

Public Interest Assessment

Where a Public Interest Assessment is required this form can be completed and lodged with the licensing authority. Applicants should ensure they read the Director of Liquor Licensing's policy - *Public Interest Assessment* prior to completing this form.

PART 1 - Application details

1.1 Applicant name: Potent Group Pty Ltd

1.2 Application for:

<input type="checkbox"/> Hotel (inc Hotel Restricted)	<input type="checkbox"/> New licence	<input type="checkbox"/> Removal of licence
<input type="checkbox"/> Tavern (inc Tavern Restricted)	<input type="checkbox"/> New licence	<input type="checkbox"/> Removal of licence
<input type="checkbox"/> Small Bar	<input type="checkbox"/> New licence	<input type="checkbox"/> Removal of licence
<input type="checkbox"/> Liquor Store	<input type="checkbox"/> New licence	<input type="checkbox"/> Removal of licence
<input type="checkbox"/> Nightclub	<input type="checkbox"/> New licence	<input type="checkbox"/> Removal of licence
<input checked="" type="checkbox"/> Special Facility	<input checked="" type="checkbox"/> New licence	<input type="checkbox"/> Removal of licence
<input type="checkbox"/> Restaurant	<input type="checkbox"/> New licence	<input type="checkbox"/> Removal of licence
<input type="checkbox"/> Club	<input type="checkbox"/> New licence	
<input type="checkbox"/> Club Restricted	<input type="checkbox"/> New licence	
<input type="checkbox"/> Extended Trading Permit	<input type="checkbox"/> Ongoing Hours	<input type="checkbox"/> Liquor Without a Meal (more than 120 persons)
<input type="checkbox"/> Other _____		

1.3 Premises name: Kara Karaoke

1.4 Address of proposed premises:
21B Lake Street Northbridge WA 6003

Introduction

The public interest test is based on the principle that licensed premises must operate within the interests of the local community. The Butterworth's Australian Legal Dictionary defines the term "public interest" as:

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

The public interest provisions enable the licensing authority to consider a broad range of issues specific to each licence or permit application, and flexibility exists to assess each individual application on its merits.

Each community is different and has individual characteristics. Similarly, each licensee's business or proposed manner of trade is unique to the particular premises. A Public Interest Assessment (PIA) outlines how the premises/proposed premises will impact the community and provide an outline of how the applicant will manage any impact.

Section 31 of the *Liquor Control Act 1988* ('the Act') provides the licensing authority with the discretion to grant licences.

Under section 33(1) *'the licensing authority has an absolute discretion to grant or refuse an application on any grounds, or for any reason, that the licensing authority considers in the public interest.'*

In considering the public interest, the licensing authority will take into account the objects of the Act as provided in section 5 and the matters set out in section 38(4).

In this regard, applicants will be required to lodge a PIA with the application.

Legislative Provisions

The primary objects of the Act as set out in section 5 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.

The secondary objects of the Act are:

- a) to facilitate the use and development of licensed facilities, including their use and development for the performance of live original music, reflecting the diversity of the requirements of consumers in the State;
- b) to provide adequate controls over, and over the persons directly or indirectly involved in, the sale, disposal and consumption of liquor; and
- c) to provide a flexible system, with as little formality or technicality as may be practicable, for the administration of this Act.
- d) to encourage responsible attitudes and practices towards the promotion, sale, supply, service and consumption of liquor that are consistent with the interests of the community.

Section 38(4) of the Act provides that the matters the licensing authority may have regard to in determining whether the granting of an application is in the public interest include:

- a) the harm or ill-health that might be caused to people, or any group of people, due to the use of liquor;
- b) whether the amenity, quiet or good order of the locality in which the licensed premises or proposed licensed premises are, or are to be, situated might in some manner be lessened;
- 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;
- ca) any effect the granting of the application might have in relation to tourism, or community or cultural matters; and
- d) any other prescribed matter. (Please note: there are no prescribed requirements at this time).

The licensing authority has discretion to impose conditions on the licence or permit that has regard to the public interest, the objects of the Act and the information provided in the applicant's PIA submission. Conditions may also be imposed based on the content of the PIA submission.

In considering the public interest, applicants should demonstrate the positive aspects of their application including the social, economic and health impacts. It is not sufficient for applicants to merely demonstrate that the grant of the application will not have any negative impact.

Locality

As part of a PIA submission, applicants must provide details regarding the community in the vicinity of the licensed premises (or proposed licensed premises) and any amenity issues in the locality.

The term 'locality' in this instance refers to the area surrounding the proposed licensed premises. This locality will be the area most likely to be affected by the granting of an application in relation to amenity issues.

However, in terms of potential harm or ill-health impacts on the community an applicant may need to consider a wider geographic area depending on the intended nature of the business.

In this regard, in terms of addressing objects 5(1)(b) and 5(1)(c) of the Act, an applicant may need to consider an area which is much broader than the 'locality' used for consideration of amenity issues. For example, an application for a destination liquor store, which may draw its clientele from a large geographic area, would need to address 5(1)(b) and 5(1)(c) of the Act in a much broader context. The onus is on the applicant to satisfy the licensing authority that the grant of the application is in the public interest and provide relevant evidence and submissions to discharge this onus. An applicant should address all relevant considerations under the Act, bearing in mind all the circumstances and unique features of its particular application.

Licensing Authority's Expectations for a PIA

Completing the PIA should be part of an applicant's business planning. A PIA assists the licensing authority in assessing the impact of the application, if granted, on the community, including existing services and amenity. It is also a valuable document for informing the community about the proposed manner of trade. It is important to note that there is no requirement in the Act for PIAs to be prepared by legal counsel or industry consultants. Applicants can complete their own PIA by taking a common-sense approach after liaising with the relevant key stakeholders and interest groups in the community.

Evidence to support an application being in the public interest should include, but is not limited to petitions; survey results; and letters of support and statements of consumers having a requirement for the type of liquor to be sold and supplied under the licence sought.

It is important to note, however, that because each community is different, the level of detail required in a PIA will be different for individual applications. The required level of detail is subject to the complexity of the application and the impact the premises/proposed premises will have on the surrounding community.

The following questions have been developed to guide applicants through the PIA process and highlight the areas which should be considered.

The information provided should not be limited to the space provided on the form. If you need to attach additional information, please refer to the relevant attachment in the space provided.

PART 2 – Manner of trade

Description of the proposed business, manner of proposed trade and target client base. This information should be consistent with your business plan/model.

2.1 What facilities and services will be provided by the proposed premises?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

2.2 What is the proposed manner of trade?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

2.3 What is the target client base?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number). Include objective, accurate and relevant evidence such as a petition, customer survey results and letters of support and statements from potential/existing customers.

See Attachment A

2.4 Will the premises be distinguished by any particular theme or decor?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Part 3 – Public Interest – section 38(2)**3.1 Why is the grant of a licence in the public interest and how will it benefit the community?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

PART 4 - Harm or Ill Health - section 38(4)(a)

Risk assessment with respect to the harm or ill health that might be caused to people, or groups of people within the locality, due to the use of liquor.

4.1 List any 'at risk' groups or sub-communities within the locality, travelling through the locality or resorting to the locality? ¹

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

4.2 What are the social health indicators for the locality? ²

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

4.3 What are the proposed strategies the applicant will implement to minimise harm or ill health?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

¹ In regard to 'at risk' groups and sub-communities, these have been identified under the *Drug and Alcohol Interagency Framework for Western Australia 2011-2015* and may include: children and young people; aboriginal people and communities; people from regional, rural and remote communities; families; migrant groups from non-English speaking countries; people in low socio-economic areas; mining communities or communities with a high number of itinerant workers; and/or communities that experience high tourist numbers.

² In regard to social health indicators, these may include (but are not limited to) the:

- incidence of alcohol related crime in the area. (Data may be reported by local Police, the Australian Institute of Criminology or may be provided by the Office of Crime Prevention); and
- rates of, and trends in, alcohol related hospital presentations/admissions. (Data may be available from country local area health services; the metropolitan health service and the Drug & Alcohol Office).

In addressing social health indicators, applicants should also consider the proximity of the premises to bordering suburbs.

In terms of addressing objects 5(1)(b) and 5(1)(c) of the Act, an applicant may need to consider an area which is much broader than the 'locality' used for consideration of amenity issues.

Part 5 - Impact on Amenity - section 38(4)(b)

Descriptive report on the impact on the amenity of the locality of the proposed premises to people who reside or work in the vicinity of the proposed licensed premises.

The key consideration for the licensing authority is the impact of the facilities and services of the proposed premises on the nature and character of the local communities.

When designing licensed premises, consideration should be given to the principles of *Crime Prevention through Environmental Design* (CPTED). Information on CPTED can be obtained from the WA Planning Commission, The WA Office of Crime Prevention, and the Australian Institute of Criminology.

When considering the nature and character of a community, applicants need to address the community's social profile in terms of:

- its identity;
- the quality of life;
- the type of people who live and work in the community;
- the average age, income, and employment status of people living in the community;
- the total population numbers and population projections; and
- whether there are any plans for community change/development (information may be obtained from the Australian Bureau of Statistics (ABS) and the relevant local government authority).

In addition to answering the questions below, applicants will also need to provide:

- a map depicting the locality of the proposed premises; and
- a floor plan which highlights the unique aspects of the proposed facility.

5.1 What is the nature and character of the local community?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

5.2 How will the proposed premises integrate with the amenity of the locality (both positively and negatively)?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

5.3 What will be the positive recreational, cultural, employment or tourism benefits for the community?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

5.4 What consultation with local government regarding the proposed premises has been taken into account in establishing a business plan?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Existing licensed premises within the locality of the premises, including the diversity of the current services.

5.5 If you intend to sell packaged liquor, provide the name and address of all existing licensed premises within the locality?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

5.6 If you do not intend to sell packaged liquor, provide the name and address of all existing licensed premises within 500 metres of your premises?

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

Positive and negative amenity issues in respect to the locality of the premises/proposed premises

- 5.7 What are the public transport facilities (including taxi services) that would be available to patrons, or any other transport facilities proposed to be provided by the applicant for patrons?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

- 5.8 What publicly available parking facilities exist in the locality?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

- 5.9 What is the contribution of the proposed premises to the streetscape and atmosphere of the area?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

- 5.10 What is the potential impact of the proposed premises on the level of noise and anti-social activities in the locality, and the management strategies to minimise this impact?**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

- 5.11 What is the potential impact of the proposed premises on vandalism, litter, criminal acts? (especially violent crimes including domestic violence). This may include improvements in the passive and active security of the area.**

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Part 6 - Offence, annoyance, disturbance or inconvenience – section 38(4)(c)

When addressing the level of offence, annoyance, disturbance or inconvenience in a community, applicants need to consider the impact that may be caused to people who reside or work in the vicinity of the proposed licensed premises.

Some strategies that could be implemented to ameliorate offence, disturbance or inconvenience include:

- the use of licensed crowd controllers and installation of a CCTV camera system;
- the provision of food;
- liquor to be provided by table service only;
- limitation on the types of liquor and containers available for sale;
- restricted advertising or liquor promotions;
- installation of noise limiters on all amplification equipment;
- types of entertainment being provided;
- furniture and premises layout design;
- lighting in and around the proposed premises;
- noise attenuation of the building; and
- maximum accommodation numbers.

6.1 Identify the strategies you intend to implement to address potential offence, disturbance or inconvenience to local residents or business operators:

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Part 7 – Community consultation**7.1 Are any of the following community buildings or facilities located in the locality of the proposed licensed premises?** (tick all boxes that apply)**Schools and Educational institutions**YES ☐ NO ☒ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Hospitals, Hospices, Aged Care facilitiesYES ☐ NO ☒ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Churches/Places of worship (of any faith)YES ☐ NO ☒ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Drug and alcohol treatment centresYES ☐ NO ☒ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Short term accommodation or refuges for young peopleYES ☐ NO ☒ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Child Care CentresYES ☐ NO ☒ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Local Government AuthorityYES ☐ NO ☒ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Police stationsYES ☐ NO ☒ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Regional Office of the Department of Indigenous AffairsYES ☐ NO ☒ If YES, please provide name and address

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

See Attachment A

Who will be consulted**7.2 Identify the stakeholders who will be served with a Notice advising of the application**

(tick all boxes that apply)

X The occupier of neighbouring premises and businesses within 200 metres of the premises.

X Stakeholders listed in item 5.1 within the locality of the premises. If not, please explain why:

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

- X Special interest groups or individuals within the locality of the premises. These include children and young people; Aboriginal people and communities; people from regional, rural and remote communities; families; migrant groups from non-English speaking countries; people in low socio-economic areas; mining communities or communities with a high number of itinerant workers; and communities that experience high tourist numbers.

