

IN THE LIQUOR LICENSING DIVISION OF WESTERN AUSTRALIA

THE MATTER OF AN APPLICATION BY **BOULDER DASH ENTERTAINMENT GROUP PTY LTD** FOR A TAVERN (RESTRICTED) LICENCE FOR PREMISES KNOWN AS **THE CENTRAL AT BUTLER** SITUATED AT **SHOP 25 & 26, BUTLER CENTRAL, CNR EXMOUTH DRIVE & CLAYTON STREET, BUTLER**

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**AMENDED PUBLIC INTEREST ASSESSMENT SUBMISSIONS**

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Date of Document:           The           22nd           day of   April           2025

Filed on behalf of:           The Applicant

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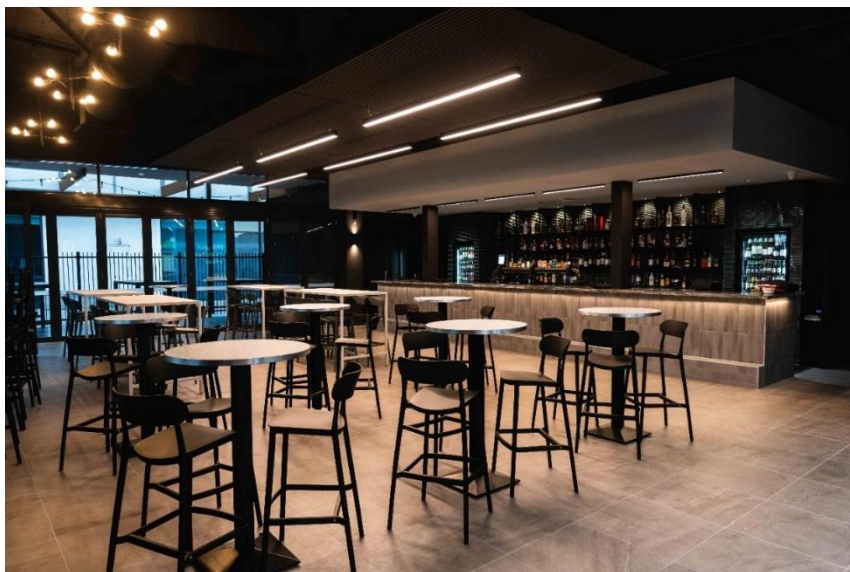
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1. The Applicant has filed an application for a Tavern (Restricted) Licence for premises known as The Central Butler, located at Shop 25 & 26, Butler Central, Cnr Exmouth Drive & Clayton Street, Butler ("the Venue").



2. The Venue currently operates under a Restaurant Licence with an Extended Trading Permit - Liquor Without a Meal (“the Existing Licence”) which requires patrons to be seated at a table in order to enjoy a drink at the Venue. Annexed and marked “**Annexure A**” is a copy of the Existing Licence documents.

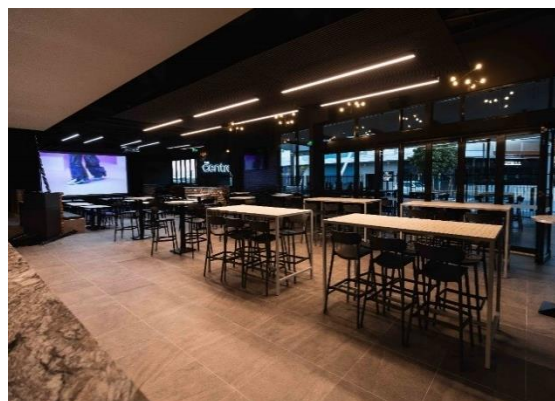


3. The existing *Redline Floor Plan* for the Venue is annexed and marked “**Annexure B**”.
4. Annexed and marked “**Annexure C**” is a copy of the *Site Plan*.
5. The Venue is located at Butler Central (“the Shopping Centre”), which is a single level local shopping centre with approximately 27 tenancies offering a range of goods and services. The Shopping Centre is anchored by Woolworths Supermarket along with a number of mini majors including BWS, Best & Less, Reject Shop, Priceline and The Coffee Club (“the Shopping Centre”).



6. The Shopping Centre has over 430 car parking bays and is located across from the Butler Train Station. (Refer to Locality Submissions, paragraphs 8 – 14 and 19)

7. The Venue is a welcoming and enjoyable social space that offers licensed hospitality services in a central and convenient location at the Shopping Centre for the local community.



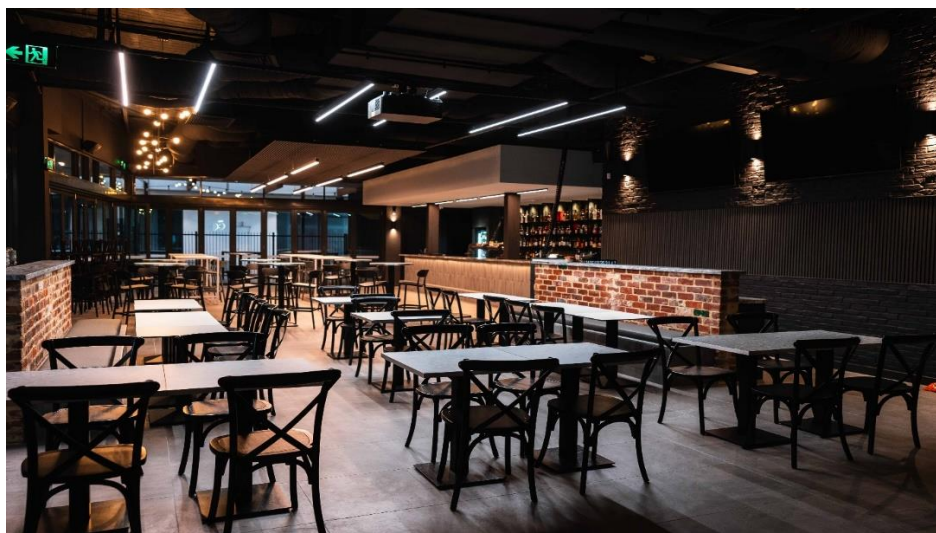
8. Currently trading under a Restaurant Licence (Licence No. 606213316119), with an Extended Trading Perth - Liquor Without A Meal (Permit No. 0213527819), the Applicant has been motivated to apply for a Tavern (Restricted) Licence in order to better meet the requirements of its customer base and enhance the services that the Venue is able to provide to the local community and visitors to the area.
9. Approval of the Application will give the Venue greater flexibility in the way that it can operate, which will give the local community a multi-functional licensed attraction where they can dine, socialise and be entertained.
10. Operating under a Tavern (Restricted) licence will mean that patrons will no longer be required to be seated at a table in order to enjoy an alcoholic beverage. This will allow patrons the freedom to socialise and mingle within the Venue and enjoy a variety of live entertainment offers on a weekly basis. It will also give function organisers a greater range of function styles to choose from for their special event.

### **The Applicant**

11. The Applicant is an experienced licensee that presently operates 5 venues in WA:
  - (a) The Central at Butler (the Venue);
  - (b) The Rec Hotel Boulder;
  - (c) The Rec Waroona Hotel;
  - (d) The Rec Bar Malaga; and
  - (e) Terra Mare Claremont.



## The Venue



12. Operating under the Existing Licence, liquor services are restricted to patrons who are seated at table, with table service provided. The Venue has the following features:

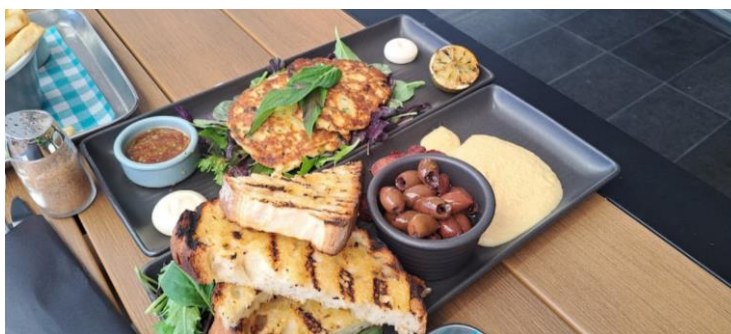
- Indoor dining area;
- Alfresco;
- Function facilities;
- Great food menu featuring snacks, meals & desserts;
- Large screens providing audio visual experience (e.g. sporting entertainment);
- Easy, accessible facilities for families and those requiring disabled access.





