius around the proposed premises as the Proposed Store is to be located in a neighbourhood centre which will primarily attract local residents (the Locality).

The Locality sits in the southern suburbs of the City of Geraldton and incorporates the suburbs of Wandina, Tarcoola Beach, Mount Tarcoola, Mahomet's Flats, Karloo, Rangeway and Utakarra. A map showing the Locality 3km radius is attached at Annexure D.

A trade area has also been identified by Pitney Bowes Business Insight. The Primary Trade Area for the Proposed Store encompasses the suburbs of Wandina, Tarcoola Beach and Mount Tarcoola. A map showing the area is attached at Annexure E.

9 LOCATION OF PROPOSED STORE

The Proposed Store will be located within the Shopping Centre in the Seacrest Estate. The Shopping Centre will be the primary retail premises within the Seacrest Estate and be surrounded by residential dwellings. It is estimated that the Seacrest Estate will include the creation of 1200 residential lots at completion and provide accommodation for approximately 3,360 persons. Approximately half of the single housing lots have already been built in the Seacrest Estate and development is now commencing on the commercial premises. The Seacrest Estate has been described as “a favourite for young families” and “is renowned for its community atmosphere”.

10 NATURE AND CHARACTER OF THE LOCALITY

The Locality lies at the southern edge of the Geraldton CBD, in a corridor of urban development that extends south along the coast. The western and northern portions of the Locality contain primarily residential suburban development.

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11 DEMOGRAPHICS

The following demographic analysis has been prepared by MGA Town Planners based on the 2011 Census data. The 2006 Census has been used to indicate recent trends.

11.1 Population

The population in the Locality has risen by approximately 567 persons per year. The population was 11,526 at the 2011 Census and is expected to rise to 14,361 by mid-2016. The development of the suburbs of Wandina and Mount Tarcoola which surround the Proposed Store can account for most of the population increase. The largest proportion of the Locality resides in Wandina (3,127) and Mount Tarcoola (3,348). There is a higher proportion of females in the Locality compared with Country WA and state averages. The proportion of indigenous persons in the Locality is above the Country WA and State average, however this result is skewed by the high proportion of indigenous people in the suburbs of Karloo (32.5% indigenous population), Rangeway (26.2% indigenous population) and Utakarra (24% indigenous population). These suburbs are located to the far north east of the premises in the secondary trade area and are not within walking distance of the Proposed Store. The proportion of indigenous persons in the suburbs of Wandina (3.9%), Tarcoola Beach (3%) and Mount Tarcoola (3.3%), which surround the location of the Proposed Store, is dramatically lower than in these aforementioned suburbs. There is a higher proportion of minors and young adults and fewer older aged persons in the Locality compared to Country WA and Western Australia.

11.2 Migrants

The Locality has a lower proportion of persons born in non-English speaking countries than Country WA and the State averages, across all suburbs. As a result English proficiency is high.

11.3 Households

The number of family households is higher than the State average, particularly in the suburbs of Wandina (86.1%), Tarcoola Beach (81.2%) and Mount Tarcoola (79.2%), which immediately surround the Proposed Store. The lone person household is lower than Country WA and the State average and is especially low in Wandina where they represent only 11.58% of the population. The proportion of couples with children is higher in the Locality (46.6%) than Country WA average (42.6%) and the State average(44.9%). This is consistent with the growing population. The highest proportion of couples with children is in Wandina where the proportion is 54%. The proportion of single parents is low in Wandina (11.4%), Mount Tarcoola (12.6%) and Tarcoola Beach (10.4%) compared to Country WA average (14.3%) and the State average (14.5%). The highest proportion of single parent families are in the north of the Locality in Karloo, Rangeway and Utakarra.

Unemployment across the Locality (3.4%) is higher than Country WA (2.8%) but lower than the State (4.7%). Unemployment is lowest in the suburbs of Wandina (2.1%), Mount Tarcoola (1.6%), Tarcoola Beach (2.5%) and Mahomet's Flats (2.6%) and highest in the suburbs of Karloo (10%), Rangeway (7.1%) and Utakarra (7.8%). The Proposed Store is not easily accessible for people residing in Karloo, Rangeway and Utakarra therefore it is unlikely that those residing in these suburbs will use the Proposed Store. Furthermore, there is an existing liquor store (Utakarra Liquor Barn) which is closer to these suburbs.
The most recent data issued by the Australian Government Department of Employment estimates that unemployment rates in Geraldton South where the Proposed Store will be located have decreased from 3.5% in June 2014 to 3.3% in June 2015.\textsuperscript{14}

11.4 Socio-economic status

The Index of Relative Socio-Economic Advantage/Disadvantage rank for the Locality is as follows (with 1 being the lowest rank and 10 being the highest):

<table>
<thead>
<tr>
<th>Suburb</th>
<th>Relative Socio-Economic Advantage/Disadvantage rank (national)</th>
<th>Relative Socio-Economic Advantage/Disadvantage rank (state wide)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wandina</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>Mount Tarcoola</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>Tarcoola Beach</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>Mahomets Flats</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Karloo</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Rangeway</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Utakarra</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

These rankings demonstrate that there is a large discrepancy between the advantaged suburbs of Wandina, Mount Tarcoola and Tarcoola Beach located in the Primary Trade Area and the disadvantaged suburbs of Karloo, Rangeway and Utakarra located in the Locality. Mahomets Flats falls in the slightly disadvantaged category with a ranking of 4 nationally and 3 within the state.

Wandina, the suburb within which the Proposed Store will be built, has the highest rating in the Locality. It is ranked 9 both nationally and state wide meaning it is a highly advantaged area. This correlates with the demographics discussed earlier in the paper. Wandina has a high proportion of working families and the highest median family weekly income in the Locality ($2115) which is above that of Country WA ($1502) and the State ($1722). Mount Tarcoola and Tarcoola Beach also have high ratings on the above table. Mount Tarcoola has a national rating of 8 and has a median family weekly income of $1788 while Tarcoola Beach has a rating of 9 nationally and a median family weekly income of $1984. Both Tarcoola Beach and Mount Tarcoola also have high proportions of family households. The residents of these suburbs are the most likely to use the Proposed Store due to their proximity to it.