Write the name of the relevant groups below:

Please provide sufficient information to answer this question by attaching additional information and referencing (by question number)

PART 8 – Declaration

I declare that the contents of this document and attachments are true, correct and complete and that I have made all reasonable inquiries to obtain the information required.

I acknowledge that under section 159 of the *Liquor Control Act 1988* and it is an offence to provide false, misleading or incomplete information in this document.


Signature of applicant/s

11.12.2023
Date

Signature of applicant/s

Date

Signature of applicant/s

Date

ATTACHMENT A

PUBLIC INTEREST ASSESSMENT SUBMISSIONS

ON BEHALF OF

KARA KARAOKE

Prepared by Chan Galic Barristers & Solicitors
50 Melville Parade SOUTH PERTH WA 6151
Phone: 08 9325 2611, Fax: 08 9325 2811
bruce@changalic.com.au

Table of Contents

PART 1 – INTRODUCTION	6
PART 2 – MANNER OF TRADE.....	7
2.1 What facilities and services will be provided by the proposed premises?.....	7
<i>2.1.1 Food and Beverage:.....</i>	<i>7</i>
<i>2.1.2 Staff and Management:.....</i>	<i>9</i>
<i>2.1.3 Room Occupancy and Service:.....</i>	<i>9</i>
<i>2.1.4 Karaoke System and Song Variety:.....</i>	<i>9</i>
<i>2.1.5 Soundproofed Rooms and Ambiance:.....</i>	<i>9</i>
2.2 What is the proposed manner of trade.....	10
<i>2.2.1 Quality Karaoke Experience with Responsible Service:.....</i>	<i>10</i>
<i>2.2.2 Controlled Alcohol Consumption:.....</i>	<i>10</i>
<i>2.2.3 Diverse and Inclusive Atmosphere:.....</i>	<i>11</i>
<i>2.2.4 Dedicated Singing Rooms for Optimal Enjoyment:.....</i>	<i>11</i>
<i>2.2.5 Enhanced Security and Responsible Management:.....</i>	<i>11</i>
<i>2.2.6 Prioritizing Patron Safety and Responsible Conduct:.....</i>	<i>12</i>
2.3. What is the target client base?.....	12
<i>2.3.1 Local Korean Community:.....</i>	<i>12</i>
<i>2.3.2 Karaoke Enthusiasts:.....</i>	<i>12</i>
<i>2.3.3 Newcomers and Curious Minds:.....</i>	<i>13</i>
2.4 Will the premises be distinguished by any particular theme or decor?.....	13
PART 3 – PUBLIC INTEREST – SECTION 38(2).....	15

3.1	Why is the grant of a licence in the public interest and how will it benefit the community?	15
3.1.1.	<i>Primary Objectives of the Liquor Control Act</i>	15
3.1.2.	<i>Secondary Objectives of the Liquor Control Act</i>	17
3.1.3.	<i>Public Interest Benefits and Considerations</i>	19
3.1.4.	<i>Target Market Survey and Letters of Support</i>	23
PART 4	- HARM OR ILL HEALTH - SECTION 38(4)(A)	25
4.1.	List any 'at risk' groups or sub-communities within the locality, travelling through the locality or resorting to the locality?	25
4.1.1.	<i>Younger Population</i>	26
4.1.2.	<i>Cultural and Linguistic Diversity</i>	26
4.1.3.	<i>Potential for Transient Risks</i>	27
4.2	What are the social health indicators for the locality?	29
4.2.1.	<i>Recognizing the existing challenges</i>	29
4.2.2.	<i>Highlighting our unique offering</i>	29
4.2.3.	<i>Responsible service and harm minimization</i>	30
4.2.4.	<i>Positive contribution to the community</i>	30
4.2.5.	<i>Addressing crime and anti-social behavior</i>	30
4.3	What are the proposed strategies the applicant will implement to minimise harm or ill health?	31
4.3.1.	<i>Proactive Harm Minimisation Strategies</i>	31
4.3.2.	<i>Addressing Potential Risks</i>	32
4.3.3.	<i>Transparency and Accountability</i>	32
4.3.4.	<i>Community Benefit</i>	32
PART 5	- IMPACT ON AMENITY - SECTION 38(4)(B)	33

5.1	What is the nature and character of the local community?	33
5.1.1.	<i>Cultural Crossroads:</i>	33
5.1.2.	<i>Nightlife Hotspot:</i>	33
5.1.3.	<i>Community Spaces and Public Pulse:</i>	34
5.1.4.	<i>Accessible and Diverse:</i>	35
5.2	How will the proposed premises integrate with the amenity of the locality (both positively and negatively)?	35
5.2.1.	<i>Positive Integration:</i>	35
5.2.2.	<i>Negative Integration (Mitigation Strategies):</i>	36
5.3	What will be the positive recreational, cultural, employment or tourism benefits for the community?	37
5.3.1.	<i>Recreational:</i>	37
5.3.2.	<i>Cultural:</i>	37
5.3.3.	<i>Employment:</i>	38
5.3.4.	<i>Tourism:</i>	38
5.4	What consultation with local government regarding the proposed premises has been taken into account in establishing a business plan?	38
5.5	If you intend to sell packaged liquor, provide the name and address of all existing licensed premises within the locality?	39
5.6	If you do not intend to sell packaged liquor, provide the name and address of all existing licensed premises within 500 metres of your premises?	40
5.7	What are the public transport facilities (including taxi services) that would be available to patrons, or any other transport facilities proposed to be provided by the applicant for patrons?	44
5.7.1.	<i>Proximity to Existing Services:</i>	45
5.7.2.	<i>Enhanced Taxi Availability:</i>	45

5.7.3.	<i>Additional Considerations:</i>	45
5.7.4.	<i>Responsible Patronage:</i>	45
5.8	What publicly available parking facilities exist in the locality?	46
5.8.1.	<i>Walking distance:</i>	46
5.8.2.	<i>Payment options:</i>	46
5.8.3.	<i>Alternative solutions:</i>	46
5.8.4.	<i>Additional initiatives:</i>	47
5.9	What is the contribution of the proposed premises to the streetscape and atmosphere of the area?	48
5.10	What is the potential impact of the proposed premises on the level of noise and anti-social activities in the locality, and the management strategies to minimise this impact? ...	49
5.11	What is the potential impact of the proposed premises on vandalism, litter, criminal acts? (especially violent crimes including domestic violence). This may include improvements in the passive and active security of the area.	51
PART 6 - OFFENCE, ANNOYANCE, DISTURBANCE OR INCONVENIENCE – SECTION 38(4)(C)...		52
6.1.	Identify the strategies you intend to implement to address potential offence, disturbance or inconvenience to local residents or business operators:	52
6.1.1.	<i>Enhanced Surveillance System</i>	52
6.1.2.	<i>Proactive Patrols by Manager</i>	53
6.1.3.	<i>Comprehensive Harm Minimization Strategy</i>	53
6.1.4.	<i>Culture of Respect and Responsibility</i>	53
6.1.5.	<i>Preemptive Measures</i>	53
6.1.6.	<i>Open Communication and Community Collaboration</i>	54
PART 7 – COMMUNITY CONSULTATION		54
7.1	Are any of the following community buildings or facilities located in the locality of the proposed licensed premises?	54

7.1.1.	<i>Schools and Education Providers:</i>	54
7.1.2.	<i>Churches/Places of Worship:</i>	55
7.1.3.	<i>Short Term Accommodation:</i>	56
7.1.4.	<i>Police Stations:</i>	56
7.2	Identify the stakeholders who will be served with a Notice advising of the application	57
PART 8 - CONCLUSION	57

PART 1 – INTRODUCTION

Western Australia's vibrant landscape welcomes a new melody: Kara Karaoke. We are thrilled to present our application for a special facility - amusement licence, meticulously crafted not only to offer a unique and enriching experience, but also to resonate perfectly with the objectives enshrined in Section 5 of the Liquor Control Act.

Kara Karaoke is more than just a karaoke bar – it's a symphony of community connection, responsible operation, and cultural immersion. This comprehensive submission serves as your guide to our meticulously composed plan, demonstrating how we not only comply with regulations but actively contribute to the public interest in accordance with Section 5.

Every section hums in harmony with the Act's objectives:

- a. Regulating the sale, supply, and consumption of liquor: We prioritize responsible service practices, ensuring a safe and enjoyable environment for all, while minimizing potential disruptions.
- b. Minimizing harm or ill-health: We implement proactive strategies to safeguard the well-being of patrons and the community, addressing potential challenges before they arise.
- c. Promoting the development of the liquor industry: We introduce a unique and culturally relevant concept, catering to a growing demand and adding vibrancy to the entertainment landscape.
- d. Facilitating responsible attitudes and practices: We foster a culture of awareness and respect, empowering patrons to enjoy themselves responsibly and prioritize community well-being.

Throughout this submission, you will discover the specific measures we implement to fulfill these objectives. From our diverse song selection and soundproofed

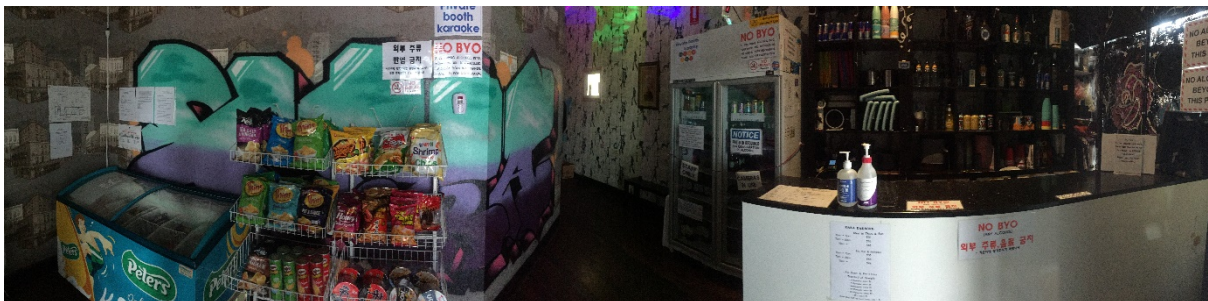
singing rooms to our comprehensive harm minimization strategies and open communication with stakeholders, every detail is orchestrated to deliver on the promise of responsible entertainment and community harmony.

We invite you to delve deeper into our proposal and hear the melody of Kara Karaoke resonate with the objectives of Section 5. We believe our vision aligns perfectly with the Act's spirit, offering a valuable addition to the community while upholding the highest standards of responsible operation.

It's important to note that the numbering in this submission adheres to the structure outlined in Form 2A Public Interest Assessment.

PART 2 – MANNER OF TRADE

2.1 What facilities and services will be provided by the proposed premises?



2.1.1 Food and Beverage:

- a. A diverse selection of non-alcoholic and low-alcoholic beverages, catering to various preferences.
- b. Free drinking water readily available throughout the premises for all customers.
- c. A curated alcoholic beverage menu featuring:
 - i. Specialty Korean liquor products, showcasing local and iconic brands.



- ii. Local craft beers, supporting WA breweries and offering unique flavors.
- iii. A range of wines and champagnes, catering to diverse tastes and celebratory occasions.
- iv. A selection of whiskeys and gins, with a separate menu highlighting specific offerings and information.

2.1.2 Staff and Management:

- a. Experienced, hands-on premise manager with both an approved manager's licence and RSA qualifications, ensuring responsible service and adherence to regulations.
- b. Friendly and attentive staff trained to provide excellent customer service and facilitate a comfortable experience.

2.1.3 Room Occupancy and Service:

- a. Flexible room booking options for various occupancy durations, allowing customers to tailor their karaoke experience.
- b. Upfront payment system for room and optional extras like drinks and snacks at booking, streamlining the process.
- c. Dedicated room guides to escort customers and provide any necessary information.

2.1.4 Karaoke System and Song Variety:

- a. A state-of-the-art karaoke system featuring a vast library of songs:
 - i. Popular genres like Pop, Japanese, Chinese, Philippine, and Indian, catering to diverse tastes and cultural backgrounds.
 - ii. Korean and local favorites, offering a unique and immersive experience for the local community.
 - iii. English subtitles on all songs, enabling anyone who can read English to sing along, regardless of language proficiency, promoting multilingual connection and inclusivity.

2.1.5 Soundproofed Rooms and Ambiance:

- a. Individual soundproofed rooms creating a private and intimate space

for families, couples, and friends to:

- i. Enjoy their karaoke experience without disturbing others or being interrupted by external noise, unlike traditional pubs or clubs.
 - ii. Relax and unwind in a comfortable and dedicated setting.
- b. This unique feature attracts a wider demographic, including senior citizens and families who may not otherwise frequent karaoke bars.