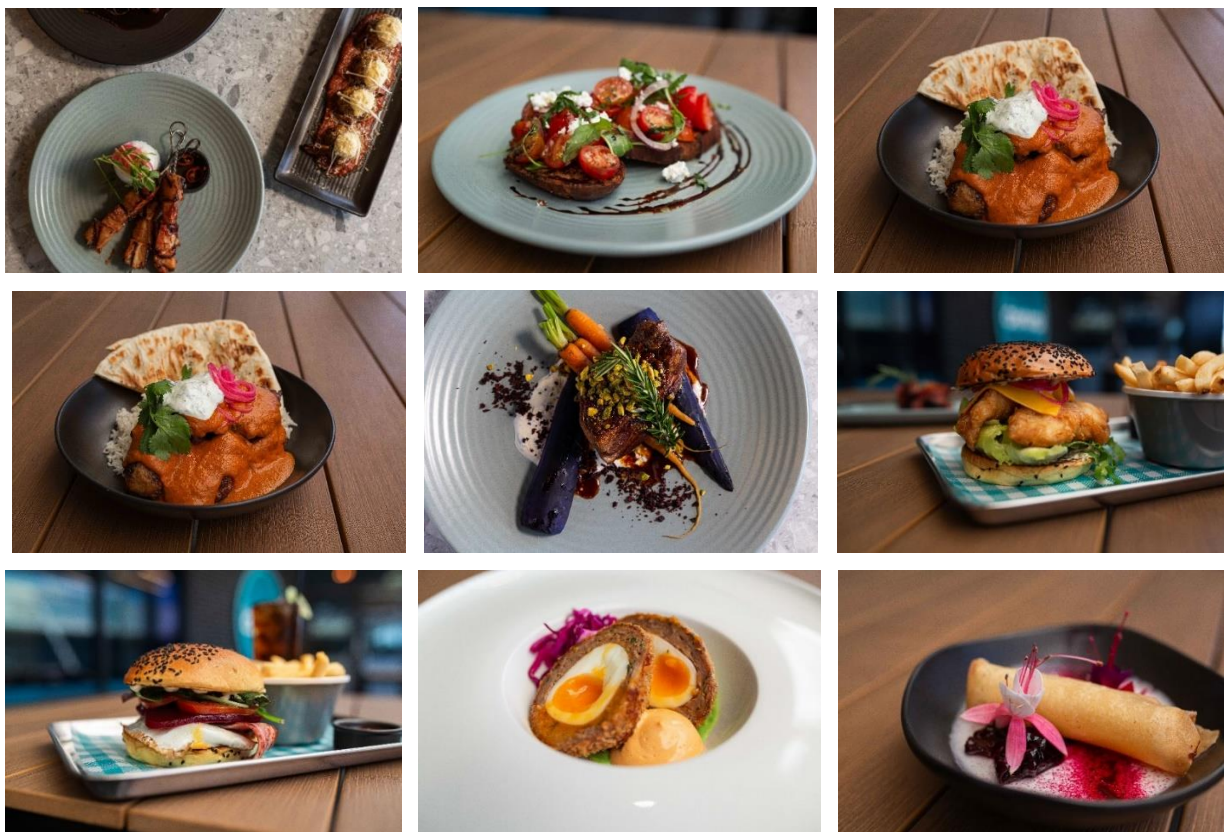
13. Should the Application be granted, the Applicant will have the flexibility to offer enhanced liquor services that will permit patrons to:
- (a) Enjoy a drink at the Venue, with or without a meal;
  - (b) Have the option to stand or sit whilst having a drink at the Venue so that:
    - (i) Patrons can enjoy having a beer standing up at the bar;
    - (ii) Patrons can purchase their own drinks at the bar and take them to their table/seating;
  - (c) Book stand-up style functions (with or without a meal);
  - (d) Function and special event guests can stand up, mingle and still enjoy a drink; and
  - (e) Enjoy a wider selection of entertainment offers (e.g. live music, themed Karaoke evenings), where patrons have the flexibility to stand-up, dance and mingle with other patrons.

### Food & Beverages

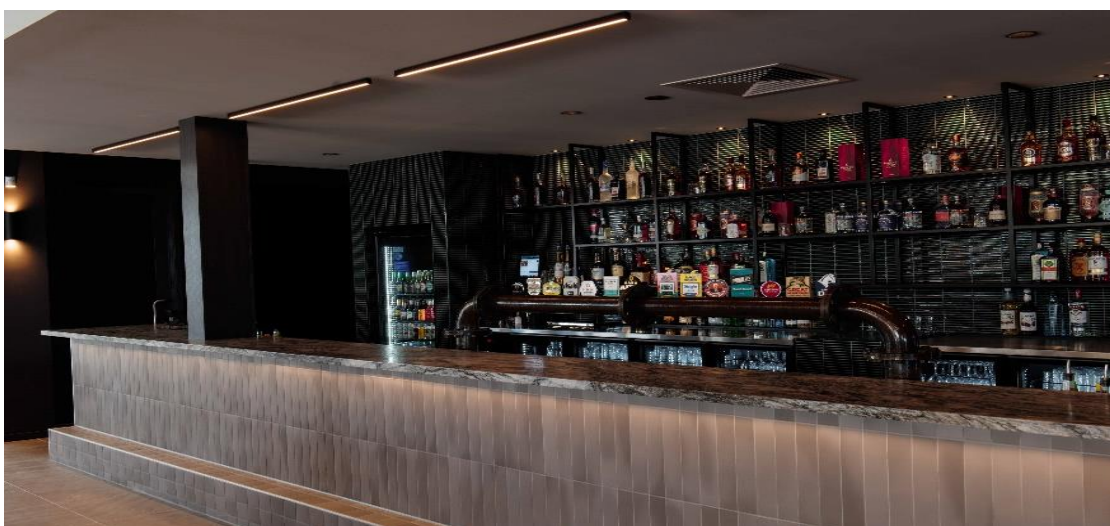


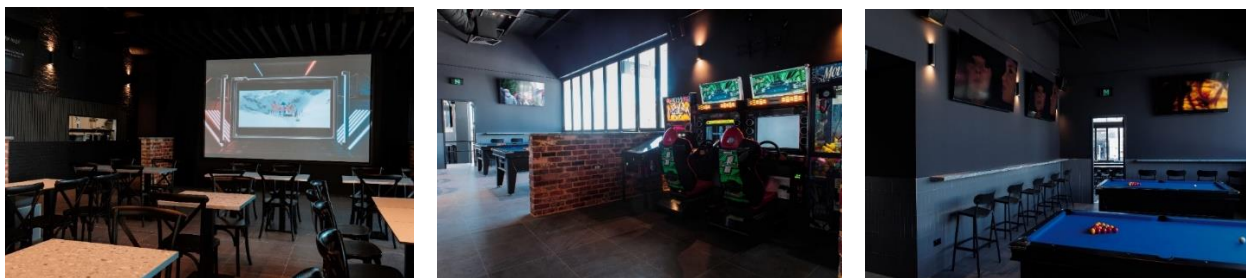


14. Annexed and marked “**Annexure D**” is a copy of the Venue’s *Food and Beverage Menu*.



15. The Venue offers a great range of snacks and delicious meals that suite all tastes and dietary requirements. The menu is also family-friendly incorporating a selection for children in their food menu.





## Entertainment

16. The Venue regularly provides a range of entertainment options for patrons to enjoy, which will continue under a Tavern (Restricted) Licence together with themed quiz nights on Saturday evenings and a weekly live music program that will run each Thursday to Sunday as follows:

- Thursday: Live Music (Rock), 8:00pm – 11:30pm;
- Friday: (Rock/DJ 80's – current), 8:00pm – 11:30pm;
- Saturday: (Rock), 8:00pm – 11:30pm; and
- Sunday: Live Acoustic Music, 1:00pm – 5:00pm in alfresco area.







17. The Applicant proposes to design an entertainment program that will appeal to a wide range of age groups and not targeted to specifically to young adults, therefore creating a welcoming environment for all members of the community.

### Functions & Special Events



18. A Tavern (Restricted) class of licence will give the Applicant the ability to offer stand-up style functions at the Venue, which will give function and event organisers greater flexibility and scope in the way their function is themed and serviced, including being given the option to decide whether they wish to include finger foods or a sit-down meal for their guests.
19. These changes in service delivery will allow the Venue to better meet the needs and budgets of function organisers who wish to book the Venue for their special event.
20. Locations to hold a licensed function within the Locality is currently limited to either The Cornerstone Ale House (Tavern) or the small selection of restaurants operating in the area.
21. The Venue's location at the Shopping Centre ensures guests are able to park nearby. In addition, for those guests who wish to have a drink, the proximity of the Butler Train



Station makes it a perfect location to hold an event, giving guests the convenience of a variety of transport modes to choose from (i.e. public transport, taxi or ride share).

### Dress Code

22. A smart, neat casual dress code requirement will continue to be applied at the Venue.

### CCTV

23. The Applicant will abide by the Licensing Authority's requirements in relation to safety and security at the Venue.

### Consumer Requirement and the Proper Development of the Liquor Industry

24. The reasonable requirements of consumers and how those needs will be met by the grant of the Application are matters relevant to general public interest considerations raised under s33 of the Act and also to the objects of the Act as stated in s.5(1)(c) and 5(2)(a).

### Consumer Requirement



25. The Applicant has gathered feedback from the local community in relation to their proposal. Annexed and marked "**Annexure E**" is a bundle of 187 *Consumer Requirement Surveys & Summary* ('the Survey'), which have been collected by the Applicant.
26. The Survey establishes that the relevant section of the public have a requirement for the Venue to operate under a Tavern (Restricted) licence and be in a position to offer the proposed enhanced level of services. The Survey reflects overwhelming support for the Application to be granted.

27. In relation to the Survey the following summary of the data is provided below:

- (a) The Venue will predominantly appeal to a more mature group of patrons aged over 25 years+., noting that over 50% of survey participants were over 40 years of age.
- (b) Approximately 92% of survey participants lived in Butler or the surrounding area and were keen to have additional services available at the Venue.
- (c) Nearly 50% of survey participants worked in or near Butler.
- (d) Approximately 84% of survey participants were existing patrons of the Venue and were therefore aware of the Venue's facilities and current services under the Existing Licence.
- (e) 93% of those surveyed were in support of the Venue operating under a Tavern (Restricted) Licence which would allow them to:
  - Stand or sit when having a drink (99%);
  - Have an drink, without the need to purchase a meal (99%);
  - Have a drink whilst enjoying entertainment (99%);
  - Be able to purchase a drink at the bar and back to their table/seating (99%);
  - Book or attend a function / special event that does not require guests to be seated at a table (97%);
  - Enjoy alfresco dining (98%)
- (f) The results of the Survey displayed overwhelming support for the Tavern (Restricted) Licence be granted to the Venue, as it would:
  - Enhance the Venue's services (98%);
  - Better meet the needs and preferences of customers (97%);
  - Improve Buttler's appeal as a place to work and live (97%);
  - Improve the Venue's appeal as a place to socialise (99%);
  - Offer licensed entertainment options (98%);
  - Improve options in the area for functions and special events (98%); and
  - Offer a Tavern with modern facilities in the area (99%).