Karloo, Rangeway and Utakarra are located to the far north of the Locality and have each been rated “1” on the socio economic advantage/disadvantage scale. The proportion of unemployment is higher in these areas and therefore the median family income is lower in these areas. The Proposed Store will not be suitable for these areas.

\textsuperscript{14}Australian Government Department of Employment “Small Area Labour Markets Australia June Quarter 2015” p 34.
weekly income is also lower. The Proposed Store is not easily accessible from these areas by foot or public transport therefore it is highly unlikely that the residents of these suburbs would be attracted to the Proposed Store.

12 AT RISK GROUPS AND SENSITIVE PREMISES

12.1 At risk groups

The Licensing Authority guidelines in respect of the Public Interest Assessments identify the following at risk groups:

(a) children and young people;
(b) Aboriginal people and communities;
(c) people from regional, rural and remote communities;
(d) families;
(e) migrant groups from non-English speaking countries;
(f) people in low socio-economic communities;
(g) mining communities or communities with a high number of itinerant workers; and
(h) communities that experience high tourist numbers.

The potential impact of the Proposed Store on these groups is discussed below at paragraph 21.

12.2 Sensitive premises

The sensitive premises in the area are identified in part 10 of the MGA Town Planners Report. There are 15 sensitive premises in the Locality and of these three are educational institutions and the remaining are childcare facilities. The sensitive premises are shown on the map attached at Annexure F.

Generally the impact of licensed premises on sensitive premises is greater where the licensed premise is a social facility which provides on-site drinking. This is due to the potential noise issues and patron behavioural problems which may impact on the surrounding area. BWS is a packaged liquor store and as such there will not be any drinking on the premises (other than occasional tastings). The Proposed Store will also only operate until 9pm on a Thursday which will greatly minimise any potential impact on surrounding premises that may arise from late night trading and is located within a shopping centre.

The majority of the sensitive premises are childcare facilities therefore they are unlikely to be affected by the Proposed Store. There is no direct connection or visibility between the Proposed Store and any of the childcare facilities. The only sensitive premise within an 800m radius of the Proposed Store is Playful Butterflies Family Daycare. It is separated from the Proposed Store via the street system and therefore there is no direct connection.

Other than the child care facilities, there are two primary schools and a middle school located in the Locality, all of which are more than 1.5km from the Proposed Store.

Alcoholics Anonymous does not run meetings within the Locality. The closest meeting places are within the Central Geraldton area, north of the Locality. Furthermore, there are no sensitive premises relating to alcohol treatment in the Locality.

As discussed in the early parts of this PIA the Proposed Store will be part of a neighbourhood shopping centre. It will not be visible to any of the sensitive premises on the map at Annexure F. Furthermore, it is to be built in a new residential estate that is surrounded by residential dwellings. It is highly unlikely that the Proposed Store will attract people from suburbs located closer to the Geraldton CBD.

As discussed elsewhere in this PIA, well-run licensed premises have been proven to actually improve issues with alcohol related harm. BWS has strict policies in place to prevent the sale of alcohol to people who are intoxicated. Staff are instructed not to sell alcohol to anyone they believe is already under the influence of alcohol.

The Locality has increased in population over the last few years. The Proposed Store is to be located in a new residential development known as Seacrest Estate which will house approximately 3,360 on completion. It is located in an affluent suburb and is likely to attract mostly local residents from the Primary Trade Area. The Proposed Store will not be visible to any sensitive premises in the area.

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16 See paragraph 20.
E  OTHER LICENSED PREMISES IN THE LOCALITY

13  LICENSED PREMISES

There are three licensed premises within the Locality. Only two are capable of selling packaged liquor to the general public. The third licensed premises has a restricted hotel licence thus can only sell packaged liquor to those lodging on the premises. These premises are shown on the Locality map attached at Annexure D.

13.1 Packaged liquor sales

The current licensed premises that sell packaged liquor, and the road distances from the Proposed Store to these existing stores are summarised below:

<table>
<thead>
<tr>
<th>Premises</th>
<th>Location</th>
<th>Licence Type</th>
<th>Distance from Proposed Store (travelling by road)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geraldton Motor Inn</td>
<td>107 Brand Hwy, Geraldton 6530</td>
<td>Hotel</td>
<td>2.05 km</td>
</tr>
<tr>
<td>Oceanside Liquor Store</td>
<td>2 McDermott Avenue, Geraldton 6530</td>
<td>Liquor Store</td>
<td>3.65 km</td>
</tr>
</tbody>
</table>

(a) Geraldton Motor Inn

The Geraldton Motor Inn comprises hotel accommodation, a TAB, a restaurant and a bottleshop operating as Bottlemart. It is located 2.05 km from the Proposed Store on the Brand Highway which provides the southern entry/exit link to Geraldton.

Although it is a medium sized store with a 200sqm browse area the focus seems to be on the drive through facility as the car park for the store is on a different level from the store itself and is inconvenient for customers. The drive through consists of three lanes, with an express and two browsing lanes. It would therefore appear to be a liquor store that would be used only by passers-by. The access/exit to and from the liquor store is not ideal. Drivers can access via right turn however cannot take a right turn on exit.

There is a range of approximately 1,100 products, including 120 beers, 180 red wines, 150 white wines, 70 sparkling wines, 450 spirits & RTDs and 130 non-liquor products. The opening hours are Monday to Wednesday 10am until 8.30pm, Thursday 10am until 9.30pm, Friday and Saturday 10am until 10pm and Sunday 10am until 8.30pm.

This bottleshop differs from the Proposed Store in its location and focus. The Proposed Store is to be part of a neighbourhood centre surrounded by residential properties whereas the Geraldton Motor Inn is located on a main Highway and focuses on drive-through custom.