2.2 What is the proposed manner of trade

2.2.1. Quality Karaoke Experience with Responsible Service:

Kara Karaoke isn't just about drinks and snacks; it's about providing a high-quality karaoke experience in a safe and controlled environment. We offer an extensive library of Korean and English songs, state-of-the-art sound systems, and soundproof rooms for solo or group enjoyment.

2.2.2. Controlled Alcohol Consumption:

Patrons can only purchase and consume alcohol within their assigned room, fostering responsible behavior and preventing disturbances. We limit post-11pm alcohol sales to one bottle per person, further promoting moderation.



2.2.3. Diverse and Inclusive Atmosphere:

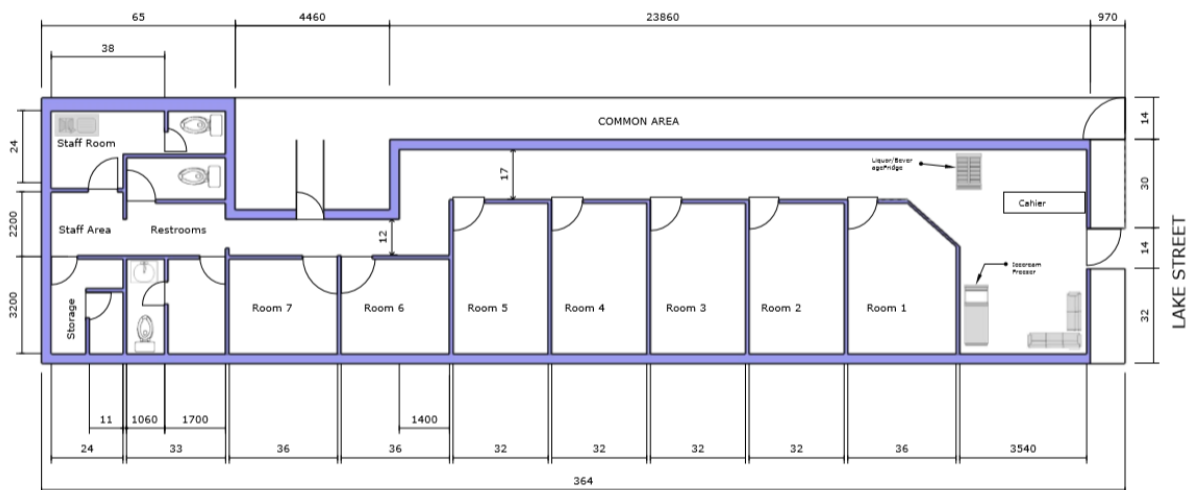
Kara Karaoke welcomes singles, couples, families, and small groups, catering to a wide range of demographics seeking a fun and inclusive experience.

2.2.4. Dedicated Singing Rooms for Optimal Enjoyment:

Our 7 soundproof rooms offer privacy and comfort for patrons to unleash their inner rockstars, whether practicing solo or belting out tunes with friends.

2.2.5. Enhanced Security and Responsible Management:

Refrigerated beverages, both alcoholic and non-alcoholic, are controlled and dispensed only by the manager, ensuring responsible service and preventing unauthorized access.



CCTV cameras monitor key areas like the bar, corridor, and toilet passage, enhancing overall safety and awareness.

Discreet observation windows on each room door allow the manager to check on patrons regularly (every 15 minutes) to ensure their well-being

and prevent any potential issues.

2.2.6. Prioritizing Patron Safety and Responsible Conduct:

Strict ID checks are conducted before any alcohol sales, upholding legal requirements and protecting against underage drinking.

Entry may be denied to intoxicated individuals, ensuring a safe and enjoyable environment for all patrons.

Clear signage in each room and toilet (including "no standing on tables", "no unauthorized room entry", and "no room service") promotes respect, safety, and awareness of house rules.

Kara Karaoke goes beyond simply offering karaoke. We are committed to creating a vibrant, safe, and inclusive space for everyone to enjoy singing, foster community, and celebrate the joy of music.

2.3. What is the target client base?

Our target client base is diverse and can be segmented into three main groups:

2.3.1. Local Korean Community:

This core group seeks a dedicated space to experience authentic Korean karaoke culture. They value the atmosphere, song library, and social connections it provides, reminding them of home and fostering cultural identity.

2.3.2. Karaoke Enthusiasts:

This passionate group includes Australians with a strong interest in Korean music and culture, as well as karaoke fans in general. They appreciate the unique song selection, equipment quality, and opportunity to hone their singing skills in a dedicated and supportive environment.

2.3.3. Newcomers and Curious Minds:

This growing segment is drawn to the novelty and excitement of Korean karaoke. They may be intrigued by the cultural experience, want to try something different, or simply enjoy singing with friends.

Our target audience is not limited by age or ethnicity. We welcome anyone who wants to practice and enjoy singing, whether they're aiming for professional-level performances, seeking a fun night out with friends, or simply curious about Korean culture.

2.4 Will the premises be distinguished by any particular theme or decor?

Our premises will be immersed in the vibrant energy and unique aesthetic of Korean culture, transporting patrons beyond the ordinary bar experience. From the moment they step inside, guests will be greeted by:

- a. Flashing neon lights and dynamic music, capturing the lively atmosphere of Korean nightlife.

- b. Two welcoming characters in traditional Korean attire, acting as friendly guides and embodying the cultural spirit.



- c. Decorations that evoke the essence of Korea, featuring traditional art, patterns, and imagery, creating a visually stimulating environment.

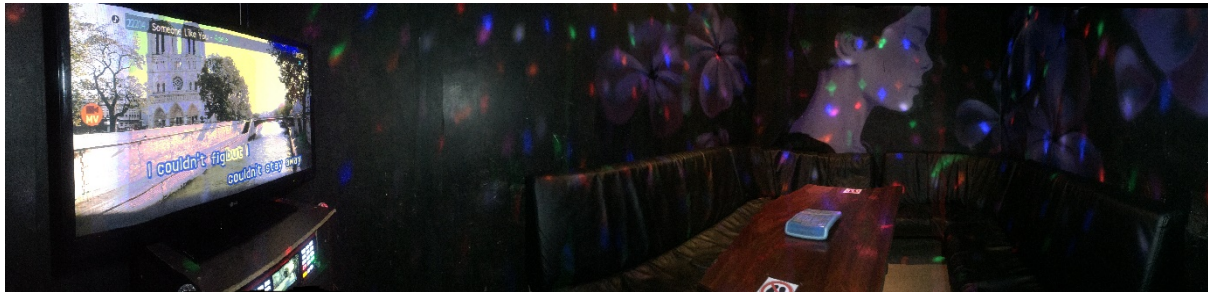
While the neon "karaoke" sign serves as a familiar landmark, our themed décor goes beyond mere signage. It's a conscious choice to distinguish ourselves and offer a gateway to Korean culture for both the Korean community and those curious to explore a new world. This immersive experience sets us apart from generic bars and contributes to the cultural diversity of the local scene.

Additionally, our location on Lake Street near Roe Street allows for:

- a. Easy accessibility for patrons familiar with the area.
- b. A hidden gem feel for those seeking a unique and unexpected discovery.

The neon sign acts as a beacon, drawing customers in once they know where to look, while the themed décor invites them to stay, immersing them in a cultural experience that goes beyond singing. This combination ensures both familiarity

and a sense of wonder, attracting a diverse clientele and fostering a vibrant community around Korean culture.



PART 3 – PUBLIC INTEREST – SECTION 38(2)

3.1 Why is the grant of a licence in the public interest and how will it benefit the community?

3.1.1. Primary Objectives of the Liquor Control Act

In evaluating the public interest in Kara Karaoke's application for a special facility - amusement licence, the Licensing Authority is guided by the primary objectives of the Liquor Control Act, as outlined in section 5:

a. Regulation of Sale, Supply, and Consumption of Liquor

Kara Karaoke is unwavering in its commitment to the responsible regulation of liquor sale, supply, and consumption. We have developed a comprehensive suite of tailored policies that go beyond standard industry practices, addressing unique aspects of our Karaoke entertainment model and our specialty Korean liquor offerings. These policies include strategies to manage potential overconsumption in group singing settings, staff training in identifying cultural drinking patterns, proactive measures to prevent underage drinking. We eagerly anticipate any additional conditions deemed necessary by the

Licensing Authority and view them as an opportunity to further refine and strengthen our regulatory framework. This proactive and collaborative approach ensures that Kara Karaoke operates at the highest standards of responsible liquor provision, fostering a safe and enjoyable environment for all patrons.

b. Minimization of Harm Caused by Liquor Use

The Applicant acknowledges potential of risky alcohol consumption in the locality¹. Despite this, it's crucial to note the presence of higher income earners, considered a stabilizing factor in the community². Furthermore, given the positive influence of singing inherent in karaoke³, it can be reasonably concluded that Kara Karaoke is unlikely to contribute to such harm.

To bolster this commitment, Kara Karaoke will implement comprehensive harm minimization policies, aiming to proactively address and mitigate any potential negative impacts on the local community.

c. Catering to Consumer Requirements and Industry Development:

Kara Karaoke's special facility status in the home of the Perth Cultural Centre⁴ perfectly aligns with local residents' desire for diverse and

¹ alcohol think again (2023). *Alcohol Use and Harm Statistics - Alcohol Use and Harm In WA*. [online] Alcohol Think Again. Available at: <https://alcoholthinkagain.com.au/alcohol-and-our-community/use-and-harm-statistics>

² For more details with reference, see paragraph 4.1 below

³ hector (2017). *9 Awesome Benefits From Singing Karaoke*. [online] The Ambient Mixer Blog. Available at: <https://blog.ambient-mixer.com/benefits/9-awesome-benefits-from-singing-karaoke/>

⁴ *Northbridge / Destination Perth*. (n.d.). <https://www.destinationperth.com.au/explore-perth/perth-city/northbridge/>

engaging entertainment options. By offering karaoke, a unique and interactive form of entertainment, Kara Karaoke fills a gap in the local nightlife scene and caters to the growing demand for activities beyond traditional bars and pubs⁵. This aligns with the vision for the Secondary Activity Centre as a space for varied entertainment offerings, enhancing the vibrancy and appeal of Northbridge for residents and visitors alike.

Additional diversity in liquor offerings is expected to positively impact the development of the liquor and tourism industries⁶.

3.1.2. Secondary Objectives of the Liquor Control Act

In addition to the primary objectives, consideration is given to secondary objects:

a. **Facilitation of Licensed Facilities, Reflecting Consumer Diversity**

Recognizing a growing demand for diverse liquor experiences, Kara Karaoke aims to meet the specific needs of young professionals, Korean residents, and/or enthusiasts of Korean culture. As a special facility, we'll offer a curated selection of specialty Korean liquor products, catering to traditional Soju variations, trendy cocktails incorporating Korean spirits, or unique cultural pairings. This not only fulfills the objective of reflecting consumer diversity in licensed facilities but also contributes to the cultural vibrancy of Northbridge, attracting new patrons and enriching the nightlife landscape for residents and visitors

⁵ Additional information will be addressed in detail in section 3.1.4 below.

⁶ Deloitte (2021). *Alcohol Beverages Industry Economic contribution and future opportunity*. [online] Available at: <https://www.alcoholbeveragesaustralia.org.au/wp-content/uploads/Alcohol-Beverages-Industry-Report-Deloitte.pdf>

alike.

b. Adequate Controls Over Liquor Sale, Disposal, and Consumption

Kara Karaoke, with a proven track record of responsible liquor service as an experienced licensee, is committed to implementing robust harm minimization policies tailored specifically for our unique offerings of specialty Korean liquors. These policies will go beyond standard practices, addressing unfamiliar alcohol content, cultural drinking practices. We have implemented comprehensive site-specific security measures, including trained staff trained to identify intoxication or cultural misunderstandings, enhanced camera surveillance, to ensure a safe and enjoyable experience for all patrons. We welcome any additional conditions imposed by the Licensing Authority as an opportunity to further strengthen our controls and demonstrate our commitment to responsible liquor services, especially for specialty Korean beverages. This proactive approach fosters a responsible drinking culture within our establishment, contributing to the well-being of patrons and the positive reputation of Northbridge's nightlife scene.

c. Flexible System with Practical Formality

Kara Karaoke understands the importance of a licensing system that is both flexible and practical. We propose a streamlined operational model that adapts to evolving customer needs while remaining firmly within the framework of the Liquor Control Act and relevant licensing conditions. This flexibility lies in dynamic menu options, responsive security measures, allowing us to cater to diverse requests and create a dynamic atmosphere. However, this flexibility is never at the expense of responsible liquor provision. Our commitment to practical formality

ensures strict adherence to regulations, including staff training programs, documented procedures for ID checks and responsible service practices. This balanced approach fosters a safe and enjoyable environment for patrons, promoting responsible drinking habits and contributing to the positive reputation of Northbridge's nightlife scene.

d. Encouragement of Responsible Attitudes and Practices

Kara Karaoke is committed to fostering a culture of responsible drinking within our establishment and beyond. We go beyond simply adhering to responsible advertising practices by actively promoting positive attitudes and habits related to alcohol consumption. Our advertising policies strictly align with regulations and best practices, ensuring no promotion of alcoholic products beyond our premises. Additionally, we implement various initiatives to encourage responsible choices, such as providing information on standard drink sizes, offering non-alcoholic beverage options prominently, training staff to identify and address potential intoxication, partnering with local organizations promoting responsible drinking campaigns. These proactive measures create a safe and informed environment for our patrons, fostering responsible attitudes towards alcohol and aligning with the objectives of the Liquor Control Act.