## Shopping Centre Food & Beverage Trends

28. Entertainment, food and beverage venues are fast becoming crucial anchors for shopping centres even for local centres like Butler Central. There is a growing global trend of food and beverage tenants increasing their share of the gross lettable area in shopping centres.
29. A food and beverages trends report published in September 2018 titled "*Food & Beverage Trends Influencing Shopping Centres*", annexed and marked "**Annexure F**" ("the Shopping Centre Trends Report") stated that:

*"The retail industry across the globe, and specifically Australia, is undergoing a transformation – an adaptation to consumer behaviour and preferences, and a shift in the 'traditional' economic model of fashion retail being the primary driver to a shopping centre. With "clicks taking over from bricks", it has become essential that retail centres and mixed-use developments create a 'community vernacular' specifically for the primary trade area. This can only be done through the amalgamation of food and entertainment, and by presenting F&B experiences as an 'anchor' of the development. Creating F&B experiences (variety and offer) as a focal point of appeal will not only, inadvertently increase frequency of visit, but will also increase dwell time across the development, successfully allowing for the implementation of an evening economy."*

(Source: [m3property.com.au/publication/food-beverage-trends-influencing-shopping-centres](http://m3property.com.au/publication/food-beverage-trends-influencing-shopping-centres))

30. The suburb of Butler is defined as an important District Centre within the City (refer to Annexure A, Locality Submissions), with the main features of the District Centre designed to include retail, food and drink, offices, recreation, health and personal services, together with community infrastructure. Significantly, the Venue is located in Precinct A within Butler's District Centre, which has been planned specifically to be a dynamic urban environment that encourages a mix of activities by integrating retail, commercial, residential, hospitality and entertainment uses with easily accessible public transport facilities (i.e. Butler Train Station).
31. The Shopping Centre Trends Report highlights the importance of entertainment and leisure services as integral features in a food and beverage shopping centre experience, which allows for a combined visit. As noted in Annexure F, a combined visitor experience has now become an expectation of shopping centre customers. With the grant of the Application to the Venue, this will create a strong combination of bar, food and entertainment activities at the Shopping Centre that will form a local hospitality and entertainment destination attractor:



*“Customers now look for experiences that allow for entertainment and leisure that are aligned to F&B or adjacent to F&B to allow for ‘one’ combined visitation.”*

*“Mall developers are now creating zones and programming F&B clusters with or around entertainment (permanent and Pop Up) which allows for increase dwell time and increase in average spend of customers.”*

32. Upon the approval of the Application, the Venue will provide broadened licensed hospitality and entertainment services in a locality where there is currently very limited choice in venues where they can meet and socialise.



33. Demand for the Venue’s proposed extended services, together with local community support for the Application is reflected in the Surveys collected by the Applicant (Annexure E), which will also supports the City and the Shopping Centre’s planning objectives of creating a “Third Space” for people to come together and socialise within their local community.
34. Operating as under a Tavern (Restricted) licence, the Venue will become a major drawcard for the Shopping Centre and will support the further activation of the Locality and more specifically Precinct A, by attracting a greater number of local residents and visitors into the area and encouraging them to visit more regularly, stay longer and socialise - both during the day and also in the evenings. The increased activation created by the Venue will help to create an evening economy in the area (e.g. dining, socialising and entertainment).
35. A more recent article published by Future Food, on their website, who are global Food and Hospitality Consultants, titled “‘Local’ Food and Hospitality Influences in the Business of Food” is annexed and marked “**Annexure G**”. This recent article also discusses how hospitality venues that offer entertainment and social experiences are becoming important destination attractors, helping to increase a shopping centre or mall’s appeal and visitation.

Licensed hospitality venues can help to significantly activate an area and provide a boost to the local economy. (Source: futurefood.com.au)

36. It is submitted that when regard is had to the requirements of consumers for licensed hospitality and entertainment services, the grant of the application will advance the proper development of the liquor industry for the following reasons:



(a) **Positively Contribute the Amenity & Appeal of Precinct A and the Locality**

As outlined in Annexure F & G, modern shopping centres of any size are looking to include distinctive food and beverage offerings within their tenancies to meet the expectations of consumers and also stand out in competitive markets. Such services are seen as key elements to creating a vibrant location and enhancing the area's social appeal. Licensed venues and entertainment facilities are being strategically used to “*activate the edges*” around a shopping centre to signal vitality and encourage local community engagement over and above retail activities that are generally limited to retail day-time trading hours.

*“Experience is the overarching concept. Diverse, vibrant, exciting, connected destinations require consistent planning and experience management. An ongoing calendar of events that drives engagement cannot be underestimated in developing resilient social destinations.” (Annexure F)*

A Tavern with no packaged liquor component as proposed by the Applicant, offers increased opportunities for social gatherings, the provision of entertainment offerings and casual dining experiences which have been identified as an essential element to creating a successful and sustainable evening economy.



The Venue with its enhanced range of services, will provide a high standard of licensed hospitality services and customer experiences that will better meet the community's needs, where they can not only enjoy a meal but also socialise and be entertained.

Operating as a Tavern, the Venue will be able to better utilise their alfresco area to promote the further activation of the streetscape by increasing the social and hospitality element that will be available during and beyond the Shopping Centre's retail hours. This will add to the vibrancy of Precinct A and in particular support the development of a night- time economy in Butler's District Centre, as intended by the City and the developers of the Shopping Centre.

As mentioned in Annexure G, Millennials and Generation Z prioritise experiences over material goods, with food and beverage spending typically higher as a percentage of their income. These age groups are drawn to convenient, diverse, and immersive social and dining settings. These demographic cohorts align with the Locality's demographics particularly as the community grows.

- (b) **Enhanced Function Services:** Under a Tavern class of licence the Venue will be able to offer a greater range of function styles, which will include stand-up events and functions that do not require a meal as part of the function package.

The extension of the Venue's scope in function services will allow the Applicant to better meet the needs and expectations (including budget) of function organisers who live or operate a business in the Locality and its surrounding areas. Existing licensed function facilities within the Locality are limited. (Refer to paragraph 20 above)



- (c) **Functionality and Accessibility:** The Venue will include a spacious indoor area and alfresco designed for comfort and accessibility, making it inclusive for all, including those families with children / prams or persons' with a disability, giving these members of the community greater access to licensed hospitality services and the ability to socialise within their local area.

The Venue has easy access to well-lit car parks and on-street parking, as well as public transport facilities that ensure Precinct A is a safe and convenient location for all members of the public to visit and socialise in.

- (d) **Supporting Tourism and Economic Growth:** The Venue's enhanced presence in the Locality will contribute to the further development of tourism in the City by offering a further destination attractor for visitors to enjoy that will include bar, dining, entertainment and function services. As outlined in the City's Strategic Plan, enhancing tourism opportunities and promoting local businesses are key priorities that they wish to achieve within the Locality.

By operating as a Tavern, the Venue will be able to increase its appeal, as it will have a wider scope of services and less restrictive trading conditions. This will allow the Venue to have a much stronger engagement with the community and visitors. This will give the Applicant the opportunity to establish the Venue as a prominent destination attractor within Precinct A that will draw additional visitation to the Locality, where they can enjoy a meal, socialise and be entertained.



The Venue's broadened hospitality services will positively contribute to creating a more vibrant and engaged District Centre within Precinct A. (Refer to Locality Submissions, paragraphs 28 - 50)

37. In the present case, it is evident from the Consumer Requirement evidence provided in these submissions (Annexure E, F & G), and the Locality's demographic profile (Annexures F & G in the Locality submissions) that the Application should be granted:

- (a) The Venue will be well patronised by a wide range of consumers from the Locality and the surrounding areas.
  - (b) The Venue will be a popular attraction for local residents, workers and visitors who wish to socialise within the Butler District Centre.
  - (c) The Venue will significantly improve the local community's access to Tavern style venues, which will meet the needs of a wide range of age groups who live in the Locality and the surrounding areas.
  - (d) The Venue will enhance the amenity of the Locality and will:
    - (i) Motivate residents, workers and visitors to socialise in the Locality more often;
    - (ii) Improve the opportunities to socialise in the Locality;
    - (iii) Improve the level and standard of licensed hospitality and entertainment services available within the Locality;
    - (iv) Add to the tourist attractions and experiences that visitors can enjoy when visiting the Locality; and
    - (v) Provide modern licensed function space to hold special events and functions within the Locality.
38. It is the Applicant's intention to file further evidence in relation to the requirements of consumers, once it has been determined:
- (a) whether any objection(s) have been filed, and if so, whether the objection(s) have been accepted by the Director of Liquor Licensing ("the Director"); and
  - (b) once the Director has determined whether the matter will be determined on the papers or by way of a hearing.

#### **Section 38(4)(a) – Harm or Ill Health**

##### **At Risk Groups**

- 39. The Applicant submits that it will manage the Venue in a professional and responsible manner.
- 40. Given the location of the Venue, and the broad range of at-risk groups and communities that have been identified in The West Australian Alcohol and Drug Interagency Strategy

2018 – 2022, it is reasonable to assume that there will be persons who from time to time will attend the Venue that fall within one or more of these categories.

41. The Western Australian Alcohol and Drug Interagency Strategy 2018–2022 identifies the following “at-risk” priority groups. Based on the Applicant’s knowledge of the area and experience in the Hospitality industry, their comments concerning these “at-risk” groups with respect to the Venue are provided below:

- (a) **Children & Young People** - Based on its location, style of operations, proposed services, pricing, and the demographics of the locality, the Venue is unlikely to attract a significant number of young adults aged 18–25 years considered “at-risk.” The Venue will primarily cater to patrons attending with families or friends for meals, socialising and / or entertainment, which will be specifically tailored to appeal to broad demographic and will not focus on youth focused events or target a younger adult demographic. (Refer to paragraphs 16 and 17 in these submissions).