(b) Oceanside Liquor Store

The Oceanside Liquor Store is 3.65km south of the Proposed Store. It forms part of the Southgate Forum local centre. This is a very small neighbourhood centre with only 6 speciality shops (including the bottleshop) with two of the tenancies currently vacant. The centre has on-site parking. It has a limited browse area of approximately 90 sqm.
and a one lane drive through. It has a range of approximately 850 products including a total of 100 beers, 140 red wines, 110 white wines, 50 sparkling wines, 350 spirits & RTDs and 100 non-liquor products. It is set back from the Brand Highway among local roads therefore it is likely that it is predominately used by local residents only. It is open Monday to Thursday 11am until 8pm, Friday and Saturday 10am until 8pm and closed on a Sunday.

13.2 Limited or no packaged liquor sales

There is only one other licensed premise in the Locality. It has a restricted licence and is summarised below.

<table>
<thead>
<tr>
<th>Premises</th>
<th>Location</th>
<th>Licence Type</th>
<th>Distance from Proposed Store (travelling by road)</th>
</tr>
</thead>
<tbody>
<tr>
<td>African Reef Resort</td>
<td>5 Broadhead Avenue, Geraldton</td>
<td>Restricted Hotel</td>
<td>1.5km</td>
</tr>
</tbody>
</table>

The African Reef Resort is a Motel, Caravan Park, Function Centre and Restaurant with a Restricted Hotel Licence which restricts the sale of packaged liquor to residents of the resort only. It provides a different service to that of the Proposed Store which will sell packaged liquor to the general public.

There are two packaged liquor offerings in the Locality. One is a bottleshop attached to hotel accommodation on the main highway through Geraldton that is mainly used as a drive through facility and the other is a small liquor store in a neighbourhood shopping forum mainly catering to local residents. Both stores are located more than 2km from the Proposed Store.

The Proposed Store will provide a ‘one-stop’ shopping experience for the growing population in the Locality and in particular the new Seacrest Estate. It will meet the objectives of the Act to cater for the development of the liquor industry.
14.1 Changes in the way we shop

One of the primary objects of the Act is to cater to the proper development of the liquor industry, ensuring that licensed venues keep up with contemporary standards and consumer needs. It is well established that ‘in contemporary Australian life, ‘one-stop’ shopping in large suburban shopping centres is of great importance, especially to working people’.17

Roy Morgan Research reported in February 2015 on the factors that both men and women consider important in purchasing alcohol.18 The top answer was ‘good value’. However, the next most popular answers provide some insight into where people like to purchase liquor. For both men and women the location of the store ‘close to home’ was important. This indicates that consumers value liquor stores which are conveniently located. Female shoppers strongly indicated that they prefer to shop at liquor stores which are located where they do their grocery shopping. This factor was not as important to male shoppers, however it still rated highly in what male shoppers look for in a liquor store.

Currently over 40 of the shopping centres that have a Woolworths’ supermarket in Western Australia have a liquor store associated with the supermarket. This is now part of Woolworths standard supermarket design. The Australian consumer now expects that alcohol will be available at the place where they do their grocery shopping.

The wine sub-sector in Australia is predicted to experience the most growth in sales through to 2018 driven by the trend towards premium products.19 Beer is still the highest selling alcoholic drink; however, beer consumption per capita in Australia has been in decline since 2009.20 The beer industry has seen a halt in sales of economy brands, with growth being driven by the premium end products.21 BWS carries a strong range of wines as well as popular beers and several craft beers.

Regardless of the growth in the wine sector, Australians are drinking slightly less alcohol per capita over all.22 Studies have also shown that less than 15% of people in Australia actually drink in a truly risky and harmful manner, notwithstanding reports about risky drinking levels in Australia.23

BWS caters to demands of the current Australian packaged liquor market for ‘one-stop’ shopping.

14.2 BWS customers

As discussed above, BWS caters to the demand from consumers for a ‘one-stop’ shopping experience or a convenient local store. The majority (59%) of BWS customers in WA are female and this increases to 64% in the case of BWS stores attached to

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17 Woolworths Ltd v Director of Liquor Licensing [2013] WASCA 227 at [78].
23 Dr Anne Fox, ‘Understanding behaviour in the Australian and New Zealand night-time economies, January 2015, p 11.
supermarkets. Only 5% of BWS customers are between 18 – 24 years of age. 74% of BWS customers are between 35 – 74 years of age, indicating a more mature customer base.

BWS customers in WA are significantly less likely to be on a low income than members of the general WA population. Those on a mid-high level income (over $70,000) make up 60% of BWS customers in WA and 58% of customers at BWS stores associated with supermarkets.

BWS customers are less likely to be premium shoppers. This is unsurprising as BWS is designed to provide a good range of mainstream liquor products rather than a premium liquor service. BWS stores, particularly those attached to supermarkets, cater to the weekly needs of consumers.

15 COMMUNITY SURVEY

The Applicant engaged Thinkfield (formerly West Coast Field Services) to conduct telephone interviews with residents in the Locality. A total of 404 telephone surveys were collected by Thinkfield over the week from Tuesday 17 November, 2015 until Tuesday 24 November, 2015 at different times. This sample size provides a sampling error of +4.88% at the 95% confidence interval. All respondents were screened to ensure they were over 18 years of age.

16 CONSUMER NEED

16.1 Current offering

As discussed at paragraph 13.1 there are currently only two packaged liquor stores in the Locality, the Geraldton Motor Inn (Bottlemart) and the Oceanside Liquor Store (Cellarbrations). Both stores are more than 2km driving distance from the Proposed Store and neither provides a ‘one-stop’ local shopping experience.

16.2 The survey

A summary of the survey results is attached at Annexure G.

(a) Profile of respondents

Thinkfield set out to interview a broad range of respondents to provide the best indication of community attitudes to the Proposed Store. 65% of the respondents were female and 57% were aged between 30-59 years of age. The most common household compositions were older couples or single older persons (50%) followed by families with mainly school age children (26%) and families with mainly adult children living at home (14%).