3.1.3. Public Interest Benefits and Considerations

a. Meeting Existing Demand

According to Market Research Future⁷, the Asia-Pacific karaoke market is expected to grow at the fastest CAGR from 2023 to 2032. This is due to increasing technological innovation, the presence of some leading audio equipment providers, such as Yamaha Corporation and Alpine Electronics, and rapid industrialization, which have led to a steady stream of new audio equipment.

Kara Karaoke's established presence and proven popularity cater to this demand by offering a diverse selection of both old and modern Korean songs, attracting both residents and visitors interested in Korean culture.

b. Enhanced Entertainment Experience

Northbridge residents actively seek diverse entertainment options, as evidenced by the Public Consultation Paper⁸. Kara Karaoke's unique karaoke format delivers a fresh and engaging experience, complementing the existing nightlife scene and providing a space for social interaction and enjoyment.

c. Cultural and Tourism Benefits

As a uniquely Korean-themed special facility, Kara Karaoke fosters cultural exchange and contributes to the vibrancy of Northbridge's multicultural landscape. The authentic ambience and offerings attract both local Korean residents and tourists seeking a taste of Korean

⁷ www.marketresearchfuture.com. (n.d.). *Karaoke Market Size, Share, Growth, Global Industry Analysis – 2024 / MRFR*. [online] Available at:

<https://www.marketresearchfuture.com/reports/karaoke-market-8034>

⁸ Planning for entertainment noise in the Northbridge area. (2018). Available at:

<https://www.wa.gov.au/system/files/2022-11/Planning-for-entertainment-noise-in-Northbridge.pdf>

[Accessed 28 Dec. 2023].

culture, potentially leading to increased tourism revenue, cultural collaborations, or community pride. By replicating the familiar atmosphere of a Korean entertainment venue, we create a welcoming space for cultural immersion and foster understanding and appreciation for Korean culture within the broader community.

Consequently, granting a Special Facility Licence for Karaoke entertainment aligns with the public interest and offers significant community benefits:

a. Addressing a Gap in Entertainment⁹:

- i. Research and feedback reveal a clear gap in Northbridge's nightlife: over 125 existing liquor licensees (62.5%) lack dedicated karaoke offerings¹⁰. This demand is further supported by industry trends showcasing karaoke's national growth and local residents' expressed desire for a karaoke venue¹¹. By filling this gap, Kara Karaoke will introduce a unique and popular entertainment option, catering to diverse interests and revitalizing the local nightlife scene.
- ii. The Applicant fills this gap, catering to the diverse interests and cultural backgrounds of the local community.
- iii. This variety enhances the nightlife scene, attracting new customers and revitalizing the area.

b. Promoting Stress Relief and Well-being:

⁹ www.ibisworld.com. (n.d.). *IBISWorld - Industry Market Research, Reports, and Statistics*. [online] Available at: <https://www.ibisworld.com/au/industry/video-game-dvd-recorded-music-retailing/14660/> [Accessed 28 Dec. 2023].

¹⁰ www.theurbanlist.com. (n.d.). *7 Of Perth's Best Karaoke Bars*. [online] Available at: <https://www.theurbanlist.com/perth/a-list/best-karaoke-bars-perth> [Accessed 29 Dec. 2023].

¹¹ Ibid.

- i. The Applicant emphasizes soundproof rooms, not just for singing but also as a safe space for stress release.
 - ii. Research supports a link between stress reduction and crime prevention¹². The Australian Institute of Criminology suggests that governments may not be able to eliminate crime completely, but they can contribute to its reduction by taking steps to reduce public perceptions of insecurity¹³.
 - iii. This karaoke option contributes to a healthier community by offering a positive outlet for stress management¹⁴.
- c. Fostering Business and Cultural Connections¹⁵:
- i. Soundproof rooms provide a secure, private space for business meetings after dinner, enhancing networking opportunities¹⁶.
 - ii. Singing promotes relaxation and social interaction, fostering connections between diverse individuals and groups¹⁷.

¹² Brewin, C. R., Andrews, B., Rose, S., & Kirk, M. (1999). Acute stress disorder and posttraumatic stress disorder in victims of violent crime. *American Journal of Psychiatry*, 156(3), 360–366. <https://doi.org/10.1176/ajp.156.3.360>

¹³ Criminology, A.I. of (1995). *Fear of crime and fear reduction strategies*. [online] Australian Institute of Criminology. Available at: <https://www.aic.gov.au/publications/tandi/tandi44> .

¹⁴ psychology.uq.edu.au. (2017). *Sing your way to healthier ageing*. [online] Available at: <https://psychology.uq.edu.au/article/2017/11/sing-your-way-healthier-ageing> [Accessed 29 Dec. 2023].

¹⁵ Misner, I., & Hilliard, B. (n.d.). *Networking Like a Pro: Turning Contacts into Connections*. Entrepreneur Press.

¹⁶ Soundproof Solutions. (n.d.). *Soundproof Offices / Office Noise Reduction*. [online] Available at: <https://www.soundproofsolutions.com.au/office-soundproofing/> [Accessed 3 Jan. 2024].

¹⁷ Suttie, J. (2016). *How Music Bonds Us Together*. [online] Greater Good. Available at: https://greatergood.berkeley.edu/article/item/how_music_bonds_us_together

- iii. The Applicant's premises can become a hub for cultural exchange and understanding through shared enjoyment of music and singing.
- d. Responsible Operation and Compliance:
 - i. The Applicant demonstrates awareness of the Act's objectives and commitment to responsible liquor service practices.
 - ii. The existing Small Bar licence history and established trading pattern ensure familiarity with regulations and responsible operation.
 - iii. Granting the Special Facility Licence allows for tailored regulations and oversight specific to karaoke, further promoting responsible entertainment.

3.1.4. Target Market Survey and Letters of Support

- a. The Applicant undertook a comprehensive public survey between the end of December 2023 and early January 2024 to further gauge consumer preferences and requirements for the proposed license type, namely the Special Facility – Amusement License. A total of 156 individuals participated in the survey, with an overwhelming 131 expressing support for the grant of the Special Facility – Amusement License.
- b. A summarized breakdown of the survey results is provided below:
 - 1. How often do you engage in entertainment activities in the local area?
 - ☐ Frequently - 43
 - ☐ Occasionally - 63
 - ☐ Rarely - 46
 - ☐ Never - 5

2. What types of entertainment options would you like to see more of in our community?

- ☐ Karaoke - 123
- ☐ Live Music - 55
- ☐ Dancing - 36
- ☐ Other (please specify): 8 drinks options, Kpop, Pool, Sports bar, Food

3. Are you familiar with Kara Karaoke's proposed concept of a Korean karaoke bar?

- ☐ Yes - 115
- ☐ No - 35

4. How likely are you to visit Kara Karaoke if it receives approval for a special facility licence?

- ☐ Very Likely - 62
- ☐ Likely - 56
- ☐ Neutral - 39
- ☐ Unlikely - 7
- ☐ Very Unlikely - 0

5. What aspects of Kara Karaoke's proposed offerings appeal to you the most?

- ☐ Language immersion through singing - 68
- ☐ Community building and cultural exchange - 59
- ☐ Themed décor and atmosphere - 37
- ☐ Individual song booths with advanced features - 65

6. Do you believe Kara Karaoke would contribute positively to the local community and cultural scene?

- ☐ Yes - 131
- ☐ No - 4
- ☐ Not Sure - 21

- c. The raw data from the survey is currently in the possession of the Applicant and will be made available to the Department upon request.
- d. Throughout the survey period, the Applicant also received letters of support from the following companies:
 - i. Daon & Onyu Pty Ltd
 - ii. John Cho C&M Pty Ltd
 - iii. Samcha Holdings Pty Ltd
 - iv. Seoul Mart Southlands Pty Ltd
 - v. Scrap Metal Cutting Solutions Pty Ltd

Granting this Special Facility Licence will not only benefit the Applicant's business but also enrich the local community by diversifying entertainment options, promoting well-being, and fostering connections across cultures.

PART 4 - HARM OR ILL HEALTH - SECTION 38(4)(A)

4.1. List any 'at risk' groups or sub-communities within the locality, travelling through the locality or resorting to the locality? According to the Australian Bureau of Statistics, Northbridge had a population of 1,420 people in 2021. The most common ancestries in Northbridge were English (13.3%), Chinese (11.3%), Australian (8.4%), Korean (5.8%), and Irish (5.7%)¹⁸. While Northbridge exhibits a generally positive demographic profile compared to the state average¹⁹, identifying and addressing potential risks for specific

¹⁸ www.abs.gov.au. (n.d.). *2021 Northbridge (WA), Census All persons QuickStats* / Australian Bureau of Statistics. [online] Available at: <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL51159> .

¹⁹ Australian Bureau of Statistics (2022). *Snapshot of Western Australia* / Australian Bureau of Statistics. [online] www.abs.gov.au. Available at: <https://www.abs.gov.au/articles/snapshot-wa-2021> .

sub-communities remains crucial. Here's a more nuanced analysis based on the provided information:

4.1.1. Younger Population:

The median age of 31 suggests a youthful population, potentially susceptible to alcohol-related harm. While higher income may offer a buffer, we need to consider:

- a. Substance use: Young adults may be more prone to experiment with alcohol and other substances, increasing the risk of intoxication and related issues²⁰.
- b. Peer pressure: Younger demographics may be more influenced by social pressures to engage in risky behaviors²¹.

4.1.2. Cultural and Linguistic Diversity:

According to a study by the University of Queensland, immigrants from non-English-speaking backgrounds have faced challenges in integrating into Australian society, including the labour market, racism and discrimination, the language barrier, social connections, and housing and accommodation²². However, research also suggests that non-English speakers with higher incomes are more likely to be

²⁰ Unsw.edu.au. (2018). *National Drug and Alcohol Research Centre (NDARC)*. [online] Available at: <https://ndarc.med.unsw.edu.au/> "**Alcohol and Young People: Fact Sheet**": This resource from the National Drug and Alcohol Research Centre (NDARC) in Australia explains how young people's developing brains are more susceptible to alcohol's harmful effects and highlights their higher risk of engaging in risky drinking patterns compared to older adults.

²¹ Molleman, L., Kanngiesser, P., & van den Bos, W. (2019). Social information use in adolescents: The impact of adults, peers and household composition. *PLoS One*, 14(11), e0225498. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6874082/>

²² Rezaei, O. (2023). Integration Challenges of Immigrants from Non-English-Speaking Backgrounds in Australia: A Critical Review from 1975 to 2021. *Brill*. <https://doi.org/10.1163/09763457-bja10024>

successfully integrated and have a lower risk of socioeconomic vulnerability²³. While non-English speakers represent a significant portion in the area of Northbridge, their higher income suggests successful integration and lower risk of socioeconomic vulnerability. However, specific considerations include:

- a. Language barriers: Limited English proficiency can create communication challenges with staff and hinder understanding of house rules and responsible drinking practices²⁴.
- b. Cultural differences: Perceptions of alcohol consumption and social etiquette may vary, potentially leading to misunderstandings or misinterpretations²⁵.

4.1.3. Potential for Transient Risks:

Northbridge's central location and vibrant nightlife attract visitors from across Perth and beyond, including those from disadvantaged backgrounds or unfamiliar with local norms. The neighborhood is known for its diverse food scene, independent retailers, and creatives, making it a hub of pulsing culture and arts scene²⁶. This can lead to:

- a. Increased alcohol consumption: Crowds and excitement can contribute

²³ Ibid.