The Venue will continue to strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

With reference to the Locality Submissions, the median age in Butler was 32 years of age. Persons aged 15– 24 years of age living in the suburb made up only 15.5% of the population, with residents aged 25 – 54 years forming close to 44% of the resident population. (Refer to Locality Submissions, Annexure G)

In relation to Children attending the Venue, minors will not be able to attend the Venue except under the supervision of a responsible adult. As a family-friendly licensed premises, the Venue will welcome children who attend the Venue with their family for a meal or a milestone celebration (e.g. family birthday). This is likely to occur in the early hours of the evenings or for lunch, where the focus at the Venue will be on the provision of meals.

The Venue will continue to strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

Based on the Venue’s location, style of operations, pricing and proposed services, it is unlikely to attract a significant number of patrons who are from this “at risk” group.



- (b) **Aboriginal People & Communities** - Aboriginal residents in the Locality constitute a small proportion of the population (2.5%), which constitutes a small proportion of the local population. The Venue intends to be inclusive and respectful to patrons of all cultural groups that live in the Locality and surrounding areas.

Based on the Venue's location, style of operations, pricing, proposed services and the demographics of the Locality, it is unlikely to attract a significant number of Indigenous residents who are deemed "at risk".

The Venue will continue to strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

- (c) **People with Co-Occurring Problems** - The Applicant acknowledges that the consumption of alcohol may in some instances exacerbate existing symptoms for those members of the community with co-occurring mental health conditions.

Responsible Service of Alcohol and Harm Minimisation Strategies will assist the Venue's staff members to respectfully attend to the management of a person who appears to be affected by alcohol or drugs to ensure their safety and that of other patrons and staff members.

The Venue will continue to strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

Based on the Venue's location, style of operations, pricing and proposed services, it is unlikely to attract a significant number of patrons who are from this "at risk" group.

- (d) **People in Rural and Remote Areas, including Fly-In, Fly-Out (FIFO) and Drive-In, Drive-Out Workers** - This does not apply to the Venue.

- (e) **Families, including Alcohol and Drug-Using Parents & Significant Others**  
The Venue will continue to be family-focused, offering a welcoming environment where families can dine and socialise responsibly. A child-friendly menu is included in the Venue's food offer with this in mind. The Venue seeks to strengthen community engagement by encouraging positive social connections among its residents, including families.

Responsible Service of Alcohol and Harm Minimisation Strategies will assist the Venue's staff members to respectfully attend to the management of a person who

appears to be affected by alcohol or drugs to ensure their safety and that of other patrons and staff members.

The Venue will continue to strictly enforce the Responsible Service of Alcohol and will not tolerate any forms of anti-social behaviour by any patron.

Based on the Venue's location, style of operations, pricing and proposed services, it is unlikely to attract a significant number of patrons who are from this "at risk" group.

- (f) **Those Interacting with the Justice & Corrections System** - Persons from this at-risk group will not be known to the Venue's management and staff unless they become identified through exhibiting anti-social behaviour or have been banned from entering a licensed premises. The Venue will continue to strictly enforce the Responsible Service of Alcohol and Harm Minimisation strategies and will not tolerate any forms of anti-social behaviour by any patron.

Based on the Venue's location, style of operations, pricing and proposed services, it is unlikely to attract a significant number of patrons who are from this "at risk" group.

- (g) **Other Target Groups of Concern** - Other target groups of concern that were mentioned included: older adults, culturally and linguistically diverse communities, people identifying as lesbian, gay, bisexual, transgender or intersex, and homeless people. The Venue recognises the diversity that exists within the community and will continue to adopt an inclusive approach, ensuring accessibility to the Venue's services is available to seniors, the culturally and linguistically diverse (CALD) groups, and individuals identifying as LGBTQIA+.

Pricing and services have been designed to be accessible yet reflective of the Venue's high standard in food and beverage offers. These factors, combined with responsible alcohol service policies, reduce the likelihood of the Venue attracting persons at risk due to socio-economic challenges.

## Health

42. The Health Department no longer provides access to publications relating to alcohol-related harm for regions of WA on their website and therefore this data is not accessible to the Applicant.

43. As noted in Annexures F and G in the Locality Submissions (i.e. ABS Quickstats), the top 3 long-term health conditions in both the City and the suburb of Butler were mental health conditions, asthma and arthritis.
44. Approximately 63% of Butler's residents had no long-term health conditions and a similar percentage was reported for the City.

### **Crime Prevention Through Environmental Design**

45. The Location and design of the Venue is within the guidelines and principles outlined in the "Designing/Planning Guidelines".



46. The Venue:
  - (a) is located in an area that has been zoned for the proposed use and is therefore compatible with neighbouring uses. Precinct A within Butler's District Centre has been designed to have a mix of activities including retail, dining, hospitality, community services, and residential living in order to create a dynamic urban area that stimulates multi-purpose trips and extended activity periods. (Refer to Annexure A, Locality Submissions).
  - (b) has specific entry/exit locations for patrons, allowing areas to be easily monitored by staff and surveillance equipment;
  - (c) is located in a well-defined private space, well suited to meet the needs of its patrons; and
  - (d) consists of well-designed areas that will continue to be monitored by experienced approved managers and staff who will be responsible for monitoring patron behaviour and serving alcohol responsibly.
47. The Venue will play an active role in promoting an active streetscape in and around the Shopping Centre and will support the activation of Precinct A in the Butler District Centre,



which supports a number of the City's key objectives as set out in paragraphs 8 - 12 in the Locality Submissions. (Also refer to Annexure A, Locality Submissions)

48. The grant of the Application will enhance the amenity of the Locality due to the type of consumers that it will attract and the licensed hospitality and entertainment services that it will provide, all of which will encourage further activity throughout the day, on weekends and in the evenings.
49. The Applicant will maintain a strict zero tolerance policy with respect to anti- social behaviour at the Venue.

## Crime

50. *Crime Statistics for the Joondalup District* have been obtained from the WA Police website that include monthly crime statistics for 2024 – 25, along with the Monthly Crime Rates, which are annexed and marked “**Annexure H**”. WA Police no longer provide crime reporting by suburb on their website and instead present crime data for WA, Metropolitan and Regional WA for each individual police district. The Venue is in the Joondalup District.
51. Specific statistics on alcohol-related offences that have occurred in the Locality are no longer available from the WA Police, who have previously advised the Applicant's Solicitors that it is “*against WA Police policy to release detailed alcohol related offence statistics prior to the lodgement of a Liquor Licence Application*”.
52. As noted on the WA Police website, the crime statistics provided in Annexure H are reported based on the location of where the offence occurred and may be influenced by a wide range of factors that include population, infrastructure, seasonal trends and the extent to which crime is reported or detected by police. Such factors should be considered when interpreting the statistics annexed to these submissions.
53. No statistics are available in relation to alcohol-related crime.
54. Any statistic provide by WA Police should be treated with caution as statistics generally only refer to alleged offences and not convictions. In the absence of statistics in relation to the rates of conviction, it is uncertain how reliable these statistics are.
55. The Applicant submits that when regard is had to the proposed operation of the Venue, it should be considered as “low risk” for alcohol related harm.

## Anti-Social Behaviour

56. The Venue will not share the following features which are sometimes associated with other similar licenced premises' that have been associated with alcohol-related anti-social behaviour and aggression:

- (a) Unattractive, poorly furnished, poorly maintained premises give a message to patrons that the managers anticipate physical violence and associated damage to furnishings (Graham, K, Larocque, L, Yetman, R, Ross, TF and Guistre, E, (1980) "*Aggression and Bar Room Environments*" (Journal of Studies on Alcohol, 41 pp277). Aggression has been significantly correlated with poorly maintained, unclean and unattractive bar environments, Homel, R and Clark, J, 1994 "*The Prediction and Prevention of Violence in Pubs and Clubs*" (Crime Prevention Studies 3, 146), annexed and marked "**Annexure I**".

The Venue has a high-quality fit-out and will be well maintained;

- (b) Poor ventilation and smokey air, inconvenient bar access and inadequate seating, high noise levels and overcrowding (Grahame et al 1980, Homel and Clark et al). The applicant in its design of the Venue has incorporated both extensive seating, as well as easily accessible bar areas.

The Venue is non-smoking, well set out and ventilated with substantial seating;

- (c) Graham et al (1980) found that aggression was more likely in bars where there was dancing and pool playing.

There is greater aggression when bar staff are very aggressive, and do not engage in responsible serving practices (Homel and Clark, 1994, etc. al) and/or little control is exercised over patrons' behaviour. Graham et al 1980. Aggression has been found to be more likely in bars where drunkenness is frequent (Graham et al 1980, Homel and Clark 1994) and where there are discounted drinks and other drink promotions.

This is not the case at the Venue, pool tables are part of the fit-out in an easily accessible and monitored area of the premises. Patrons will have space to dance to live music, with the behaviour of all patrons monitored at all times.

- (d) The availability of food (especially full meals) has been associated with a reduced risk of aggression in bars (Graham, K (1985) "Determinants of Heavy Drinking and Drinking Problems — the Contribution of the Bar Environment"; Single and T Storm (EDS) "Public Drinking and Public Policy, Toronto Addiction Research Foundation".

A great variety of food and meal options is available at the Venue.

57. It is submitted that the Venue, with its strong food focus, planned entertainment offers and function services falls within that category of venues where the consumption of alcohol is not the primary focus for patrons.
58. Due to these features, it is submitted that the Applicant's venue is much less likely to be associated with alcohol-related violence and aggression.