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24 House of Brand, BWS customers report, p 4-5.
26 House of Brand, BWS customers report, p 6.
29 House of Brand, BWS customers report, p 17.
(b) **Location**

The respondents all lived in suburbs within the Locality including Wandina (39%), Mount Tarcoola (28%), Tarcoola Beach (17%), Rangeway (10%), Mahomets Flats (5%) and Karloo (1%).

(c) **Shopping habits**

The vast majority of respondents (77%) advised that they purchased packaged liquor for their home or for social or other occasions. However when asked whether they had purchased takeaway liquor in the Wandina area in the past 6 months only 44% gave a positive answer. This indicates that there is a need for a more conveniently located takeaway liquor store in the Locality as there is a gap of 33% between those that have a need to purchase liquor in the Locality and those that have actually purchased liquor within the Locality in the last six months.

Of those respondents who had purchased liquor in the last six months, 32% regarded the Geraldton Motor Inn (Bottlemart) as their main store followed by the BWS in the Stirlings Shopping Centre (19%) and the Queens Supa IGA Plus Liquor (15%). The BWS in the Stirlings Shopping Centre is more than 6km from Wandina demonstrating that respondents are currently travelling quite a distance to shop in a BWS i.e a 12km round trip.

Furthermore, the survey results reveal that the Woolworths supermarket at the Stirlings Shopping Centre is the most popular store for the respondents to do their general household shopping. The co-location of the Woolworths supermarket and the BWS at the Stirlings Shopping Centre therefore appears to be a popular combination for the respondents. This is further supported by the result that 27% of the respondents who think that the Proposed Store is a good idea believe it is a good idea because it will be convenient to buy takeaway liquor and groceries at the same time.

17 **PROPOSED STORE BENEFITS AND CONCERNS**

17.1 **Perceived benefits of the Proposed Store**

There is strong support for the Proposed Store in the Locality. The survey results show that the majority of respondents who had purchased liquor in the last six months believe that the Proposed Store is a good idea (62%). Furthermore, 77% of those that believe it is a good idea have no concerns about the Proposed Store. The main reasons given for supporting the store were as follows:

(a) convenient location (64%);

(b) convenient to buy takeaway liquor and groceries at the same time (27%);

(c) good to have more shops/liquor stores in the area (14%); and

(d) better prices/save money (8%).

These results indicate that there is a need for a ‘one-stop’ shop in the Locality with the top reasons for supporting the Proposed Store focused on convenience (location and combined liquor and grocery shopping). This is further supported by 60% of the
respondents who purchase liquor confirming that they would be likely to use the Proposed Store and 70% of those likely to visit the Proposed Store stating that they would do so as part of a trip to the Woolworths Supermarket.

The respondents indicated that they are net satisfied with the ease of parking, service, product range and prices at the liquor stores they currently regard as their main stores. Given the distance that the majority of respondents are currently travelling to shop at the BWS in the Stirlings Shopping Centre, which is one of the main stores currently frequented by the respondents, the Applicant would expect the net satisfaction of the Proposed Store to be even higher given its location closer to the respondents. This is supported by the following results:

(a) 70% of respondents believe they will use the proposed Seacrest Neighbourhood Centre instead of where they currently shop;

(b) 62% of liquor purchasers think the Proposed Store is a good idea; and

(c) convenient location is the main reason why liquor purchasers want the Proposed Store.

As previously discussed there is a lack of shopping facilities in the Locality which has led to the respondents having to travel to the centre of Geraldton to shop for groceries and liquor. The Proposed Store would provide local, convenient shopping for the surrounding residents. BWS will also provide employment opportunities for the local residents.

17.2 Concerns about the Proposed Store

The respondents who did not support the Proposed Store (30%) raised concerns about the number of liquor stores in the area (there are only two liquor stores in the Locality) and the anti-social behaviour liquor stores bring. These concerns are addressed below at paragraphs 19 and 20.

The amount of community support for the Proposed Store and the number of people who indicated they were likely to use the store clearly demonstrates the community need for a BWS liquor store to open alongside the Woolworths supermarket in the Shopping Centre. The current liquor stores do not cater to consumer requirements for convenience and a ‘one-stop’ shopping experience in the Locality.
G HOW DOES THE PROPOSAL ADDRESS THE MINIMISATION OF HARM AND ILL HEALTH?

As discussed earlier in this PIA, the primary object of the Act is to minimise harm, not prevent it absolutely. As stated in the recent review of the Act by the Independent Review Committee (Independent Review), alcohol ‘has played a central role in our culture for generations as both a social activity and a religious ceremonial ritual’. The Independent Review also acknowledges that it is only a small minority of the community that engage in problematic drinking habits.

In considering the issue of harm minimisation, the Licensing Authority must conduct a balancing exercise having regard to all relevant considerations. This includes harm minimisation as well as section 5(2) factors, such as the development of the liquor industry, catering for the requirement of the tourism industry and facilitating the use and development of premises that reflect the diversity of consumer demand. The objects of the Act promote the good order and proprietary development of the industry. The Proposed Store will help achieve these objectives.

18 ALCOHOL RELATED HARM IN THE LOCALITY

The suburbs of Wandina, Tarcoola Beach, Mount Tarcoola, Mahomets Flats, Karloo, Rangeway and Utakarra forming the Locality for this application, form part the Midwest Health Region for the purposes of the statistics released by the Drug and Alcohol Office. As previously discussed the Locality is a 3km radius from the Proposed Store with a population of 11,526 at the 2011 Census. This is compared to the Midwest Health Region which covers an area of 601,894 km and had a population of 66,263 in 2012. Thus the statistics released by the Drug and Alcohol Office must be read very cautiously given the difference between the area covered by the Locality and that of the Midwest Health Region.

On analysis of the available statistics there is little difference between the State averages for the proportion of individuals aged 16 or over at risk of single occasion alcohol-related harm and the Midwest Health Region averages. During the period 2006-2013 on average 58% of those residing in the Midwest Health Region were at ‘low-risk’ of single occasion alcohol-related harm compared with the State average of 59.5%. For the same period an average of 15.8% of individuals in the Midwest Health Region fell into the ‘risky’ category of single occasion alcohol- related harm compared with an average of 14.2% for the State.