²⁴ cspm.csyw.qld.gov.au. (n.d.). *Barriers to alcohol and other drugs treatment* | *Child Safety Practice Manual*. [online] Available at: <https://cspm.csyw.qld.gov.au/practice-kits/alcohol-and-other-drugs/working-with-culturally-and-linguistically-diverse/seeing-and-understanding/barriers-to-alcohol-and-other-drugs-treatment> .

²⁵ Aresi, G. and Bloomfield, K. (2021). Cultural Differences in Alcohol Consumption: The State of the Art and New Perspectives on Drinking Culture Research. *The Palgrave Handbook of Psychological Perspectives on Alcohol Consumption*, pp.159–184. doi:https://doi.org/10.1007/978-3-030-66941-6_7 .

²⁶ perth.wa.gov.au. (n.d.). *Northbridge*. [online] Available at: <https://perth.wa.gov.au/live-and-work/neighbourhoods/northbridge> [Accessed 3 Jan. 2024].

to impulsive drinking, especially among visitors celebrating or socializing²⁷.

- b. Vulnerability to predatory behavior: Individuals not familiar with the area or intoxicated may be more susceptible to exploitation or violence²⁸.

We acknowledge these potential risks and propose the following mitigation strategies:

- i. Multilingual signage and communication: Provide clear information about responsible drinking, house rules, and emergency procedures in multiple languages.
- ii. Staff training: Train staff on cultural sensitivity, communication with diverse clientele, and identifying signs of intoxication and potential risks.
- iii. Security measures: Implement adequate security protocols to ensure patron safety and address potential incidents promptly.
- iv. Community engagement: Collaborate with local organizations serving vulnerable groups to understand their needs and foster a culture of responsible enjoyment.

By acknowledging and addressing these nuances, we demonstrate our commitment to creating a safe and inclusive environment for all patrons, regardless of age, cultural background, or language proficiency.

²⁷ Stevens, A.K., Blanchard, B.E. and Littlefield, A.K. (2018). Impulsive dispositions and alcohol: what we know, how we know it, and where to go from here. *Borderline Personality Disorder and Emotion Dysregulation*, 5(1). doi:<https://doi.org/10.1186/s40479-018-0081-0> .

²⁸ Florida Regional Service Conference. (2012/2013). *Predatory Behavior*. [online] Available at <https://www.na.org/admin/include/spaw2/uploads/pdf/FTP/English/Workshop%20Resources/Predatory%20Behavior%20-%20Florida%20RSC%20-%202018.pdf>

4.2 What are the social health indicators for the locality?

While acknowledging the prevalence of alcohol consumption and related issues in Western Australia, we believe that our proposed special facility - amusement licence karaoke bar will not contribute negatively to the local social health landscape, but rather offer a positive alternative for responsible enjoyment²⁹. Karaoke is a fun and engaging activity that promotes relaxation and social interaction, fostering connections between diverse individuals and groups³⁰.

Here's how we address the points raised:

4.2.1. *Recognizing the existing challenges:*

- a. We acknowledge the concerning statistics, particularly the high rate of risky alcohol consumption and the regional disparities with Perth having a higher burden³¹.
- b. We understand the potential negative impacts of excessive alcohol use on individuals, families, and the wider community³².

4.2.2. *Highlighting our unique offering:*

- a. Our karaoke bar focuses on a structured and controlled environment promoting socialization and entertainment through singing, not solely on alcohol consumption.

²⁹ Department of Industry, Innovation and Science. (n.d.). *ABLIS / Enabling business*. Australian Business Licence and Information Service. <https://ablis.business.gov.au/service/ag/licence-to-host-karaoke-performances/342>

³⁰ Karaoke. (n.d.). *Karaoke*. OneMusic Australia. <https://www.onemusic.com.au/licences/karaoke/>

³¹ Cancer Council WA. (2021) *Alcohol Use in Western Australia*. Retrieved from <https://cancerwa.asn.au/wp-content/uploads/2022/07/2021-03-04-Factsheet-Alcohol-use-in-WA-drinking-patterns-and-harms.pdf>

³² Milan, J. R., & Ketcham, K. (1983). *Under the influence: a guide to the myths and realities of alcoholism*. In Bantam Books. <http://ci.nii.ac.jp/ncid/BB00135496>

- b. Individual singing booths provide privacy and personal enjoyment, reducing the pressure to overindulge or engage in risky behaviors associated with crowded bar settings.
- c. Themed décor and cultural immersion create a unique and engaging experience that goes beyond just drinking, attracting a diverse clientele who appreciate Korean culture and responsible entertainment.

4.2.3. Responsible service and harm minimization:

- a. We are committed to strict adherence to responsible liquor service practices. Our staff will be trained to identify and refuse service to intoxicated patrons, ensuring the safety and well-being of all guests.
- b. We will implement clear age verification measures to prevent underage drinking.
- c. We will offer a variety of non-alcoholic beverages and food options to cater to diverse preferences and encourage responsible consumption.

4.2.4. Positive contribution to the community:

- a. Our establishment can become a hub for cultural exchange and community connection. We envision hosting events featuring local artists and musicians, fostering a vibrant and inclusive atmosphere³³.
- b. We are committed to being a good neighbor, collaborating with local organizations and initiatives that promote responsible social engagement and community wellbeing.

4.2.5. Addressing crime and anti-social behavior:

- a. We recognize the existing concerns and believe our highly controlled and

³³ Eventbrite Blog. (2022). *How to Support Your Local Music Scene*. [online] Available at: <https://www.eventbrite.com/blog/support-local-music/> [Accessed 5 Jan. 2024].

managed environment will mitigate such risks.

- b. We will have trained security personnel on-site to ensure patron safety and address any potential issues promptly.
- c. We will implement restrictions on entry and re-entry, ensuring a safe and enjoyable experience for all.

4.3 What are the proposed strategies the applicant will implement to minimise harm or ill health?

4.3.1. Proactive Harm Minimisation Strategies:

- a. Limiting alcohol orders: Restricting orders to one per person upon entry and requiring patrons to come to the front desk for subsequent orders effectively reduces opportunity for overconsumption. This also encourages them to focus on singing rather than drinking.
- b. Soundproofed rooms: This significantly mitigates noise disturbance to the community and creates a dedicated space for karaoke enjoyment without impacting other patrons.



- c. ID checks and intoxication refusal: Implementing strict ID checks and refusing service to intoxicated patrons prevents further harm and ensures responsible alcohol consumption.
- d. Training and communication: Staff training on responsible service of alcohol and timely intervention in emergency situations empowers them to address potential issues promptly.

4.3.2. Addressing Potential Risks:

- a. Lounge noise: Politely requesting quieter behavior in the lounge before entering the rooms minimizes disruption to other patrons. This approach has proven effective in the past, demonstrating responsible management.
- b. Room monitoring: Regular checks by the manager (every 15 minutes or so) address potential safety concerns and ensure compliance with room rules.
- c. CCTV coverage: Cameras in key areas deter anti-social behavior and provide evidence in case of incidents.

4.3.3. Transparency and Accountability:

- a. Signage and notices: Displaying clear instructions and policies in each room and toilet (e.g., standing on tables, entering other rooms, no room orders) promotes responsible behavior and awareness.
- b. Attached documents: Providing the Management Policy, Plan, and Code of Conduct demonstrates a structured approach to harm minimization and accountability.

4.3.4. Community Benefit:

- a. Cultural enrichment: The karaoke bar caters to a specific cultural interest, fostering community engagement and appreciation for Korean culture.
- b. Economic contribution: The business creates jobs, attracts customers, and revitalizes the local nightlife scene, benefiting the community.
- c. Responsible operation: By implementing these strategies, the applicant aims to be a positive force in the community, minimizing harm and promoting responsible enjoyment.

PART 5 - IMPACT ON AMENITY - SECTION 38(4)(B)

5.1 What is the nature and character of the local community?

Northbridge is far more than just another "mix of commercial, public and residential properties." It's a vibrant tapestry of diverse cultures and a bustling hub for Perth's nightlife³⁴. Let's unpack its unique character:

5.1.1. Cultural Crossroads:

- a. Predominantly ethnic precinct: Northbridge boasts a rich mix of nationalities, reflected in its diverse cuisine – a treasure trove of Asian and Mediterranean flavors³⁵. This cultural kaleidoscope fosters a sense of inclusivity and global connection³⁶.
- b. Perth's Chinatown heart: Chung Wah Lane pulsates with the energy of Perth's vibrant Chinese community, offering authentic experiences and cultural immersion³⁷.

5.1.2. Nightlife Hotspot:

³⁴ Hall, S. (2022). *16 Of Northbridge's Best Bars To Sip Your Way Through This Year*. [online] Perth is OK! Available at: <https://perthisok.com/eat-drink/northbridge-best-bars/> [Accessed 6 Jan. 2024].

³⁵ www.wa.gov.au. (2022). *Draft Planning Position Statement: Special entertainment precincts*. [online] Available at: <https://www.wa.gov.au/government/publications/draft-planning-position-statement-special-entertainment-precincts> [Accessed 6 Jan. 2024].

³⁶ eGotickets. (n.d.). *Cultural Kaleidoscope: Exploring Diversity on the Global Event Stage Tickets*, Wed, 03 Jan 2024 at 12:15 PM New York. [online] Available at: <https://egotickets.com/events/cultural-kaleidoscope-exploring-diversity-on-the-global-event-stage> [Accessed 6 Jan. 2024].

³⁷ visitperth.com. (n.d.). *Chinatown*. [online] Available at: <https://visitperth.com/see-and-do/cultural-sites-and-memorials/Venues/chinatown> [Accessed 6 Jan. 2024].

- a. James Street and Lake Street thrum with the pulse of Perth's nightlife. From intimate laneway bars and hidden gems to multi-storey giants like the Brass Monkey and Metro City, there's something for every taste and preference³⁸.



- b. Northbridge's nightlife scene goes beyond bars and clubs. The Northbridge Piazza transforms into an open-air stage for free movies, music, and even sporting events, drawing a diverse crowd³⁹.

5.1.3. Community Spaces and Public Pulse:

- a. Yagan Square, a recent addition, bridges the gap between the CBD and Northbridge, offering a green oasis for relaxation and recreation. The Digital Tower and Marketplace cater to locals and tourists alike⁴⁰.
- b. Russell Square provides a central green lung for the community, while smaller pockets like Raine Square and Roe Street West Pocket Park add green whispers to the urban rhythm⁴¹.

³⁸ Daez, C. (2019). *10 Perth Nightlife Spots For An Unforgettable Evening Out*. [online] TripGuru. Available at: <https://blog.thetripguru.com/2019/09/25/perth-nightlife-spots/> [Accessed 5 Jan. 2024].

³⁹ visitperth.com. (n.d.). *Northbridge Piazza*. [online] Available at: <https://visitperth.com/see-and-do/public-spaces/venues/northbridge-piazza#eventenddate=20231222> [Accessed 5 Jan. 2024].

⁴⁰ DevelopmentWA - Shaping our State's future. (n.d.). *Yagan Square - Overview*. [online] Available at: <https://developmentwa.com.au/projects/redevelopment/yagan-square/overview> .

⁴¹ Corporate. (n.d.). *Discover Bankwest Place and Raine Square: Perth's leading destination for workplace and retail experience*. [online] Available at: <https://www.charterhall.com.au/News/news-article/2023/05/16/welcome-to-raine-square> [Accessed 5 Jan. 2024].

5.1.4. Accessible and Diverse:

- a. Northbridge is easily walkable from Perth's central station and busport, welcoming visitors and locals alike. A network of public car parks and the free CAT bus ensure convenient access for all⁴².

In essence, Northbridge is a dynamic community where cultures converge, nightlife thrives, and public spaces pulsate with energy. It's a microcosm of Perth's cosmopolitan spirit, attracting residents and visitors seeking a diverse and vibrant experience.

5.2 How will the proposed premises integrate with the amenity of the locality (both positively and negatively)?

5.2.1. Positive Integration:

- a. Filling a Gap: The Applicant has identified a demand for healthy entertainment options after midnight, as existing karaoke bars offer service with female entertainers, which may not be suitable for all audiences.
- b. Catering to Diverse Preferences: The Applicant's focus on quality sound systems and individual singing rooms caters to patrons seeking a more personal and focused karaoke experience, attracting a wider range of customers.
- c. Promoting Cultural Exchange: By providing a platform for Korean and non-Korean singers, the Applicant can foster cross-cultural understanding and appreciation through music and shared enjoyment.
- d. Economic Growth: The Applicant's unique offering can attract new

⁴² moovitapp.com. (2023). *How to get to Northbridge by Bus or Train?* [online] Available at: https://moovitapp.com/index/en-gb/public_transportation-Northbridge-Perth-city_41194-622 [Accessed 5 Jan. 2024].