#### **Section 38(4) (b) – Impact on Amenity**



BUTLER CENTRAL



EXAMPLE OF FOOD OFFER AT VENUE

59. As noted in the Amended Locality Summary (Annexure B, Locality Submissions) there are only two (2) Tavern class venues operating in the Locality. Approval of the Application will provide the Locality with much needed additional choice and variety in licensed hospitality services in the area and will give consumers an alternative location to socialise in, particularly with respect to enjoying entertainment services.
60. The Venue will continue to positively contribute to the local community's lifestyle and amenity. With increased flexibility in its trading conditions, the Venue will be an ideal setting where residents can socialise and be entertained close to home. As an already established licensed restaurant, moving to a Tavern (Restricted) licence will allow the Venue to offer a wider range of services that will further enhance the vibrancy of the area.
61. Families with prams and persons with a disability have been considered when developing the fit-out for the Venue, with easy access available to ensure all members of the community are welcome. The Venue supports the City's vision of creating accessible, community-oriented environments for all residents and visitors to enjoy.
62. Given that taverns are perceived to "add vibrancy" and make areas "more appealing and more likely to be visited" (refer to Annexures K and L in these submissions), the Venue's services and fit-out are features that are noted in the TWA's research as key drivers for

visitation, particularly for patrons aged 35–54, who are particularly drawn to tavern-style venues. Significantly, for the suburb of Butler, this section of the community makes up approximately 44% of the population. (Refer to Annexure G, Locality Submissions)

63. Both Entertainment Surveys (Annexure K & L), as well as the Consumer Requirement Surveys (Annexure E), along with Annexures J, F and G overwhelmingly reflect that the Venue will improve the amenity of the Locality and will be supported by the local community. The Venue's features and enhanced services will create a more flexible licensed setting for both everyday socialising and special gatherings to be held, strengthening the Locality's sense of community and engagement with one another.
64. The Applicant submits when considering the impact that the grant of a Tavern (Restricted) licence to the Venue will have on the amenity of the Locality, it is relevant to consider:
  - (a) The net benefits to the local community by having the Venue operate under a Tavern (Restricted) licence, which will greatly improve the amenity of the area and further motivate residents and the area's workers to socialise locally, further activating the local economy in and around the Shopping Centre.
  - (b) The immediate locale within which the Venue is situated. As discussed in the Locality Submissions, the Venue is located within Precinct A of the Butler District Centre that has planning approval for mixed uses that includes hospitality, entertainment, retail, recreation and commercial facilities. The proposed enhanced operations at the Venue is therefore compatible with other uses and a Tavern class of licence will complement the existing and future services operating within Precinct A.
  - (c) The positive impact that the Venue will have when trading as a Tavern. The Venue will add to the appeal of the Locality and act as an important destination attractor, bringing additional visitors and new business investment into the Locality.
  - (d) As a destination attractor, the Venue will contribute to the vibrancy and appeal of Precinct A in Butler's District Centre, especially in helping to establish a thriving evening economy in the area.
  - (e) The passive surveillance of the area will increase, supporting crime prevention, particularly outside of the Shopping Centre's retail trading hours.
  - (f) The additional variety, choice and standard of licensed hospitality services that will become available in the Locality, noting that residents currently only have the choice if one (1) local Tavern, while the suburb of Butler's population exceeds 13, 000 people. (Annexure G, Locality Submissions)



65. The Chamber of Commerce and Industry in their discussion paper, ("the Discussion Paper"), annexed and marked "**Annexure J**", discusses the importance of increasing the vibrancy of Perth to attract more people to visit and motivate them to stay longer.
66. It is submitted that the present application is consistent with the planning objectives of the City and WAPC, as well as the recommendations made by the Chamber of Commerce and Industry and Tourism WA ("the TWA").
67. Planning authorities have recognised the need to meet the growing demands of Perth residents and visitors. Localities across the metropolitan area need to ensure that they provide a greater variety of services to meet the needs and tastes of a wide and growing consumer base that will help to attract new residents and motivate visitation.
68. All sectors of the community seek out hospitality and entertainment services.
69. The City is committed to creating vibrant activity centres across the LGA that are intended to be community hubs where people live, work, shop and meet. The planning objectives for Precinct A meets this brief and forms part of a mixed- use urban area that is the Butler District Centre. The District Centre is intended to become a vibrant focal point for economic activity and employment that is well-connected to transport networks, giving easy access to public transport. The grant of the Application will support the City's intentions for Precinct A and the Butler District Centre as a whole.
70. The City's objectives are further supported by the findings in the TWA's Entertainment Surveys discussed in the paragraphs below. (Refer to Annexures K & L)
71. By reason of the above, the Applicant submits that the grant of the Application will positively contribute to the amenity of the Locality by:
  - (a) Encouraging more people to visit and socialise in the Locality;
  - (b) Enhancing the attractiveness and vibrancy of the Locality and the surrounding streetscape;
  - (c) Offering a safe and welcoming licensed venue for residents and visitors to visit and enjoy;
  - (d) Adding to the choice of licensed hospitality services that is available within the Locality, for the purposes of socialising, dining and entertainment;
  - (e) Providing a modern licensed function space for the local community to hold functions and special events within the Locality;

- (f) Supporting the future sustainability of local businesses trading in Precinct A and the Butler District Centre in general, by attracting increased visitation to the area.

#### Section 38(4)(ca) – Effect on tourism & community



- 72. The Application and the proposed changes to the Venue's operations will allow the Applicant to better meet the needs of the local community, which supports the City 's Tourism Strategy (Annexure E, Locality Submissions).
- 73. The Venue's expanded services under a Tavern (Restricted) licence will increase its appeal and accessibility, allowing it to become a local community hub where residents, local workers and social/sporting groups can meet, socialise and hold special events. The Venue will also become a more appealing destination attractor for those visiting the area or passing through the Locality.
- 74. Supporting consumer requirement for the Venue and its services is the TWA's publication, *Perth Entertainment Precincts Report* ("the Entertainment Survey"). Extracts of the Entertainment Survey relevant to the Application are annexed and marked "**Annexure K**".
- 75. Although the Locality is not an Entertainment Precinct, the research undertaken in the Entertainment Survey and its key findings provides a useful insight into what are the strongest drivers that consumers generally take into consideration when choosing a licensed venue. These are (at page 24):
  - (a) Value for money;
  - (b) Safety;

- (c) Atmosphere;
  - (d) Availability of food;
  - (e) Good reviews/popularity; and
  - (f) Liquor Services.
76. A final entertainment precincts report was published by the TWA in 2022, extracts of *Perth Entertainment Precincts Research 2022 / Final Report* (“the Final Entertainment Survey”) are annexed and marked “**Annexure L**”, which offers further insights into what consumers value when going out to dine and socialise.
  77. Annexure L highlights that vibrant and diverse licensed venues encourage visitation and enhance customer experiences. Tavern venues are perceived to add vibrancy to an area and make it more appealing and likely to be visited. (Refer to pages 94, 104).
  78. TWA research identified that tavern-style venues were one of the most visited types of venues across all age groups. Taverns are valued for their atmosphere, provision of food and liquor services, live entertainment, and their ability to host special events (Annexure K, page 24; Annexure L, pages 90, 94, 104)
  79. Therefore, the Applicant submits that expanding the Venue’s licensed hospitality services will increase its appeal and allow it to better meet the consumer requirements of the community, as indicated in Annexure E – G, I - K and L in these submissions with respect to both the local community and visitors. Enhancing the Venue as a local destination attractor will in turn lead to added visitation within the Locality and motivate further spending within the local economy. This aligns with the City’s planning objectives outlined in the Locality Submissions (Annexures A – E) and catering to the consumer requirements of Butler’s significant resident population of over 13,000 people.
  80. The Entertainment Survey found that participants across all age groups are attracted to Tavern-style venues. Significantly, 43% of those aged 35–54 years, and 30% of those aged 55+ years indicated their preference was to socialise in a Tavern environment. (Annexure K, pages 85, 86). This research of consumer profiles correlates with Butler’s residential population, which has a median age of 32 years. Annexure K reflects the importance of the Locality offering greater choice in licensed venues that can offer a combination of bar, dining and entertainment services in a safe and welcoming setting.

81. Butler's demographics also reveals that over 34% of family groups are couples without children, while 21.6% of households are lone-person households. Both these sectors of the community are likely to seek out social opportunities outside of the home, making the Tavern format well-suited to also meet their needs. (Annexure G, Locality Submissions)
82. Both Annexure K and L identified a number of key factors that are drivers in influencing a consumer's venue selection. The factors that were highly valued and considered by consumers included:
- (a) Safety;
  - (b) Atmosphere;
  - (c) Availability of food and liquor Services;
  - (d) Good reviews / popularity;
  - (e) Opening hours; and
  - (f) Live music or other live entertainment.
83. It is relevant to also highlight for the purposes of this Application that in the Final Entertainment Survey (Annexure L), it was identified that although each of the major entertainment precincts in Perth were 'known' for offering different activities, special events was one of the key drawcards that motivated the public to visit all precincts. (refer to Annexure L page 36). The City also recognised as part of its Strategic Planning (Annexures D & E in the Locality Submissions) that holding increased events within the City would:
- (a) Add to a locality's appeal,
  - (b) Increase the liveability of an area;
  - (c) Increased social experiences would add to an increase in visitor numbers; and
  - (d) Further activate an area and make it more vibrant.
84. The Applicant submits that the proposed operations at the Venue will meet all of the above requirements when operating under a Tavern (Restricted) licence. (Refer to Annexure K, page 24, Annexure L, page 90 & 104)
85. In summary, the grant of the Application to the Venue will elevate both the amenity and tourism potential of the Locality, creating a versatile licensed premises that fosters a lively, community-centred atmosphere while also promoting Butler's District Centre as a key social and tourism destination in the outer northern suburbs of Perth.