Similarly, there was only a slight difference between the State averages and the Midwest Health Region averages for the proportion of individuals over the age of 16 at risk of lifetime alcohol-related harm during the period 2006-2013. The average proportion of individuals at ‘low risk’ of lifetime alcohol-related harm was 36.6% in the Midwest Health Region compared to the State average of 39.2%. For the same period, an average of

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30 Lily Creek No. 1.
37.8% of individuals in the Midwest Health Region fell into the ‘risky’ category of lifetime alcohol-related harm compared to the State average of 34.4%.\(^\text{40}\)

If the statistics were available, it is likely that they would show that alcohol-related harm is lower in the Primary Trade Area suburbs than in the Midwest Health Region given the higher than average SEIFA scores and the demographics of these suburbs.

The Drug and Alcohol Office has also released statistics in relation to alcohol-related domestic and non-domestics assaults in the Midwest Health Region however given the difference in the geographical size of the Locality and the Midwest Health Region it would be inaccurate to draw conclusions from these statistics in relation to the Locality or the Primary Trade Area. The statistics show that the proportion of alcohol-related domestic and non-domestics assaults were higher for the Midwest Health Region than for the State over the period 2009-2013.\(^\text{41}\) However the Western Australia Police Crime Statistics show that the Primary Trade Area suburbs of Wandina, Mount Tarcoola and Taroola Beach have a very low number of recorded assaults (it is not known whether these are alcohol related or not) compared with the suburbs located further from the Proposed store but still within the Geraldton region. The table below shows the number of reported assaults in the Geraldton region including the Primary Trade Area:

<table>
<thead>
<tr>
<th>Suburb</th>
<th>Number of Assaults 2009-2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wandina</td>
<td>82</td>
</tr>
<tr>
<td>Mount Tarcoola</td>
<td>96</td>
</tr>
<tr>
<td>Tarcoola Beach</td>
<td>39</td>
</tr>
<tr>
<td>Mahomets Flats</td>
<td>39</td>
</tr>
<tr>
<td>Karloo</td>
<td>190</td>
</tr>
<tr>
<td>Rangeway</td>
<td>778</td>
</tr>
<tr>
<td>Utakarra</td>
<td>212</td>
</tr>
<tr>
<td>Geraldton</td>
<td>1305</td>
</tr>
<tr>
<td>Wonthella</td>
<td>250</td>
</tr>
</tbody>
</table>

Although the statistics do not reveal the number of alcohol-related assaults in the suburbs it can clearly be seen that the number of assaults in the Primary Trade Area suburbs is far less than in the other suburbs therefore it would be fair to presume the number of alcohol related assaults in the Primary Trade Area would also be lower than the average for the area.

In conclusion, although the statistics are limited in relation to the Locality and the Primary Trade Area it is clear from the analysis that has been discussed above, that alcohol-related harm does not appear to be of any greater concern in the Midwest Health Region


than in the State generally and in any event of far lower concern in the Primary Trade Area which has lower crime rates than the average for the area.

18.1 The Greater Geraldton Community Safety and Crime Prevention Plan

In 2006 Greater Geraldton published the Greater Geraldton Community Safety and Crime Prevention Plan (the Plan). The intention of this initiative is to make the city safer through promoting targeted initiatives which, among other things, tackle current levels of anti-social behaviour and alcohol use.\(^{42}\)

The Plan discusses a number of priority objectives, one of which is to reduce community and personal harm from excessive use of drugs and alcohol.\(^{43}\) The Plan adopted a number of strategies to meet this objective. These strategies include, but are not limited to, the following:

(a) the development and implementation of a local alcohol plan;

(b) to investigate re-establishing a liquor accord for all outlets;

(c) the introduction of a broader community harm minimisation approach to using alcohol; and

(d) the adoption of no tolerance policy on street drinking.

BWS has a number of policies and campaigns that can help achieve the Plan’s objective. To promote responsible drinking, BWS employs several harm minimisation techniques, including:

(a) using a responsible buying charter, which, among other requirements, does not permit the supply of alcoholic products that suggest association with anti-social behaviour, encourage immoderate levels of intake, or imply that health benefits can be achieved through consumption;

(b) community education initiatives, such as the ‘Don’t Buy It For Them’ campaign, which seeks to inform adults of the dangers of providing alcohol to youths; and

(c) stringent policies which prohibit the supply of alcohol to intoxicated patrons or minors, such as the ID25 policy.

These initiatives help educate the community that the consumption of alcohol should be done responsibly and that underage drinking is illegal and can be extremely harmful. This community education is important to reduce the impact of alcohol related harm in the community.

19 COMMUNITY CONCERNS

a minority of respondents to the survey discussed above at paragraphs 15-17 do not support the Proposed Store (30%).

The most common concern raised was that there are already enough stores in the Locality. As discussed above at paragraph 13 there are only two other liquor stores in the area. Both of these liquor stores are located more than 2km from the Proposed Store.

The current liquor stores are not convenient for those wishing to combine their grocery shop with their takeaway liquor shop and do not provide a local shopping experience for those in the new Seacrest Estate which is continuing to grow in size. The Proposed Store will provide a ‘one-stop’ shopping experience for those in the Locality and assist with meeting the demands of a growing population in the area.

Another concern raised by the respondents was with regard to anti-social behaviour associated with liquor stores. BWS is extremely well managed and has strong harm minimisation policies in place. BWS has a number of policies in place to mitigate any alcohol related harm in the communities in which they operate.

The Applicant submits that none of the concerns of respondents to the survey will go unmanaged by the Proposed Store.

20 HARM MINIMISATION MANAGEMENT

20.1 Effective management

A number of studies have shown that well managed environments for the sale and consumption of alcohol contribute to reducing alcohol related harms. The Independent Review states that:

Well managed premises and the responsible service of alcohol are seen as important tools in changing Western Australia’s drinking environment and providing consumers with safer, more responsible venues that are committed to practising harm-minimisation techniques.