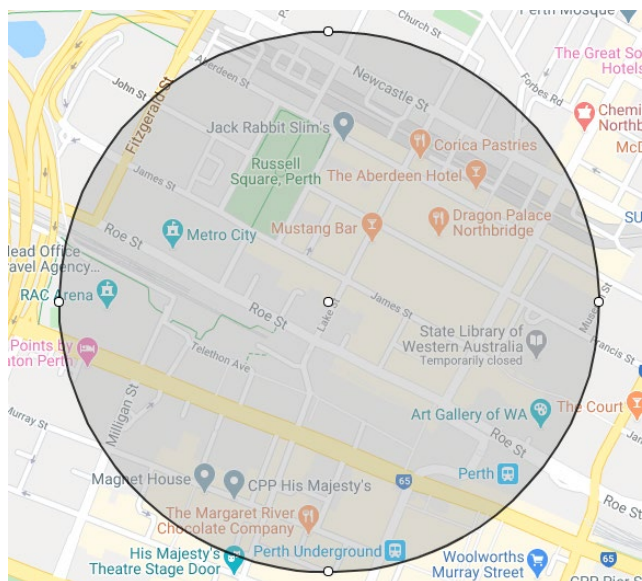
customers and revitalize the local nightlife scene, potentially creating jobs and boosting adjacent businesses.

- e. Maintaining Order and Safety: By focusing on individual rooms and responsible service, the Applicant can contribute to a safe and controlled environment, potentially reducing noise complaints and disturbances compared to traditional karaoke bars.

5.2.2. Negative Integration (Mitigation Strategies):

- a. Potential Noise: While individual rooms offer better sound control, late-night karaoke may still generate noise. The Applicant proposes:
 - i. High-quality soundproofing in each room.
 - ii. Limited operating hours after midnight.
 - iii. Clear signage and communication regarding noise expectations.
- b. Potential for Patron Conduct: The Applicant acknowledges the potential for unruly behavior after midnight. They propose:
 - i. Thorough staff training on responsible service and de-escalation techniques.
 - ii. Zero-tolerance policy for intoxication and disruptive behavior.
 - iii. Security presence during peak hours.

The Applicant believes that the positive integration outweighs any potential negative impacts. They are committed to responsible operation, mitigating potential issues, and contributing to the local community through a unique and culturally enriching experience.



5.3 What will be the positive recreational, cultural, employment or tourism benefits for the community?

Granting this licence will generate significant positive impacts for the community, enriching it in various ways:

5.3.1. Recreational:

- a. Fulfilling unmet demand: We address the gap in the market for a dedicated Korean karaoke bar, offering a unique stress-relieving and fun activity for Koreans and anyone interested in Korean culture.
- b. Healthy entertainment alternative: We promote a sound and wholesome entertainment option for people seeking amusement without the drawbacks of hostess bars, fostering a positive and inclusive atmosphere.
- c. Variety and quality: Our diverse song library (Korean, Japanese, Chinese, Filipino, Indian, etc.) with English subtitles caters to a broader audience and facilitates multilingual singing, encouraging cultural exchange and connection.

5.3.2. Cultural:

- a. Cultural hub and bridge: We create a vibrant cultural hub, attracting Korean residents and visitors, fostering a sense of community and belonging.
- b. Promoting Korean culture: We showcase authentic Korean music and décor, sparking curiosity and appreciation for Korean culture among non-Koreans, promoting understanding and inclusivity.
- c. Nurturing local talent: We provide a platform for Korean singers and musicians, contributing to the local and state music scene's diversity and development.

5.3.3. Employment:

- a. Job creation: We will employ additional staff for singing room management, sound system maintenance, and customer service, stimulating the local job market.
- b. Skills development: We offer training opportunities for our staff in hospitality, music technology, and cultural sensitivity, enhancing their employability.
- c. Supporting local businesses: We will rely on local suppliers for food, beverages, and equipment, boosting the local economy.

5.3.4. Tourism:

- a. Attract Korean visitors: We become a destination for Koreans seeking authentic karaoke experiences, drawing them to Northbridge and contributing to tourism revenue.
- b. New draw for diverse audiences: Our unique offering attracts visitors interested in Korean culture and multilingual singing, diversifying Northbridge's tourism appeal.
- c. Positive city image: We enhance the city's image as a vibrant and culturally inclusive destination, attracting future tourists and businesses.

Granting this licence will not only cater to a specific demand but also contribute to a richer, more vibrant, and welcoming community for residents and visitors alike. We believe our positive impact extends beyond mere recreation, fostering cultural understanding, employment opportunities, and a thriving tourism scene for Northbridge.

5.4 What consultation with local government regarding the proposed premises has been taken into account in establishing a business plan?

We actively sought and incorporated feedback from the City of Perth into our business plan development to ensure alignment with local needs and priorities. This included:

- a. Meeting with relevant City of Perth representatives: We engaged in discussions with planning and licensing officers to understand zoning regulations, potential community concerns, and opportunities for collaboration.
- b. Reviewing local planning documents: We thoroughly studied relevant City of Perth documents, including the local area plan and nightlife strategy, to tailor our business model and offerings to complement existing initiatives and contribute to the overall vision for the area.
- c. Obtaining feedback on proposed operating hours and noise management plans: We presented our initial plans for opening hours and noise mitigation measures to the City of Perth for their input and guidance, ensuring our operations align with responsible business practices and minimize potential disruption to the surrounding community.

By proactively engaging with the City of Perth, we gained valuable insights that significantly enhanced our business plan. This collaborative approach demonstrates our commitment to responsible operation, community integration, and contributing positively to the local environment.

5.5 If you intend to sell packaged liquor, provide the name and address of all existing licensed premises within the locality?

N/A

5.6 If you do not intend to sell packaged liquor, provide the name and address of all existing licensed premises within 500 metres of your premises?

Licence Number	Trading Name	Licencee's Name	Address
6020001966	Coconut Grove Tavern	Penzance Pty Ltd	161 James Street NORTHBRIDGE WA 6003
6020002220	Aberdeen Hotel	On The Road Again WA Pty Ltd	84 Aberdeen Street NORTHBRIDGE WA 6003
6020002451	Rosie O'Grady's Pub	Punt Holdings Pty Ltd	203 James Street NORTHBRIDGE WA 6003
6020026526	An Sabin Pub	Ash Promotions Pty Ltd	147 James Street NORTHBRIDGE WA 6003
6020035063	The Brass Monkey	Australian Leisure & Hospitality Group Pty Ltd	209 William Street NORTHBRIDGE WA 6003
6020038646	Picabar	Lazarus Road Pty Ltd	51 James Street NORTHBRIDGE WA 6003
6020100959	Nevermind Smallclub	Vilith Pty Ltd	108-114 Aberdeen Street NORTHBRIDGE WA 6003
6020121856	Butterfly 73	Klassic Group Pty Ltd	73 Francis Street NORTHBRIDGE WA 6003
6020128422	Northbridge Brewing Company	Northbridge Brewing Company Pty Ltd	44 Lake St NORTHBRIDGE WA 6003
6020130998	Outback Jacks - Northbridge	WDR Consulting Pty Ltd	124 James St NORTHBRIDGE WA 6003
6020131426	The William Street Bird	O'Hanlons (WA) Pty Ltd	167 - 181 William Street NORTHBRIDGE WA 6003
6020147935	Universal Bar	Universe Enterprises Pty Ltd	221 William Street NORTHBRIDGE WA 6003
6030002642	Peter's Cellars	Grasson Pty Ltd & Andrew Alexander Beveridge	81 LAKE STREET NORTHBRIDGE WA 6003
6030004135	Lake Street Liquor Supply	Tindara Tarricone	52 LAKE STREET NORTHBRIDGE WA 6003
6030066209	Lion Oriental Foods Co	Loi's Eastern Supermart Pty Ltd	13 Fitzgerald Street NORTHBRIDGE WA 6003
6060006916	Panama Social	Ministers of Fun Pty Ltd	245 WILLIAM STREET NORTHBRIDGE WA 6003
6060023234	Efes Cafe and Kebab House (Northbridge)	Aykut Sadak	137 James Street NORTHBRIDGE WA 6003
6060028829	Seoul Korean Restaurant	Min Chi Kim	253A WILLIAM STREET NORTHBRIDGE WA 6003
6060029074	Sorrento Restaurant	Alfonso And Tina Di Lanzo	158 James St NORTHBRIDGE WA 6003

6060031120	Midori Japanese Restaurant	Dae Sung Trading Pty Ltd	152-154 James Street NORTHBRIDGE WA 6003
6060031286	The Moon	Thomas Moon Pty Ltd	SHOP 3, 323 WILLIAM STREET NORTHBRIDGE WA 6003
6060032581	Pocha Pocha	Bassim BBQ Pty Ltd	155 James Street NORTHBRIDGE WA 6003
6060034546	The Lake Street Cafe	Tindara Tarricone	78 LAKE STREET NORTHBRIDGE WA 6003
6060035287	Noren Sushi X Skewer Bar	Noren Australia Pty Ltd	Shop 5, 160 - 166 James Street NORTHBRIDGE WA 6003
6060037366	U & I Cafe	Quoc Viet Nominees Pty Ltd	4 & 5/ 45 Francis Street NORTHBRIDGE WA 6003
6060037598	La Cholita	6001 Pty Ltd	279 WILLIAM STREET NORTHBRIDGE WA 6003
6060038836	Sinabro	Aone Australia Pty Ltd	100 FRANCIS STREET NORTHBRIDGE WA 6003
6060040535	Bivouac	Montejure Pty Ltd	198 WILLIAM STREET NORTHBRIDGE WA 6003
6060041699	Palsaik Perth	Saemaul Pty Ltd	71-73 Lake Street NORTHBRIDGE WA 6003
6060041954	James Parker	Yamato Pty Ltd	Unit 2/182 James Street NORTHBRIDGE WA 6003
6060047712	W House	Any Holdings Pty Ltd	49-51 Lake Street NORTHBRIDGE WA 6003
6060076455	Hawker's Cuisine	Alltwin Holdings Pty Ltd	40 Francis Street NORTHBRIDGE WA 6003
6060078964	Fortune Five Chinese Restaurant	Harmony Ocean Pty Ltd	108A James Street NORTHBRIDGE WA 6003
6060094888	Louder Louder	Louder Louder Pty Ltd	47 Lake Street NORTHBRIDGE WA 6003
6060095570	The Culinary Workshop	Stanley International College Pty Ltd	3/171 James Street NORTHBRIDGE WA 6003
6060102070	Yes Please Perth	The Giggibox Group Pty Ltd	Unit 1 182 James Street NORTHBRIDGE WA 6003
6060107764	Perth Thailicious Restaurant	Tanatta Onsuwan & ANORS	160 James Street NORTHBRIDGE WA 6003
6060121567	Churras Northbridge	Churras Northbridge Pty Ltd	35 Lake Street NORTHBRIDGE WA 6003
6060121849	Dragon Palace Chinese Restaurant and KTV	Ausunshine Pty Ltd	66 Francis St NORTHBRIDGE WA 6003
6060124975	Royal Seafood Restaurant	Lei & Yu Holdings (Aust) Pty Ltd	1/91 Aberdeen St NORTHBRIDGE WA 6003

