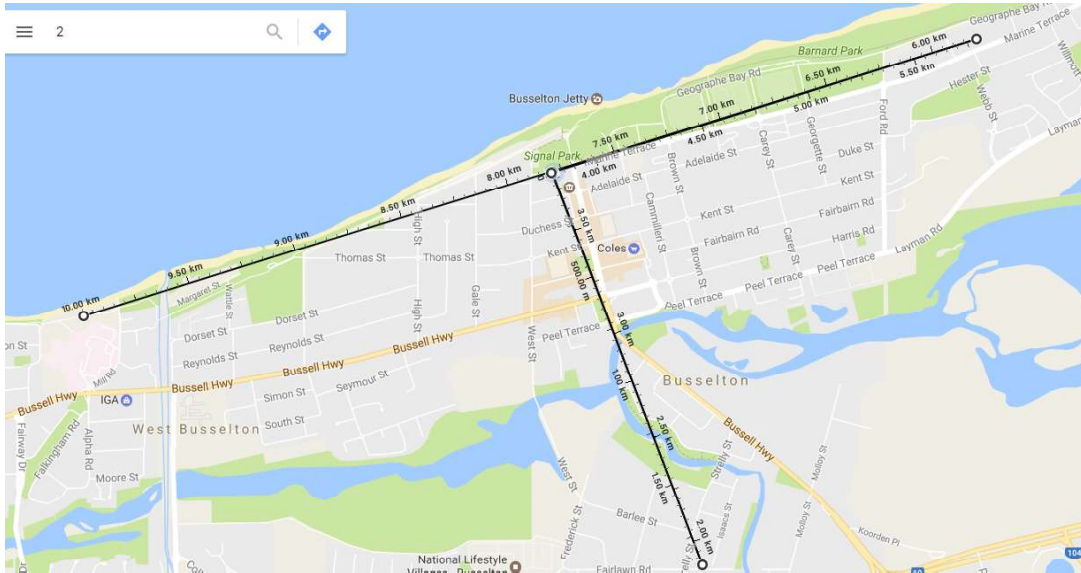


Information requested on the 2nd December:

Q1. Submissions addressing section 36B(4) of the Act, demonstrating that existing packaged liquor premises in the locality of the proposed licensed premises cannot reasonably satisfy the local packaged liquor requirements of the public. These submissions are required to be lodged before the advertising can commence.

Response:



Map showing 3km radius to 10 Marine Tce.

Below is a list of all existing licensed premises that can sell or supply packaged liquor within the locality (3km radius) of 10 Marine Terrace:

LIQ - Hotel:

- # 6010010033 Albies Bar & Bistro (Bottlemart),
- # 6010010405 Esplanade Hotel (Thirsty Camel),
- # 6010011940 The Ship Inn (Dan Murphys),

LIQ - Tavern:

- # 6020012088 The Vasse Tavern,
Note: The Liquor Barons bottle shop adjoining The Vasse Tavern is closed and not currently operational.
- # 602210015117 Shelter Brewing Co (Brewery),

LIQ - Liquor Store:

- # 6030143439 BWS Busselton (Woolworths Busselton),
- # 6030013193 Liquorland Busselton (Coles Busselton Central),
- # 6030048116 Cape Cellars,
- # 603208441816 Brew+,
- # 603209530416 ALDI Busselton Liquor Store,

LIQ - Wholesaler:

- # 616207367315 Carburnup Crest (Woolworths Busselton),

LIQ - Producer:

- # 618207919715 Rocky Ridge Brewing Co with Cellar Door ETP # 021017051.
Note: The Premises situated at 10 Marine Terrace currently operates under Extended Trading Permit 0210170517, Liquor License 618207919715 Rocky Ridge Brewing Co Pty Ltd is currently licensed for takeaway sales of Rocky Ridge brewing Company products. This ETP would be forfeited upon approval of the Tavern License for the same premises (10 marine Terrace).