The National Alcohol Strategy outlined the following principles for effective policing of licensed drinking environments, which can be applied to the effective management of a liquor store:

(a) management practices that comply with legislation and reduce harm to staff and patrons;
(b) comprehensive staff training;
(c) implementation and enforcement of RSA policies and procedures;
(d) premises designed to minimise harm;
(e) responsible marketing practices;
(f) community education;
(g) access to public transport; and
(h) co-operation with police and local government.

BWS has strong policies relating to each of these practices, which will be implemented at the Proposed Store. These policies are discussed in more detail below.

20.2 Management practices and RSA

BWS enforces the strict management practices and policies of the Woolworths Liquor Group.

The Management Plan for each BWS store sets out the RSA procedures for the store. An Approved Manager must be present at the Premises at all times. Woolworths encourages its staff to be aware of what is taking place both inside and outside the store. This is an important part of monitoring customers who may consume alcohol bought at the premises on site. However, given that the Proposed Store will be located in the Shopping Centre this will limit any chance of alcohol being consumed directly outside the Proposed Store.

Woolworths provides its staff with guidelines for assessing whether a customer is intoxicated and how to refuse such a person service. Woolworths requires that the staff member ask the person to leave the premises. If any issues arise the staff member should ask for assistance from the store manager and contact the police if necessary. Staff must refuse to serve any alcohol to the intoxicated person and may refuse to admit any person to the store who has previously been asked to leave.

Woolworths also enforces strong policies regarding evidence of age and preventing service to juveniles. If a juvenile enters the store and is not accompanied by a responsible adult, the staff members on duty should ask the juvenile to leave the store. The ID25 policy is strictly applied and staff must ask for proof of age identification from anyone who looks under 25 years old. If the person is unable to produce identification, the staff member must refuse service.

Each BWS store contains an incident register which is required to be used consistently and checked on a daily basis. The staff members at the store should ensure that responsible service posters are displayed throughout the store to promote the responsible consumption of alcohol. All staff members are required to complete RSA training within four weeks of commencing employment and are required to participate in induction training. The induction covers (amongst other things):

(a) company policies, such as employee conduct;
(b) loss prevention issues and theft;
(c) safety and health policy and practices;
(d) hazards to be aware of in the store;
(e) reporting an accident;
(f) first aid; and
(g) selling regulated products, such as liquor.

A copy of the BWS harm minimisation policies is attached at Annexure H.
20.3 Environmental factors: Crime prevention through environmental design

The Australian Institute of Criminology has outlined risk factors that affect the likelihood of alcohol related harm at licensed premises.\(^47\) These include the capacity of the venue, the atmosphere and décor, and the culture of the premises. BWS has a strong commitment to Crime Prevention through Environmental Design (CPTED).

(a) **Surveillance and lighting**

All BWS stores are designed to minimise the risk of crime. The cash register is located near the public entrance to the store to ensure visual surveillance. Bright lighting is also used throughout the store. External and security lighting will operate during non-trade hours. The location of the Proposed Store within the Shopping Centre will also increase surveillance. A high quality CCTV system will be installed in the store with numerous cameras to reduce crime.

(b) **Territorial reinforcement**

The Proposed Store will be clearly branded with BWS branding and will be housed within the Woolworths supermarket which will further reinforce the branding. BWS staff are all highly trained and wear uniforms. Effective internal design of the stores limits the opportunities for concealment. External areas are maintained and kept tidy and clear from litter.

(c) **Access control**

The Proposed Store will be located within the Shopping Centre which will help limit access. The Proposed Store is located near the entrance to the Woolworths store to ensure that access to the BWS itself can be properly managed.

The environmental design of the Proposed Store, including the bright lighting and extra security, will discourage problem drinkers and particular at risk groups from frequenting the premises.

20.4 Responsible buying

BWS complies with the Woolworths Liquor Group Responsible Buying Charter (Responsible Buying Charter) to ensure that internal purchasing and ranging decision making processes comply with best practice guidelines for retailers and drinks manufacturers worldwide. The Responsible Buying Charter is designed to help ensure that BWS adds value to the community rather than adding harm. The Responsible Buying Charter is a guideline to ensure that only products which are appropriately branded are stocked at Woolworths Liquor Group stores. It prohibits BWS from stocking products that appeal to minors, encourage inappropriate drinking practices, or make inappropriate associations, such as associations with illicit drugs. A copy of the Responsible Buying Charter is attached at Annexure I.

The Responsible Buying Charter requires that any products sold do not:

(a) have the potential to appeal to minors;

(b) have the potential to lead to confusion with confectionary or soft drink;

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(c) have an appearance that may lead to confusion about the alcoholic nature and strength of the product;

(d) draw any association with drug culture;

(e) encourage illegal or immoderate consumption;

(f) suggest association with violent, dangerous, aggressive or anti-social behaviour;

(g) suggest consumption could lead to sporting, social or sexual success or popularity;

(h) feature imagery or language that could be offensive on cultural, religious, ethnic or gender grounds; or

(i) suggest any physical or mental health benefit can be obtained by consumption.

Each new product that is sold in the stores must meet these requirements, which are aimed at minimising the potential for alcohol marketing to encourage consumers to drink in ways that could be potentially harmful.

20.5 Community education

The Independent Review endorses community education as the key to reducing the impact of alcohol related harm in Western Australia. BWS runs several community education campaigns in its stores, including:

(a) the ‘Don’t Buy It For Them’ campaign, which seeks to inform adults of the dangers of providing alcohol to youths;

(b) the ‘Look For The Standard Drink Icons’ campaign, which seeks to inform people of the different volumes equating to a standard drink for each drink category; and

(c) the ‘It is safest not to drink alcohol while pregnant’ campaign in conjunction with Drinkwise Australia, which seeks to inform women and their partners of the importance associated with understanding all the facts about alcohol and pregnancy.