6060132556	Bangkok Brothers Northbridge	NP Intertrade Pty Limited	91 James St NORTHBRIDGE WA 6003
6060133216	The Bonsai Restaurant & Cafe Lounge	Apex Corporate Pty Ltd	30-36 Roe St NORTHBRIDGE WA 6003
6060139296	The Bite	YP Global Pty Ltd	57 Aberdeen St NORTHBRIDGE WA 6003
6060139353	Hong Kong Barbecue House Restaurant	HK BBQ House Pty Ltd	76 Francis Street NORTHBRIDGE WA 6003
6060146259	Pleased to Meat You	6003 Pty Ltd	Lot 1, 38 Roe Street NORTHBRIDGE WA 6003
6060146275	Guzman Y Gomez	Phyllisbird Pty Limited	87 James Street NORTHBRIDGE WA 6003
6060148909	Galaxy Lounge Restaurant	Francis 65 Pty Ltd	1st and 2nd Floor, 65 Francis Street NORTHBRIDGE WA 6003
6060151036	Red Chilli Sichuan Restaurant (Perth)	Red Chilli Perth Pty Ltd	Unit 1, 191 James Street NORTHBRIDGE WA 6003
6070007567	Paramount Nightclub	Deva Perth Pty Ltd	163 James Street NORTHBRIDGE WA 6003
6070007617	The Library Nightclub	Perth City Enterprises Pty Ltd	69 Lake Street NORTHBRIDGE WA 6003
6070007666	Connections Night Club	Profligate Pty Ltd	81 James Street NORTHBRIDGE WA 6003
6070019414	Air Nightclub	Salmon Point Holdings Pty Ltd	139 James Street NORTHBRIDGE WA 6003
6070020131	Blue To The Bone	Pure Profit Pty Ltd	174 James Street NORTHBRIDGE WA 6003
6070020149	Metro City	D Club Pty Ltd	146 Roe Street NORTHBRIDGE WA 6003
6070020859	Rapture Nightclub	IV Entertainment MCMXCIII Pty Ltd	78 JAMES ST NORTHBRIDGE WA 6003
6070028431	Jack Rabbit Slims	Combined Entertainment Strategies Pty Ltd	133 Aberdeen St NORTHBRIDGE WA 6003
6070037978	Geisha Bar	Smithers Jones Pty Ltd	135A James Street NORTHBRIDGE WA 6003
6070046870	The Republic Night Club	Cabaret Australia Pty Ltd	66 LAKE STREET NORTHBRIDGE WA 6003
6090033290	The Blue Room	Performing Arts Centre Society Inc	51-53 JAMES STREET NORTHBRIDGE WA 6003
6090033589	Bar Shanghai	Liquorette Pty Ltd	123 JAMES STREET NORTHBRIDGE WA 6003
6090053926	Pot Black Family Pool & Snooker Centres	Play Ball Pty Ltd	106 James Street NORTHBRIDGE WA 6003
6090125345	Cinema Paradiso	Palace Cinemas Pty Ltd	160 James St NORTHBRIDGE WA 6003

6090131772	Hit Studio Karaoke Box	Lucky Emerald Pty Ltd	60-64 Francis St NORTHBRIDGE WA 6003
6190035394	Northbridge Taxation Social Club Inc	Northbridge Taxation Social Club Inc	Ground Floor 45 Francis Street NORTHBRIDGE WA 6003
6340140120	Frisk Espresso	Number Nine Australia Pty Ltd	U 31 103-105 Francis St NORTHBRIDGE WA 6003
6340140161	Tiki As FK	Late Night Polynesian Bar And Grill Pty Ltd	91A James St NORTHBRIDGE WA 6003
6340146242	Sneaky Tony's	6003 Pty Ltd	Lot 2, 38 Roe Street NORTHBRIDGE WA 6003
6370053264	Holey Moley Golf Club	Holey Moley Australia Pty Ltd	Corner Francis & Lake Streets NORTHBRIDGE WA 6003
6370080523	The Mustang Bar	Mustang Bar Pty Ltd	46 Lake Street NORTHBRIDGE WA 6003
6380148602	The Standard Perth	Roe Parker Junior Pty Ltd	28 Roe St NORTHBRIDGE WA 6003
605209620117	DoubleTree by Hilton Perth Northbridge	SKS Murray Street Hotel Pty Ltd	100 James Street NORTHBRIDGE WA 6003
606200220815	Golmok Sikdang Korean Comtemporary	2cha Modern Korean Pty Ltd	Shop 5, 60-66 Roe St NORTHBRIDGE WA 6003
606200221015	Korean BBQ House	GN Entertainment Pty Ltd	Shop 8 60-66 Roe St NORTHBRIDGE WA 6003
606207973715	Chimek	JRM Partners Pty Ltd	77A James Street NORTHBRIDGE WA 6003
606208110715	Buda Buda Restaurant	Magnum Oceans Pty Ltd	65 Francis Street NORTHBRIDGE WA 6003
606208120615	Millennium Restaurant	Hades Corp Pty Ltd	74A Francis Street NORTHBRIDGE WA 6003
606209194216	Nene Chicken Northbridge	KNB Group Pty Ltd	82 James Street NORTHBRIDGE WA 6003
606210057817	Uncle Billy's Chinese Restaurant	Tin Ying Pty Ltd	Shop 9 60-66 Roe Street NORTHBRIDGE WA 6003
606210268717	Hao Sze Chuan	Zenith Foods Pty Ltd	Ground Floor 74 Francis St NORTHBRIDGE WA 6003
606210570117	City Garden Chinese Restaurant	L & X Australia Pty Ltd	Shop 11 68 Roe Street NORTHBRIDGE WA 6003
606211343318	Open by Duotone	SHOUQ Northbridge Pty Ltd	Tenancy 06, 45 Francis Street NORTHBRIDGE WA 6003
606211614818	K TOWN Restaurant	Seoul Mandoo Pty Ltd	63 Aberdeen Street NORTHBRIDGE WA 6003

606212505418	Clover Cafe & Restaurant	Jaehak Lee	C/1 134 Aberdeen Street NORTHBRIDGE WA 6003
606212513818	Billy Lee's Chinese Restaurant	Northbridge Trading Pty Ltd	Shop 15, 60-66 Roe Street NORTHBRIDGE WA 6003
606213796019	Xiaolongkan Perth	Sweet World Company Pty Ltd	Unit 2/191 James Street NORTHBRIDGE WA 6003
606213814519	Izakaya Grill	DWR Australia Pty Ltd	Shop 10 60-66 Roe Street NORTHBRIDGE WA 6003
606213965219	Manichi	Man-Ichi Australia Pty Ltd	Unit 7/62 Roe Street NORTHBRIDGE WA 6003
609213113219	Australia Origin Group Pty Ltd	Australia Origin Group Pty Ltd	50 Francis Street NORTHBRIDGE WA 6003
609213625919	Vin & Flower	Vin and Flower Pty Ltd	361 Newcastle Street NORTHBRIDGE WA 6003
634200216415	iDarts NIX	NIXWA Pty Ltd	101 James St NORTHBRIDGE WA 6003
634212670719	Yefsi at Attika	Skycap Licence Pty Ltd	279 Newcastle Street NORTHBRIDGE WA 6003
634213704219	MANIAX Perth	MANIAX Northbridge Pty Ltd	63A John Street NORTHBRIDGE WA 6003
638209900417	Henry Summer	Henry Summer Pty Ltd	69-71 Aberdeen Street NORTHBRIDGE WA 6003
638211874918	Sneaky Tony's	Meat & Whiskey Pty Ltd	Lot 2, 38 Roe Street NORTHBRIDGE WA 6003
638212480818	Barcadia	Royale Hospitality Pty Ltd	12 Lake St NORTHBRIDGE WA 6003
638213939119	Varsity Northbridge	Varsity Burgers Northbridge Pty Ltd	94 Aberdeen Street NORTHBRIDGE WA 6003

Among the mentioned liquor licensees, Hit Studio Karaoke Box stands out as the sole special facility – amusement licensee. It's important to highlight that this establishment, while unique in its designation, does not feature Korean songs and specifically caters to individuals with an interest in Chinese culture.

5.7 What are the public transport facilities (including taxi services) that would be available to patrons, or any other transport facilities proposed to be provided by the applicant for patrons?

We understand the importance of ensuring our patrons have convenient and safe transportation options after enjoying their time at our establishment. We offer a

multi-faceted approach to public transport:

5.7.1. Proximity to Existing Services:

- a. Our location benefits from immediate access to the Blue Cat bus service at Shenton St Russell Square, providing direct connections to the City of Perth and surrounding suburbs.
- b. Transperth buses run regularly to and from the City of Perth, with stops within walking distance of the premises.

5.7.2. Enhanced Taxi Availability:

- a. We partner with local taxi companies to ensure taxis are readily available outside our premises throughout operating hours.
- b. We actively communicate wait times and potential surges to patrons, facilitating their travel planning.

5.7.3. Additional Considerations:

- a. We are exploring partnerships with ride-sharing platforms to offer even more convenience and choice for patrons.
- b. We are open to collaborating with public transport authorities to optimize bus schedules based on our operating hours and patron demand.

5.7.4. Responsible Patronage:

- a. We encourage patrons to plan their transportation in advance and consider responsible consumption practices.
- b. We readily offer water refills and non-alcoholic options to promote responsible enjoyment and prevent over-intoxication.
- c. Our staff are trained to identify and assist patrons needing assistance with transportation, ensuring their safety and well-being.

We believe this comprehensive approach prioritizes patron convenience and safety, minimizing the potential for public transport issues or alcohol-related incidents. By collaborating with existing services and exploring innovative solutions, we aim to contribute positively to the local transport network and be a responsible member of the community.

5.8 What publicly available parking facilities exist in the locality?

While several publicly available parking facilities exist in the locality, we understand that convenient and responsible parking options are crucial for our patrons and the surrounding community. Here's a breakdown of nearby options and our commitment to promoting alternative solutions:

5.8.1. Walking distance:

- a. 117 Aberdeen Street Parking: 2-minute walk.
- b. Wilson Parking at 217 James Street: 3-minute walk.
- c. 3 Milligan Street Parking: 5-minute walk.
- d. Roe Street Car Park: 10-minute walk.

5.8.2. Payment options:

- a. 117 Aberdeen Street and Roe Street offer pay-and-display parking.
- b. Wilson Parking and 3 Milligan Street have metered parking.
- c. We are exploring validation partnerships with nearby facilities for our patrons.

5.8.3. Alternative solutions:

- a. Public transport: Both bus and train stations are within a 10-minute walk, offering frequent services to the area.
- b. Walking and cycling: Our location is pedestrian-friendly with nearby bike

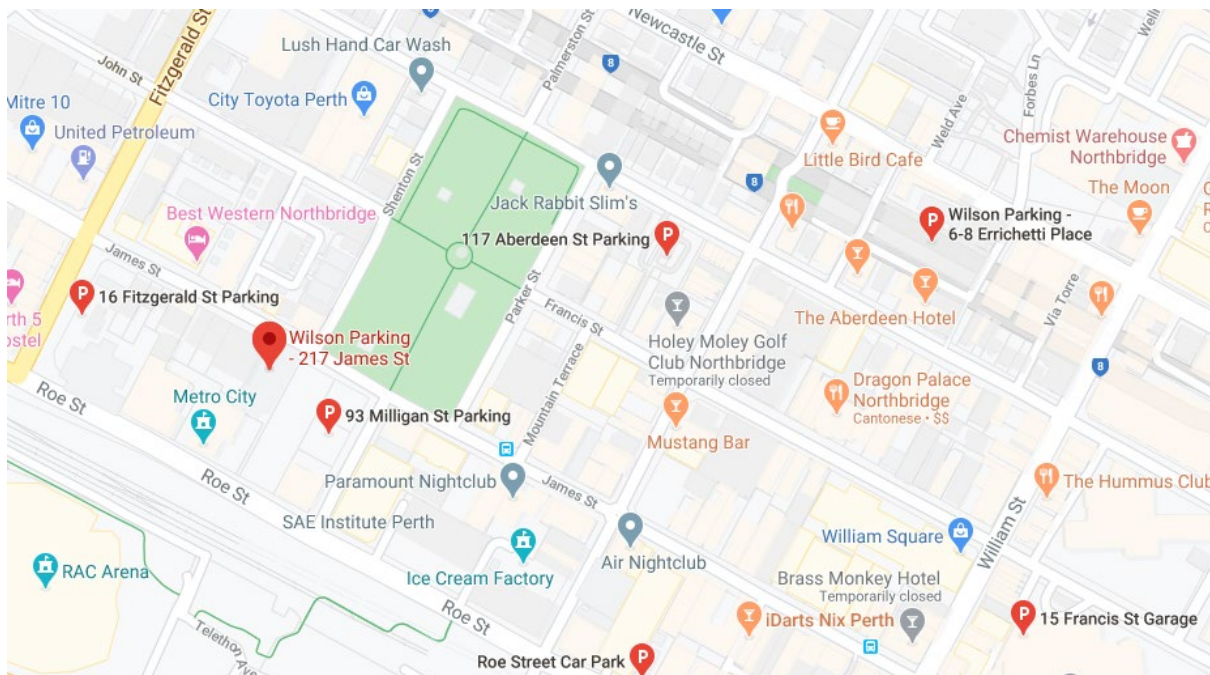
paths, encouraging healthy and eco-friendly options.

- c. Ridesharing and taxis: Uber and Ola are readily available in the area, providing convenient alternatives to driving.
- d. Responsible liquor service: We are committed to responsible liquor service practices, encouraging patrons to plan their transportation in advance and choose alternatives like public transport, walking, or cycling whenever possible.