## Community



86. At present the options to socialise in a Tavern style venue in the Locality is limited to only The Cornerstone Ale House, which is not located in Butler's District Centre. (Refer to Annexure B in the Locality Submissions),
87. This gap in licensed Tavern class hospitality services is also reflected in the feedback received in the Surveys (Annexure E) that the Applicant has gathered from the general public and existing patrons.
88. The grant of the Application to the Venue will add to the choice and variety of licensed hospitality and entertainment services that is available in the Locality and will improve the amenity of Precinct A in Butler's District Centre by establishing a modern, upmarket Tavern for the public to enjoy.
89. The Venue will offer residents a social community hub where they can come together and socialise, close to home. This will motivate residents to socialise in their local area, further activating the Locality and improving Butler's appeal as a place to live, work and play.
90. The increased appeal and activity in the District Centre will help to support the local economy and is likely to motivate other businesses to invest in the area.

### ***Section 38(4)(c) - Offence, Annoyance, disturbance and inconvenience***

91. It is submitted that the grant of the Application will not cause offence, annoyance, disturbance and/or inconvenience to residents, business owners or persons passing through the Locality, taking into consideration that the Venue is located in a mixed-use area

at the Shopping Centre where there is a variety of well-established retail and commercial businesses, and a considerable amount of parking is available.

92. The Venue already provides liquor services under the Existing Licence, which requires table service and patrons to be seated at a table in order to enjoy an alcoholic beverage.
93. The Venue is located in a mixed- use area that does not have residential neighbours in its immediate surrounds as shown in the Site Plan (Annexure C). The Applicant has never received any complaints from its neighbours in relation to the Venue's operations, or the behaviour of its patrons.
94. The Venue and its staff will continue to take all reasonable steps to control the behavior of patrons whilst at the Venue and as they enter and leave the Venue.
95. The Applicant will ensure that high standards of service are maintained, as well as harm minimisation strategies. The responsible service of alcohol to its patrons will be strictly maintained and enforced by the Venue's management and staff.
96. By reason of all of the foregoing, the Applicant does not foresee that any significant offence, annoyance, disturbance, or inconvenience will be caused by the granting of the Application.

## **Conclusion**

97. The Applicant submits that it is in the public interest for the Application to be granted as:
  - (a) Approval will not result in harm or ill-health due to the consumption of liquor;
  - (b) The Venue trading under a Tavern (Restricted) Licence would better meet the reasonable requirements of consumers for combined bar, dining, entertainment and function services in safe and friendly casual setting.
  - (c) The Venue will enhance local tourism and employment opportunities, supporting community engagement and economic vitality.
  - (d) Approval of the Application will increase the choice and variety of licensed hospitality services and facilities that are available for the community and visitors to enjoy with the Locality;
  - (e) Approval of the Application will increase the choice in licensed function facilities that are available to hold functions and special events within the Locality;
  - (f) Approval of the Application will not result in any significant antisocial behaviour, noise or disturbance. The Venue will provide a safe, family-friendly and modern licensed premises that will appeal to a wide range of age groups that live and/or, work in the

community, as well as meet the requirements of day-trippers and tourists visiting the Locality;

- (g) The Application supports the visions of the relevant planning authorities for the Locality and the City's planning objectives for Butler and the City generally; and
- (h) A grant of a Tavern (Restricted) licence to the Venue will further advance the City's objectives to foster a sense of community in the Locality and establish a further destination attractor within the Butler District Centre that will positively contribute to improving the amenity of the Locality and support economic growth.

98. In all the circumstances, the Application should be granted.



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**FRASER & ASSOCIATES LAWYERS**  
**Solicitors for the Applicant**

IN THE LIQUOR LICENSING DIVISION OF WESTERN AUSTRALIA

THE MATTER OF AN APPLICATION BY **BOULDER DASH ENTERTAINMENT GROUP PTY LTD** FOR A TAVERN (RESTRICTED) LICENCE FOR PREMISES KNOWN AS **THE CENTRAL AT BUTLER** SITUATED AT **SHOP 25 & 26, BUTLER CENTRAL, CNR EXMOUTH DRIVE & CLAYTON STREET, BUTLER**

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**AMENDED LOCALITY SUBMISSIONS**

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Date of Document:        The        22nd        day of        April        2025

Filed on behalf of:        The Applicant

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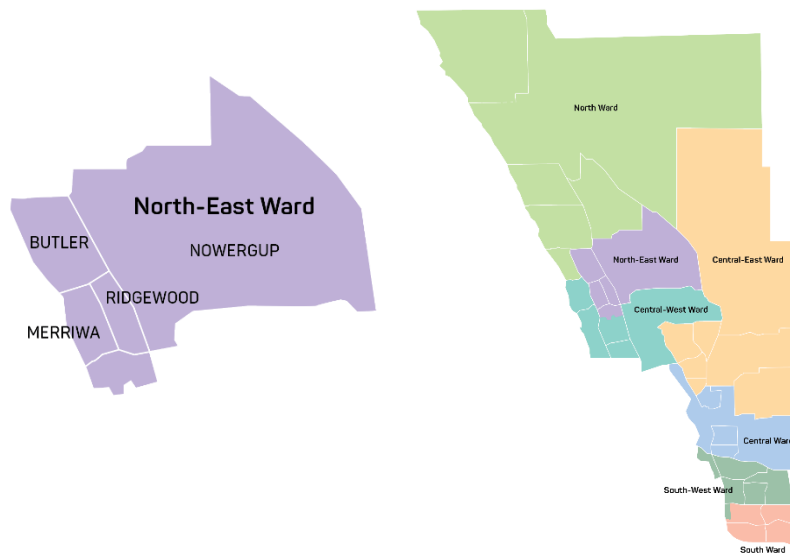
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1. The Applicant has filed an application for a Tavern (Restricted) Licence for premises known as The Central Butler, located at Shop 25 & 26, Butler Central, Cnr Exmouth Drive & Clayton Street, Butler ("the Venue").



2. The Venue is located in the suburb of Butler, which is part of the local government area ("LGA") that forms the City of Wanneroo ("the City").



**FIGURE 1– NORTH-EAST WARD, WITHIN CITY OF WANNEROO**

(Source: <https://www.wanneroo.wa.gov.au/downloads/20212/wards>)

### Butler

3. Butler is an outer suburb of Perth, approximately 41 kilometres north of Perth's CBD. The majority of the suburb is made up of the Brighton Estate, a large commercial and residential development by Satterley. It is located 2kms from the Indian Ocean.
4. The suburb is surrounded by Jindalee and Quinns Rocks to the west, across Marmion Avenue, Merriwa and Ridgewood to the South, to the north Alkimos and in the East the rural locality of Nowergup.
5. Butler was established by the Department of Planning as a "District Centre" in their Directions 2031 urban expansion plan, highlighting it as a centre for commercial activity and public services, secondary to the nearby town centres of Clarkson and Alkimos.
6. District Centres are part of the State Planning Policy 4.2, which focuses on the planning and development of activity centres across Western Australia, with the intention to create sustainable development by providing reasonable access to goods, services, and employment.
7. District Centres are a focal point for economic activity and employment and are designed to be mixed-use urban areas that are community hubs where people live, work, shop, and meet. They are often developed around traditional "main street" principles, aimed at

creating vibrant public spaces that are pedestrian friendly. They're usually well-connected to transport networks, with a focus on public transport.