These campaigns are all prominently displayed in-store and also on the BWS website.

20.6 Community involvement

BWS is committed to participating in relevant community education programs in the local communities where its stores are located. BWS also supports local organisations and charities, and the following campaigns:

(a) the Alcohol Beverages Advertising (and Packing) Code Scheme which is a combination of industry, advertising and government representatives who administer complaints about alcohol advertising;

(b) White Ribbon which is the world’s largest male-led movement to end men’s violence against women;

(c) Jawun which forms partnerships to benefit corporate, government and Indigenous Australia; and

(d) Drinkwise Australia which aims to educate consumers on the harmful effects of alcohol abuse.

These policies make BWS one of the most responsible liquor retailers.

21 IMPACT ON SPECIFIC AT RISK GROUPS

A number of factors, such as demographics and the size of the Locality will have an impact on the level of alcohol related harm in a particular Locality.49

(a) Children and young people

The Locality has a high proportion of young children aged 0-14. This reflects the high proportion of family households in the Locality especially in the suburb of Wandina.

As discussed at paragraph 20 BWS has strong harm minimisation policies aimed at targeting underage drinking. BWS enforces a strict ID 25 policy which requires staff to check the identity of anyone who appears under 25 years old.

Furthermore, the introduction of the juvenile secondary supply laws which came into effect on 20 November, 2015 will help minimise harm to children and young people. The new laws ban adults from supplying alcohol to children in a private setting without their parent’s consent. The State Government’s secondary supply laws impose a maximum fine of $10,000.

(b) Aboriginal people and communities

When compared with the Country WA average the proportion of the population identifying themselves as aboriginal is higher in the northern locality suburbs of Karloo, Rangeway and Utakarra but lower in the suburbs of Wandina, Mount Tarcoola, Tarcoola Beach and Mohomets Flats that surround the Proposed Store. As discussed earlier in the PIA the suburbs of Karloo, Rangeway and Utakarra do not form part of the Main Trade Area however they do fall into the Locality.

The Yamaji Cultural Group resides within Geraldton and the wider Midwest region. To combat the higher rate of alcohol related harm suffered by Indigenous groups compared with non-indigenous Australians,50 there are a number of programs in Geraldton. These include the Geraldton Sobering Up Centre run by Hope Community Services and the Midwest Community Drug Service. Both these programs are located in the City of Geraldton so beyond the Locality. There is also the Bundiyarra Aboriginal Community Aboriginal Corporation located in Utakarra, but not within the Locality, which offers a drug and alcohol free site for aboriginal people. This site includes the Geraldton Streetwork Aboriginal Corporation which co-ordinates youth based activities.

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Research has indicated that Indigenous Australians should be key players in the
design and operation of strategies to address harmful alcohol use. The
following principles are encouraged to underlie any action to address the use of
alcohol by Indigenous Australians:

(i) the use of alcohol must be addressed as part of a comprehensive, holistic
approach to health;

(ii) local planning;

(iii) culturally valid strategies that are effective for Aboriginal people must be
developed;

(iv) Aboriginal communities should have control over their health and alcohol
related services; and

(v) resources to address the use of alcohol must be available on the basis of
need, and at a level required to reduce disproportionate levels of drug-
related harm by Aboriginal peoples.

As community controlled organisations are not always accessible or preferred by
Indigenous Australians, mainstream organisations need help to provide culturally
sensitive services in partnership with Indigenous organisations.

The Aboriginal Drug and Alcohol Framework (ADAF) encourages engaging with
Aboriginal leadership, community consultation, direction, negotiation and
involvement when forming harm minimisation programs and strategies. There is
also a focus on working in partnership with Aboriginal communities. One of the
ADAF strategic areas is to focus on prevention and intervention before the
problems become entrenched. This is also a key objective outlined in the
National Drug Strategy.

BWS has a number of policies and campaigns that help educate the community
that alcohol must be consumed responsibly and that underage drinking will not
be tolerated. These were outlined above at paragraph 20. These policies and
campaigns are in line with ADAF’s prevention strategy. They also align with the
National Drugs Strategy’s objectives.

Woolworths) is also a partner of the Jawun Indigenous Community Secondment
Program (Jawun) to help Indigenous communities by providing skilled corporate
secondees. In collaboration with business and government, Jawun programs
promote self-reliance, entrepreneurial activity and business planning.

The Jawun model consists of four key components:

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(i) an emphasis on Indigenous-led organisations and initiative;

(ii) a local or ‘place-based’ focus;

(iii) partnerships across different sectors; and

(iv) programs which utilise the unique skills of our partners.

These components not only make Jawun effective in achieving progress for Indigenous communities, they also make it unique when compared to other development organisations around the world.

Jawun is not currently operating in Geraldton however they have programs operating in the Kimberley region of Western Australia.

(c) People from regional, rural and remote communities

The Locality is regarded as a regional area as it is located approximately 420km north of Perth in the city of Geraldton. However, it is part of a city with a population far exceeding what would be expected in rural towns or remote communities.

(d) Families

There are a higher proportion of families with children in the Locality than in Country WA and the State. The proportion of single parent families is low in the primary Main Trade Area of Wandina, Tarcoola Beach and Mount Tarcoola.

BWS has harm-minimisation policies in place as discussed at paragraph 20 to minimise any alcohol related harm to families.

(e) Migrant Groups

There are a low number of migrants from Non-English speaking countries and consequently there is a high level of English proficiency in the Locality.

(f) Low socio-economic groups

Individual and household median incomes are higher in the Locality than both the Country WA and state averages. Unemployment in the Locality is lower than the state average. The SIEFA index rates for the primary Main trade area suburbs of Wandina, Mount Tarcoola and Tarcoola Beach are above average.

(g) Mining communities

The Locality is not a mining community. There is a low proportion of employment in the mining industry in the Locality (2.9%).