5.8.4. Additional initiatives:

- a. We are in talks with 3 Milligan Street Parking to offer discounted or reserved spaces for our patrons.
- b. We are installing secure bike racks on our premises for added convenience.
- c. We will clearly communicate parking information and alternative options through signage, our website, and social media.

By proactively managing parking and promoting responsible choices, we aim to minimize disruption and ensure a positive experience for our patrons and the entire community.



5.9 What is the contribution of the proposed premises to the streetscape and atmosphere of the area?

While the existing licensed venues within a 500-meter radius offer a variety of options for obtaining alcoholic beverages, there's a noticeable absence of a dedicated Korean karaoke bar. This gap creates an unmet demand for the growing Korean community and enthusiasts of Korean culture who seek a space to:

- a. Celebrate their heritage and language through a vibrant and authentic karaoke experience featuring a vast library of Korean songs, both new and old.
- b. Practice and enjoy singing in a perfect setting with a high-quality sound system and individual soundproof rooms, fostering a comfortable and inclusive environment.
- c. Experience the latest music trends as our online system updates the karaoke machine in real-time through a robust network, ensuring patrons always have access to the most up-to-date songs in Korean,

English, Chinese, and Japanese.

This unique offering goes beyond simply adding another licensed venue. It aims to:

- a. Enrich the local streetscape and atmosphere by introducing a vibrant cultural hub that attracts both Korean and non-Korean patrons, fostering cross-cultural understanding and appreciation.
- b. Enhance the amenity for the diverse community within the locality, including residents, office workers, shops, and families. The venue provides a positive social activity that encourages interaction and fun, complementing existing options and attracting new customers.
- c. Create jobs and contribute to the local economy by supporting local businesses and fostering a lively atmosphere in the area.
- d. Promote a healthy and social culture of singing as an alternative to passive consumption. Our focus on music and performance creates a space where individuals can express themselves, develop their talents, and connect with others through shared passion.

By addressing the specific gap in the karaoke market, focusing on community benefits, and highlighting responsible liquor service practices, we are confident that our unique offering will not only contribute to the streetscape and atmosphere but also create a valuable and positive impact on the local community.

5.10 What is the potential impact of the proposed premises on the level of noise and anti-social activities in the locality, and the management strategies to minimise this impact?

While our karaoke facility boasts individual soundproof rooms with an impressive decibel reduction rating of 40dB, we acknowledge that noise can still occur during

operation. To minimize this impact and ensure a peaceful environment for the community, we have implemented several comprehensive management strategies:

- a. Advanced Soundproofing: Our rooms are constructed with sound-absorbing materials and utilize a double-door system with airtight seals, minimizing sound leakage while maintaining proper ventilation.
- b. Proactive Staff Training: Our staff, including our two fully-licensed liquor managers, are extensively trained in noise management and conflict resolution. They are familiar with noise regulations and equipped to address any potential issues discreetly and effectively.
- c. Adaptive Staffing: We understand that busier periods require greater oversight. Therefore, we adjust our staffing levels based on real-time patron activity, ensuring adequate supervision throughout the evening.
- d. Regular Patrols and Monitoring: Our staff conduct regular patrols near the rooms and utilize strategically placed security cameras (if permitted) to deter inappropriate behavior and maintain a safe and controlled environment.
- e. Data-Driven Approach: Studies show similar karaoke venues with comparable soundproofing measures experience minimal noise complaints. We are committed to upholding these standards and exceeding expectations.
- f. Community Collaboration: We value open communication and are eager to work with neighboring businesses and community representatives to address any concerns proactively and establish a clear feedback loop.

By combining advanced soundproofing technology, dedicated staff training, and a flexible and data-driven approach, we are confident that our karaoke facility will minimize noise and anti-social activity, fostering a positive and responsible atmosphere for the entire community.

5.11 What is the potential impact of the proposed premises on vandalism, litter, criminal acts? (especially violent crimes including domestic violence). This may include improvements in the passive and active security of the area.

While the bright lighting, neon signs, and active foot traffic on the corner of James and Lake Streets offer inherent situational deterrents, we recognize that late-night operation and alcohol consumption can still create opportunities for undesirable behavior like vandalism, litter, or disorderly conduct. To proactively minimize any potential impact, we have implemented a multi-pronged approach:

- a. Active Security Measures: We have installed strategically placed high-definition CCTV cameras covering all entry points, blind spots, and surrounding areas. These cameras record continuously, and footage is securely stored and readily accessible for review by authorized personnel. Regular security patrols are conducted by trained staff throughout the evening, focusing on potential trouble areas and ensuring a visible presence.
- b. Deterrent Environment: We maintain a well-lit exterior with clear signage prohibiting littering and vandalism. This reinforces expectations and discourages unwanted activity. We also actively collaborate with the local business community to ensure proper waste disposal and minimize the availability of materials that could be used for vandalism, such as spray paint.
- c. Community Partnerships: We believe in fostering a safe environment for everyone. We are actively involved in neighborhood watch programs and regularly communicate with local law enforcement, building trust and ensuring a swift response to any incidents.

- d. Incident Response Plan: Our staff is trained in de-escalation techniques and conflict resolution. We have clear protocols for reporting incidents to authorities, securing evidence, and providing necessary assistance. We are committed to working with the community to address any concerns swiftly and effectively.
- e. Data-Driven Approach: Studies conducted in similar areas with comparable security measures have demonstrated a significant reduction in crime rates, particularly vandalism and disorderly conduct. We are confident that our proactive approach, combined with the inherent situational advantages of our location, will minimize any potential impact and create a safe and enjoyable environment for all patrons and neighbors.

By acknowledging potential risks, showcasing our active security measures, and demonstrating our commitment to collaboration and community safety, we are confident that our karaoke facility will be a positive addition to the neighborhood, contributing to a peaceful and vibrant atmosphere.

PART 6 - OFFENCE, ANNOYANCE, DISTURBANCE OR INCONVENIENCE – SECTION 38(4)(C)

6.1. Identify the strategies you intend to implement to address potential offence, disturbance or inconvenience to local residents or business operators:

6.1.1. Enhanced Surveillance System

We will install high-definition CCTV cameras strategically covering all entry points, corridors, and passages to toilets. Continuous recording and regular monitoring of footage will be conducted to promptly identify and resolve any issues.

6.1.2. Proactive Patrols by Manager

Regular patrols, approximately every 15 minutes, will be conducted by the manager. These patrols will extend beyond corridors to encompass all premises areas, including restrooms, entry/exit points, and exterior surroundings, ensuring a constant presence and swift response to any concerns.

6.1.3. Comprehensive Harm Minimization Strategy

Our staff will undergo rigorous training in responsible liquor service, intoxication management, and de-escalation techniques. Clear protocols for handling noise complaints, disruptive behavior, and alcohol-related harm will be established. A readily available House Management Policy and Plan will outline procedures for reference.

6.1.4. Culture of Respect and Responsibility

A prominently displayed Code of Conduct outlining expectations for patron behavior and consequences of violations will be established. Concrete actions within the House Management Policy and Plan will provide staff with practical enforcement guidelines.

6.1.5. Preemptive Measures

Patron education on responsible behavior will be conducted upon entry. Additionally, noise-cancelling headphones will be provided for rooms to minimize potential disturbances.

6.1.6. Open Communication and Community Collaboration

We commit to maintaining direct dialogue with local businesses to proactively address concerns and ensure a harmonious environment. Collaboration with the community will be an ongoing effort to promote a positive relationship and address any issues promptly.

In conclusion, we are confident that our well-defined plan, which includes security enhancements, proactive patrols, harm minimization strategies, and community collaboration, demonstrates our unwavering commitment to addressing potential issues and fostering a responsible and respectful environment. We firmly believe that our dedication to patron safety and community well-being will make our karaoke facility a positive addition to the neighborhood.

PART 7 – COMMUNITY CONSULTATION

7.1 Are any of the following community buildings or facilities located in the locality of the proposed licensed premises?

We recognize the presence of several community facilities within close proximity to our proposed karaoke venue. We are committed to operating responsibly and ensuring our presence complements the existing landscape, not disrupts it.

7.1.1. Schools and Education Providers:

We understand the importance of maintaining a peaceful learning environment for students and faculty at institutions like Danza Loca, SAE Institute Perth, Stanley College, and the Australian College of Applied Professions. We are dedicated to responsible liquor service practices, including:

- a. Strict age verification: We will implement rigorous ID checks to ensure only patrons of legal drinking age are allowed entry.
- b. Clear signage: Prominent signage will remind patrons of our noise policy and emphasize respect for the surrounding community.
- c. Staff training: Our staff will be trained to recognize and address intoxicated behavior, prevent underage access, and de-escalate any potential conflicts.
- d. Furthermore, our soundproof rooms and limited operating hours (if applicable) minimize noise leakage, ensuring minimal disruption to studies or academic activities.

7.1.2. Churches/Places of Worship:

We acknowledge the proximity of the Greek Orthodox Cathedral of Saints Constantine and Helen and its sensitivity to noise during religious services. We will implement specific measures to manage noise responsibly, including:

- a. Scheduling deliveries: We will schedule deliveries and waste disposal outside worship times to avoid disturbances.
- b. Patron volume control: Staff will be vigilant in ensuring patrons maintain respectful volume levels outside the premises.
- c. Respectful atmosphere: We will foster a culture of awareness and consideration for the church's presence, ensuring a peaceful environment for all.

7.1.3. Short Term Accommodation:

We recognize the potential impact on residents of nearby backpacker hostels and apartments like Perth CBD Apartment, Perth 178 Backpacker, Perth Central Backpackers, DoubleTree by Hilton Perth Northbridge, and Best Western Northbridge Apartments. We are committed to:

- a. Responsible service: We will enforce our code of conduct within the premises and address any disruptive behavior promptly.
- b. Noise management: We will utilize soundproof rooms and implement measures like designated smoking areas and controlled entry/exit to minimize noise impact on residents.
- c. Community integration: We may offer special amenities or discounts to attract residents as patrons, fostering positive interaction and contributing to a vibrant local atmosphere.

7.1.4. Police Stations:

We acknowledge the proximity of both Northbridge Police and the Corruption and Crime Commission. We believe in collaborative safety and are dedicated to working with authorities. We will:

- a. Proactive security: Our comprehensive security measures, including CCTV cameras and regular patrols, will deter potential issues and ensure a safe environment.
- b. Harm minimization strategy: Our staff is trained in de-escalation techniques and intoxication management to minimize potential harm.
- c. Open communication: We are committed to open communication and collaboration with police to address any concerns promptly and effectively.

By demonstrating our awareness, proactive approach, and commitment to responsible operation, we believe our karaoke venue will be a positive addition to the community, respecting the needs of all stakeholders and fostering a harmonious environment for everyone.

Hospitals, Hospices, Aged Care facilities

N/A

Drug and alcohol treatment centres

N/A

Local Government Authority

N/A

7.2 Identify the stakeholders who will be served with a Notice advising of the application

1. The occupier of neighbouring premises and businesses within 200 metres of the premises.
2. Stakeholders listed in item 5.5 within the locality of the premises.
3. Special interest groups or individuals within the locality of the premises.

PART 8 - CONCLUSION

Kara Karaoke's application for a Special Facility - Amusement Licence is demonstrably in the best interest of the public under Section 5 of the Liquor Control Act of Western Australia. Our proposal transcends mere compliance with

regulations; it actively enriches the community culturally, fosters social connection, and prioritizes responsible operation.

Section 5 mandates that licensing decisions consider the positive and negative impacts on the public. Kara Karaoke addresses a clear gap in the local entertainment scene, offering a unique and inclusive cultural experience unavailable elsewhere. This caters to the growing demand for diverse entertainment options, enhancing the vibrancy and attractiveness of the community.

Beyond cultural enrichment, we prioritize responsible consumption and public safety. Our comprehensive transportation and parking initiatives mitigate potential disruptions, while cutting-edge soundproofing, extensive staff training, and robust security measures ensure a safe and enjoyable environment for everyone.

Our proactive engagement with key stakeholders, including educational institutions, places of worship, and law enforcement agencies, demonstrates our unwavering commitment to responsible operation and community well-being. We believe Kara Karaoke represents not just a responsible venue, but a positive asset to Western Australia's cultural and social landscape.

In conclusion, granting Kara Karaoke's application aligns perfectly with the objectives of Section 5. We offer a unique and culturally enriching experience while prioritizing responsible operation and minimizing potential negative impacts. We are confident that Kara Karaoke will be a thriving and valuable addition to the community, fostering cultural exchange, social connection, and a vibrant atmosphere for all.