### Butler District Centre

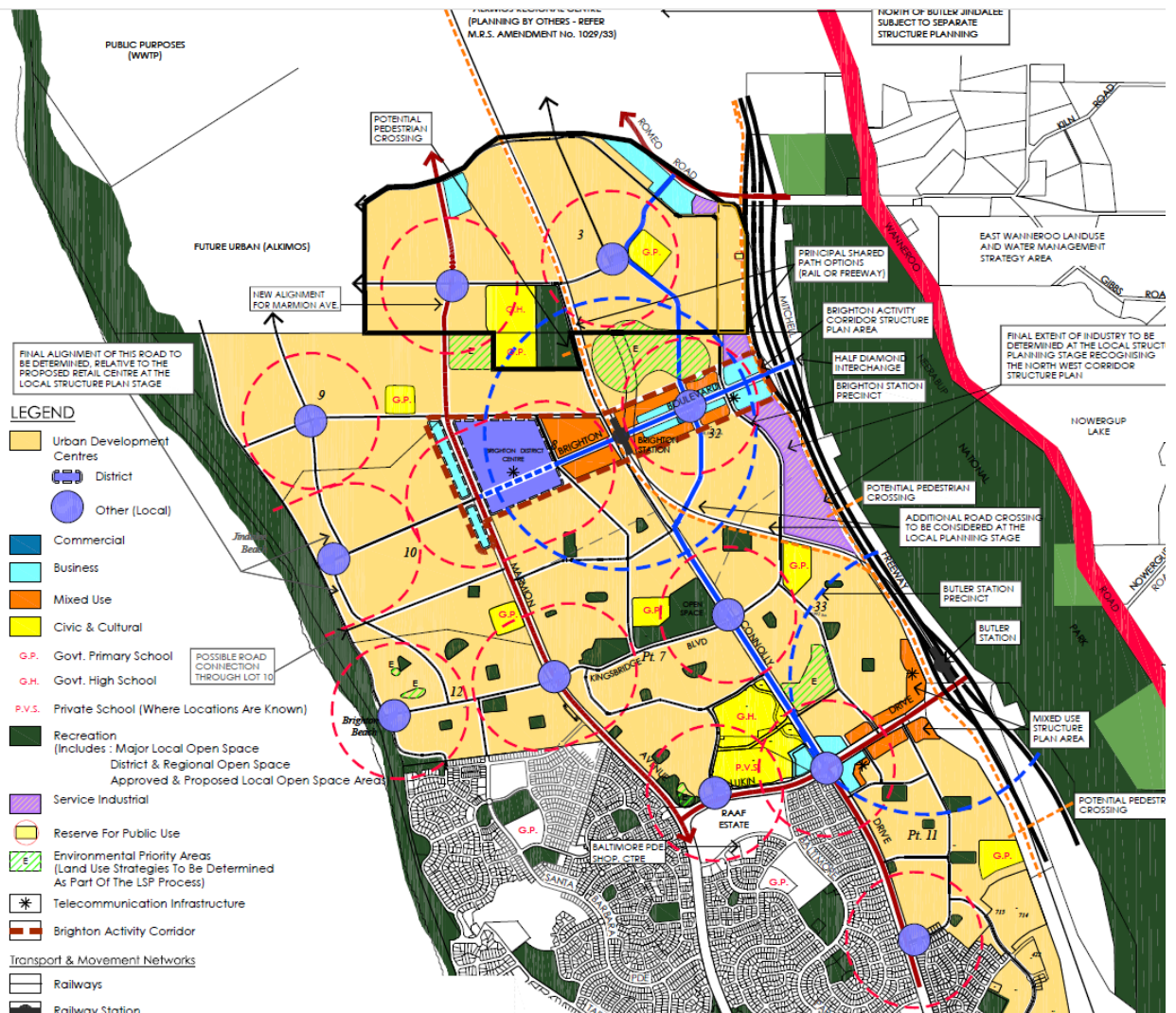


8. Annexed and marked “**Annexure A**” are extracts from the *Butler District Centre Activity Centre Structure Plan* (Part Two) (“The Plan”). The Plan outlines the planning strategies for the Butler District Centre, which is a 1km mixed used corridor that extends along Butler Boulevard from Marmion Avenue to the Mitchell Freeway. The Butler Train Station is central within the corridor and is situated adjacent to the Butler Central, the local shopping centre (“the Shopping Centre”), where the Venue operates from and is described in the Plan as “Precinct A”.
9. The key objectives of Precinct A are:
  - (a) Promote high-intensity developments that integrate retail, commercial, residential, hospitality and entertainment uses, creating a dynamic urban environment.
  - (b) Establish a pedestrian-oriented "main street" that encourages walkability and supports active public spaces.
  - (c) Leverage proximity to the Butler Train Station to integrate public transport with land use, reducing car dependency and fostering sustainable urban living.
  - (d) Encourage a mix of activities such as retail, dining, hospitality, community services, and residential living to stimulate multi-purpose trips and extended activity periods.
  - (e) Prioritise high-quality public spaces, streetscapes, and landscape elements that enhance user experience and connectivity within the District.
10. With the key objectives noted above in mind, the essential elements of Precinct A relevant to the Application are:
  - (a) Main Street Design - A central thoroughfare that supports pedestrian activities with active street frontages and public interaction points.

- (b) Town Square - A key public space envisioned as a focal point for community activities, events, and social interactions.
- (c) Built Form Guidelines - Buildings with active edges, appropriate setbacks, and design articulation to encourage a vibrant and attractive streetscape.
- (d) Transport Integration - Direct access to the Butler Station and associated park-and-ride facilities, ensuring seamless connectivity between public transport and precinct activities.



11. The application for a Tavern Restricted Licence for the Central at Butler aligns with the Butler District Centre Plan's vision by supporting its key objectives. Licensed hospitality services, such as a tavern, will:
  - (a) Enhance Social Activity: Provide a venue for community gatherings and leisure activities, contributing to the precinct's vibrancy and appeal.
  - (b) Support Multi-Use Objectives: Encourage diverse uses that activate the precinct beyond regular business hours, aligning with the goal of a mixed-use, pedestrian-friendly environment.
  - (c) Complement Public Spaces: Serve as a key anchor to the "main street" and "town square," attracting patrons and fostering an active streetscape.
  - (d) The Venue's proximity to Butler Station will facilitate access for visitors, reducing car dependency and encouraging sustainable travel modes.
  - (e) Contribute to local employment opportunities and support the precinct's evolution into a regional hub for business and leisure.
12. It is submitted that the grant of the Application will directly support the objectives of the Plan, particularly for Precinct A, by fostering a dynamic and well-integrated urban core.



**FIGURE 2 - BUTLER – JINDALEE AGREED DISTRICT STRUCTURE PLAN**  
(Source: [wanneroo.wa.gov.au](http://wanneroo.wa.gov.au): Butler-Jindalee, Agreed District Structure Plan No. 39)

### Butler Central

13. The Venue is located at Butler Central, on the corner of Exmouth Drive and Butler Boulevard (“the Shopping Centre”) which was built on 2017. The anchor tenant is Woolworths with a number of mini majors including The Reject Shop, Best & Less, Priceline and BWS. It has an internal mall and an outdoor dining precinct with alfresco seating.

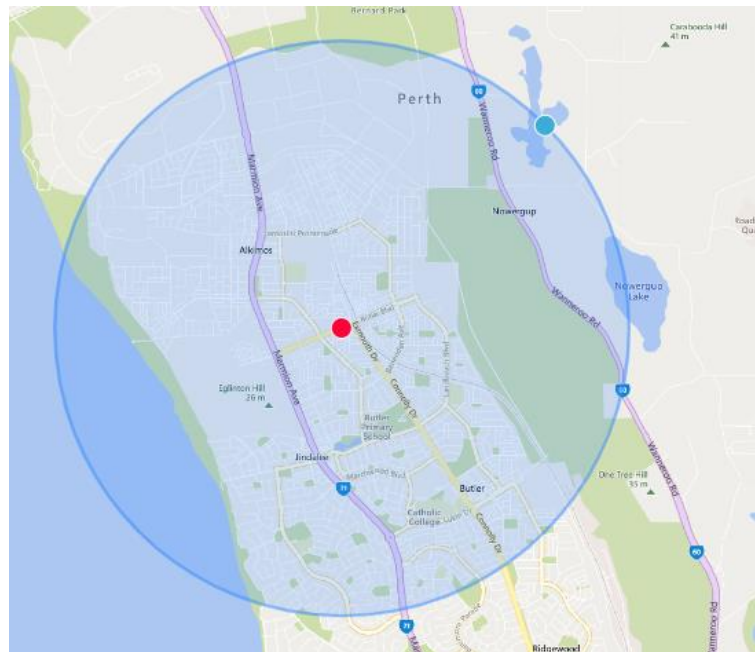




14. The Shopping Centre is easily accessible and has over 430 car parking bays for those travelling to the site by car. The Butler Train Station is conveniently located across from the Shopping Centre for those travelling via public transport (bus and trains leave from the Station on a regular basis). (Also refer to paragraph 19 below).

### Locality

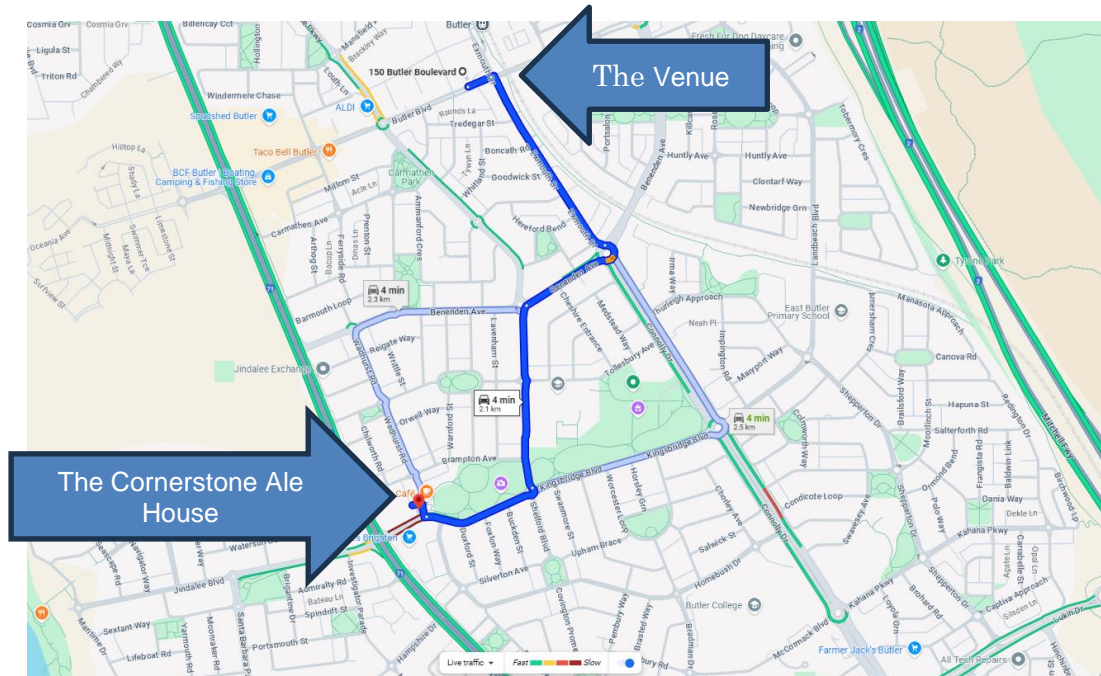
15. A 3km radius defines the Locality. The suburbs that form part of the Locality (in full or in part\*) include:
- (a) Butler;
  - (b) Alkimos;
  - (c) Nowaregup;
  - (d) Jindalee.



**FIGURE 3 - LOCALITY MAP**  
(Source: <https://www.calcmaps.com/map-radius>)

16. Annexed and marked “**Annexure B**” is an Amended *Locality Summary* which lists only two (2) similar existing class licensed premises that trades in the Locality, namely the Cornerstone Ale House, situated at the corner of Kingsbridge Boulevard & Wadhurst Road, Butler, which is over 2kms from the Venue and The Beach House, which is located in Jindalee and is approximately 2.6kms away. The Cornerstone Ale House trades under a Tavern licence and offers a bar, bistro, with daily specials and bottleshop. Live music and Karaoke are offered on Friday and Saturday nights. The Beach House is located across Marmion Avenue on the Eden Beach Foreshore and is food focused, offering a

number of specials across the week and by way of entertainment a Sunday session with DJ from 4:00pm on a Sunday afternoon and live acoustics on a Friday afternoon at The Cubby House Parkside Pop-Up Bar from 5:00pm – 7.30pm, alongside a happy hour from 5:00pm – 6:00pm during the months of December to the end of April.