(h) High tourist numbers

The Locality is not a tourist area.
BWS manages well run premises that minimise the impact of alcohol on the community in which they operate through strong harm minimization practices and policies. The Proposed Store will benefit from these practices and policies. The Proposed Store will be located within a shopping centre which will further minimize any potential harm in the local community. The suburbs immediately surrounding the Proposed Store and forming the Main Trade Area are family focused and generally have a low proportion of at risk groups.
H OTHER FACTORS

The public interest test also requires that the Licensing Authority considers the factors outlined in section 38(4) of the Act. The first of these relates to harm and ill health, which was discussed above in Part 2 Section G. The two remaining parts of section 38(4) are considered below.

22 HOW DOES THE PROPOSAL IMPACT ON THE AMENITY OF THE LOCALITY – SECTION 38(4)(B)

The amenity of an area is the pleasantness or attractiveness of a particular place.

22.1 ‘One-stop’ shopping

The Proposed Store will form part of a new Woolworths supermarket in a new neighbourhood shopping centre and therefore provide a ‘one-stop’ shopping experience for the local residents. Currently the local residents have to travel more than 2km to a liquor store. The closest liquor store forms part of the Geraldton Motor Inn. It does not provide a ‘one-stop’ shopping experience.

22.2 Physical amenity

The entrance to the store will be located within the new neighbourhood shopping centre. The Shopping Centre aims to provide an active focus for the local community with a diversity of retail and commercial uses, as well as providing an attractive public realm environment to Barrett Drive for visual amenity and interaction. The site has street frontages to four sides with Barrett Drive to the south and Ocean Queen Drive to the east. The proposed landscape design seeks to be complimentary to the existing landscape quality of the area. The landscaping will incorporate new street tree planting between car bays where possible, as well as native shrub planting in the street verges and throughout the development.

23 HOW DOES THE PROPOSAL ADDRESS ANY OFFENCE, ANNOYANCE, DISTURBANCE OR INCONVENIENCE CAUSED BY THE GRANTING OF THE LICENCE – SECTION 38(4)(C)

23.1 Trading hours

The trading hours for the Proposed Store will be as follows:

• Monday to Wednesday 8am to 6pm
• Thursday 8am to 9pm
• Friday 8am to 6pm
• Saturday 8am to 5pm
• Closed Sundays

23.2 Traffic

The Shopping Centre is bounded by Hood Street to the north, Ocean Queen Drive to the east, Barrett Drive to the south and Iduna Road to the west. Land uses beyond the
The proposed Shopping Centre are mainly residential. The Traffic and Parking Impact Report by ML Traffic Engineering, a full copy can be found at Annexure J concludes that there is capacity at the intersections within the immediate periphery of the site to accommodate the traffic generated by the proposed Shopping Centre. The impact of shopping centre traffic on a Thursday PM peak in Year 2016 is predicted to be an increase of 2.7s of stopped delay for the critical turn between Barrett Drive and Brand Highway (minor road exiting onto a major road).

The Shopping Centre will provide 238 car parking spaces. The Traffic and Parking Impact Report concluded that the proposed access and car parking layout are satisfactory.

23.3 Noise

As the BWS is located in a shopping centre it is unlikely to cause any issues with noise to surrounding premises.

23.4 Security and management

As discussed above at Paragraph 20, BWS has strongly implemented responsible service of alcohol policies. The crime prevention through environmental design policies are used in the design of all BWS stores to ensure that a safe and secure environment is provided for customers. The location of the Proposed Store in the shopping centre will add an extra element of security given the number of people who will be patronising the complex. All BWS stores are recognised for being well managed and are staffed by well trained, passionate people.

The Proposed Store will have a positive impact on the Locality and Shopping Centre by providing a convenient, ‘one-stop’ shopping experience. The Shopping Centre is designed to cater to the needs of those residing in the Seacrest Estate and those in the surrounding areas. The Proposed Store will cater to these needs as well as providing a well-managed and safe environment.

As the Proposed Store will be located inside the Shopping Centre it is unlikely to have any further impact in terms of noise or traffic than will already be generated by the Shopping Centre itself.
CONCLUSION

The Proposed Store will provide a convenient ‘one-stop’ shopping experience for the growing Seacrest Estate and surrounding areas that is not currently available within the Locality. The Proposed Store will form part of a neighbourhood shopping centre which aims to serve the needs of the local community. On completion it is estimated that the Seacrest Estate will provide accommodation for around 3,360 people. Currently, those residing in the Seacrest Estate need to travel to Geraldton city centre to access a Woolworths and BWS and more than 2km to access any other liquor store. The consumer survey conducted by Thinkfield highlights the strong support for the Proposed Store. The main reasons given for the support are that it will be in a convenient location and it will provide a convenient way of buying takeaway liquor in conjunction with grocery shopping.

The BWS would be a comprehensive liquor store which provides a good range of mainstream products and has an extremely strong reputation for being a responsible liquor retailer. The Applicant implements a number of RSA policies and ensures that their staff are highly trained and provided with sufficient management support. The Applicant also takes an active part in several community campaigns and industry groups aimed at eliminating social issues which arise from alcohol consumption.

The harm minimisation policies which are implemented by the Applicant at BWS will ensure that the Proposed Store furthers the development of the liquor industry in a positive way. The concerns identified in the community survey have been addressed in this report. Well managed premises and responsible liquor operators are essential to changing the liquor culture in Australia and mitigating alcohol-related harm.

The Applicant has considered and addressed any traffic and noise issues relating to the Proposed Store. The Proposed Store is unlikely to cause any additional issues over and above what will be experienced as a result of the Shopping Centre.

The Applicant submits that it has satisfied the requirements and objects of the Act in respect of the Proposed Store and that it is in the public interest for this application to be granted.
FURTHER INFORMATION

The Applicant reserves the right to supplement this PIA and accompanying submissions if required in order to satisfy the public interest test under the Act. The Applicant would also welcome the opportunity to discuss the application with the Licensing Authority if further information or further consideration of any aspect of this PIA is needed. The Applicant may be required to amend this PIA subject to any specific issues that are identified by the Licensing Authority or any interveners or objectors to this application.

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