Below is a response to each of the above licenses, demonstrating that existing packaged liquor premises in the locality of the proposed licensed premises cannot reasonably satisfy the local packaged liquor requirements of the public.

LIQ - Hotel:

- Albies Bar & Bistro: 560m from Rocky Ridge Brewing Co.
Operates under a hotel license and includes bistro, sports bar, TAB and drive through Bottlemart bottle shop. The drive through bottle shop focuses on mainstream, global corporation owned, budget friendly takeaway liquor, with little to no focus on local craft beer or specialty wines. This bottle shop does not stock the full range of Rocky Ridge Brewing Co craft beer or LS Merchants wines.
The manner of trade is significantly different to Rocky Ridge Brewing Co.
- Esplanade Hotel: 250m from Rocky Ridge Brewing Co.
Operates under a hotel license and includes a bistro, sports bar, TAB and drive through Thirsty Camel bottle shop. The drive through bottle shop focuses on budget friendly takeaway liquor, sourced from the greater Australian and international markets, primarily sourced from mainstream suppliers. This is not similar to the exclusive southwest focus on local craft beer and specialty wines offered at Rocky Ridge Brewing Co. This bottle shop does not stock the full range of Rocky Ridge Brewing Co craft beer or LS Merchants wines. The manner of trade is significantly different to Rocky Ridge Brewing Co.
- The Ship Inn: 600m from Rocky Ridge Brewing Co.
Operates under a Hotel Licence and is owned by Endeavour Group Limited/Woolworths/AHL Group. The Ship Inn's offering includes a bistro, sports bar, lounge bar, kids playground and adjacent Dan Murphy's bottle shop. The Dan Murphy's bottle shop offers a standardised range across all stores and does not provide a range that has been exclusively sourced from the South West region. This bottle shop does not stock the full range of Rocky Ridge Brewing Co craft beer or LS Merchants wines.

LIQ - Tavern:

- The Vasse Tavern: 260m from Rocky Ridge Brewing Co.
Operates under a Tavern Licence focussed towards on-site consumption and table service of food. The Liquor Barons bottle shop adjoining The Vasse Tavern is closed and not currently operational. No imminent reopening is likely as the premise is currently empty and advertised for lease. As no packaged sales from this outlet are occurring, the manner of trade is significantly different to Rocky Ridge Brewing Co.
- Shelter Brewing Co: 300m from Rocky Ridge Brewing Co.
Shelter brewery is the only similar existing packaged liquor premises in the locality of Rocky Ridge Brewing Co. Shelter shares the ethos of focussing on local South West producers, however Shelter Brewing is targeted towards the tourism operations

associated with the Busselton Jetty and foreshore area. Shelter Brewing does not hold the capacity or ability currently to offer similar niche experiences as Rocky Ridge Brewing Co intends, such as intimate Craft Beer and Specialty Wine education sessions and food pairing sessions. Shelter Brewing focuses on selling their own microbrewery products, under the Shelter brand, and their affiliated Credaro wines. Shelter Brewing does not currently sell any Rocky Ridge Brewing Co or LS Merchants products, and therefore cannot reasonably satisfy the local packaged liquor requirements of the public for these local suppliers - ie. The manner of trade is significantly different to Rocky Ridge Brewing Co.

LIQ - Liquor Store:

- BWS Busselton (Woolworths Busselton): 350m from Rocky Ridge Brewing Co. Operates under a liquor store licence and does not offer patrons any on premise food or beverages. This Endeavour Group Limited owned bottle shop is attached to the Woolworths Busselton Store, targeting the average consumer completing their weekly shop. The store offers a standardised range across all stores and does not provide a range that has been exclusively sourced from the South West region. This bottle shop does not stock the full range of Rocky Ridge Brewing Co craft beer or LS Merchants wines.
- Liquorland Busselton (Coles Busselton): 400m from Rocky Ridge Brewing Co. Operates under a liquor store licence and does not offer patrons any on premise food or beverages. This Coles Group owned bottle shop is attached to the Coles Busselton Store, targeting the average consumer completing their weekly shop. The store offers a standardised range across all stores and does not provide a range that has been exclusively sourced from the South West region. This bottle shop does not stock the full range of Rocky Ridge Brewing Co craft beer or LS Merchants wines.
- Cape Cellars: 2.11km from Rocky Ridge Brewing Co. Operates under a liquor store licence and does not offer patrons any on premise food or beverages. Cape Cellars is an independent liquor store and provides a range of liquor that includes craft beer and specialty wines from the South West, including a limited range of Rocky Ridge Brewing Co and LS Merchants products. Cape Cellars does not hold the capacity or ability currently to offer similar experiences as Rocky Ridge Brewing Co intends, such as on premise tastings, intimate Craft Beer and Specialty Wine education sessions and food pairing sessions. The manner of trade is significantly different to Rocky Ridge Brewing Co.
- Brew+: 2.81km from Rocky Ridge Brewing Co. Operates under a liquor store licence and does not offer patrons any on premise food or beverages. The drive through bottle shop focuses on mainstream, global corporation owned, budget friendly takeaway liquor, with little to no focus on local craft beer or specialty wines. This bottle shop does not stock the full range of Rocky Ridge Brewing Co craft beer or LS Merchants wines.
- ALDI Busselton Liquor Store: 920m from Rocky Ridge Brewing Co. This bottle shop is attached to the Aldi Busselton Store in the Homebase Locality of Busselton, targeting the average consumer completing their weekly shop. The store offers a standardised range across all stores and does not provide a range that has been exclusively sourced from the South West region. This bottle shop does not stock the full range of Rocky Ridge Brewing Co craft beer or LS Merchants wines.

LIQ - Wholesaler:

- Carbunup Crest: 2.11km from Rocky Ridge Brewing Co. Operates under a wholesaler's license and supplies a range of alcoholic beverages in bulk commercial quantities. Carbunup Crest do not sell to the general public, nor operate a premise open to the public. The manner of trade is significantly different to Rocky Ridge Brewing Co.

LIQ - Producer:

- Rocky Ridge Brewing Co with Cellar Door ETP: This License is held currently by the Applicant. Rocky Ridge Brewing Co Pty Ltd is currently licensed for takeaway sales of Rocky Ridge Brewing Co products. This ETP would be surrendered upon approval of the Tavern License for the same premise. The needs of the community for existing packaged liquor premises in the locality are currently being met by this standing Licence and ETP. No change is requested in relation to the sale of takeaway packaged Rocky Ridge brewing Company products. This Application simply seeks to broaden its coverage of the needs of the local community to encompass Specialty Wine from South West artisans; LS Merchants, which are not currently being met by the other existing premises.

As per Section 5(1) (c) of the Act, consumers require a diverse range of licenced premises to cater to their requirements, and currently, there is no similar premises in the growing Busselton locality that can provide a diverse range of services and meet the needs of consumers of liquor, and operate in the public interest. As demonstrated, Rocky Ridge Brewing Co will provide a very unique, exclusive and boutique offering in the Busselton CBD which the other licensed premises above cannot provide. The premise will showcase just one (1) craft beer producer and one(1) wine producer, supplying the full available range from local artisans 'Rocky Ridge Brewing Co' and 'LS Merchants', neither of which are readily available in their entirety for takeaway within the Central Business District.

The consumer survey results also indicate that respondents support the approval of this application will not cause any undue, negative impact to the locality.

The Applicant submits that there will be minimal potential for any undue negative impact on the locality as a result of granting this Tavern Licence application to Rocky Ridge Brewing Co. in the public interest.

Q2. A copy of the Personal Particulars form (LLD5) for Colin William Coates. Response:

Response: See attached.

Q3. A copy of the Personal Particulars form (LLD5A) for Hamish Coates.

Response: See attached.