**FIGURE 4 - LOCATION OF CLOSEST EXISTING TAVERN TO THE VENUE**  
(Source: google.com/maps)

17. It is submitted that Precinct A and the surrounding area within the Locality will be most likely area to be affected by the application due to the Venue's location at the Shopping Centre. The area surrounding the Venue has its own special features as it is situated within a District Centre.
18. Butler's District Centre continues to grow with an increasing number of businesses and services being established in the area. The primary functions and features of Butler as a District Centre and within Precinct A should be taken into consideration when determining this application.

## Public Transport



**BUTLER TRAIN STATION**

19. Butler Train Station serves as a hub for several Transperth bus routes that connect to various areas within the City of Wanneroo. These routes facilitate access to suburbs such as Clarkson, Alkimos, Yanchep, and Two Rocks. The primary bus routes operating from Butler Station include:
- **Route 480:** Connects Butler Station to Clarkson Station, serving areas along Marmion Avenue and Ridgewood.
  - **Route 481:** Runs between Butler Station and Clarkson Station, passing through Jindalee and Quinns Rocks.
  - **Route 482:** Operates from Butler Station to Clarkson Station, servicing Jindalee and parts of Butler.
  - **Route 483:** Links Butler Station to Clarkson Station, covering areas within Butler, including Camborne Parkway and Kingsbridge Boulevard.
  - **Route 484:** Connects Butler Station to Clarkson Station, serving Landbeach Boulevard and Shepperton Drive in Butler.
  - **Route 486:** Runs from Butler Station to Alkimos Station, passing through Alkimos and parts of Butler.
  - **Route 487:** Operates between Butler Station and Alkimos (Trinity Estate), serving Mansfield Avenue and Camborne Parkway.
  - **Route 488:** Links Butler Station to Alkimos (Trinity Estate), covering Butler Boulevard and Benenden Avenue.
  - **Route 490:** Connects Butler Station to Two Rocks Shopping Centre, servicing Yanchep and Two Rocks.
  - **Route 491:** Runs from Butler Station to Yanchep, passing through Yanchep Beach Road and surrounding areas.
20. These bus routes provide comprehensive coverage throughout the suburb of Butler and its surrounding suburbs from Clarkson to Two Rocks. ensuring local residents have access to public transport for their daily commutes and other travel needs.



21. Patrons will also have taxi and ride share services readily available in the area.

## Local Government Authority

22. For the purpose of section 69 of the Act, the City is the local government authority that may lodge a notice of intervention.

## City of Wanneroo

23. The City of Wanneroo is located approximately 12km at its nearest point to Perth's CBD, 62 kms at its most northern point and spans over 684km<sup>2</sup>. It includes 36 suburbs, ranging from Two Rocks in the north to Girrawheen in the south. These suburbs are:

Alexander Heights, Alkimos, Ashby, Banksia Grove, Butler, Carabooda, Carramar, Clarkson, Darch, Eglinton, Girrawheen, Gnangara, Hocking, Jandabup, Jindalee, Koondoola, Landsdale, Madeley, Marangaroo, Mariginiup, Merriwa, Mindarie, Neerabup, Nowergup, Pearsall, Pinjar, Quinns Rocks, Ridgewood, Sinagra, Tamala Park, Tapping, Two Rocks, Wangara, Wanneroo, Woodvale (part) and Yanchep.

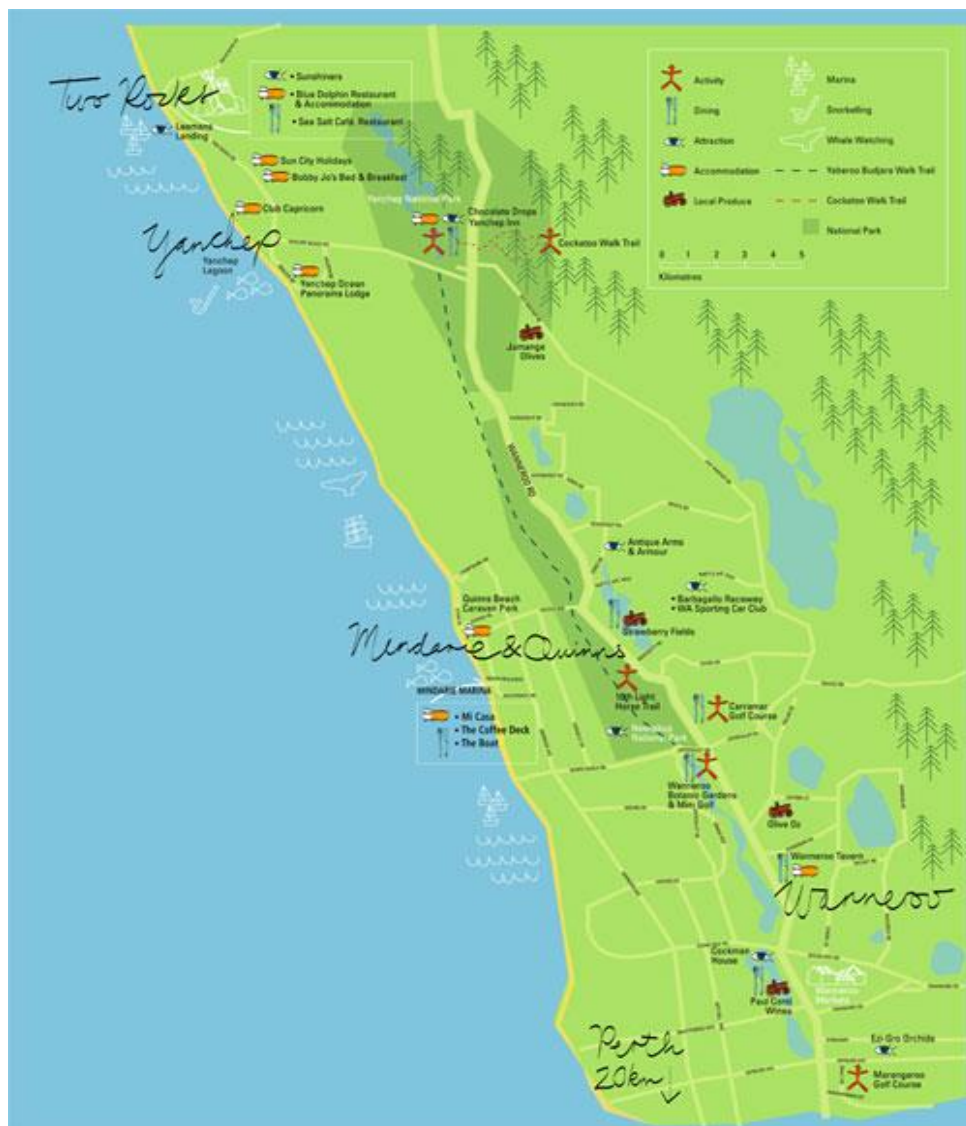


FIGURE 5 - CITY OF WANNEROO ATTRACTIONS



24. The City is bounded by the Shire of Gingin in the north, the Shire of Chittering and the City of Swan in the east and the City of Stirling and City of Joondalup in the south. The Indian Ocean is to the west, with 32kms of stunning coastline contained within the City's boundary.
25. Significantly, the City is one of the largest and fastest growing LGA's in Australia, situated on the north-eastern fringe of the Perth metropolitan area covering an area of 685 sqm.



26. The City is characterised by a wide range of urban, rural and industrial land uses as well as significant areas of the coast, natural bushland and state forest. The Venue is within close to proximity to the following local attractions by car:
  - (a) Yanchep National Park
  - (b) Yanchep Lagoon
  - (c) Alkimos Beach
  - (d) Eden Beach
  - (e) Jindee Beach
  - (f) Jindalee Beach
27. In the post-war years, significant development has occurred in the City, which was supported by the State Government's Corridor Plan in 1970 and the northern spread of development from Perth. The population more than trebled between 1991 and 2011, rising from 45,000 in 1991 to 149,000 in 2011. The City remains one of the fastest growing local government authorities in the nation.



28. As noted in the City's *Strategic Community Plan 2021 – 2031* ("the Strategic Plan"), extract of which are annexed and marked "**Annexure C**", the City's vision is:

*"A welcoming community, connected through local opportunities."* (Page 8)

29. The City's vision evolved from the community feedback gathered as part of its consultation process to develop the Strategic Plan. This process revealed that the community aspired the City to be *"a place that is welcoming to all people, and provide the necessary connections for those people to live, work and participate locally, ultimately to help build a wider sense of belonging in the area."* The Venue supports the City's vision by providing a safe and welcoming environment where local residents can come together and socialise and foster friendships. (Page 8)

30. The City has defined its purpose as:

*"To create a strong community with local opportunities to participate, be active, feel secure, contribute and belong."* (Page 8)

31. The City's vision for a welcoming and connected community is based on extensive community feedback, as reflected in the Strategic Plan, which aspires to create a sense of belonging and provide opportunities for participation, economic growth, and cultural enrichment. The Venue with a Tavern (Restricted) licence, strongly supports the City's vision and strategic goals through its contributions to social, cultural, and economic development.

### **Alignment with the City's Vision, Strategic Goals & Priorities**

32. The Venue's focus on hospitality and entertainment services for residents, workers and visitors to enjoy aligns with the City's vision of fostering a welcoming, inclusive, and connected local environment.
33. By providing a safe and vibrant space where residents and visitors can socialise and enjoy quality meals and entertainment the Venue contributes directly to the City's overarching goal of building strong local connections and enhancing the sense of belonging.
34. The proposal for the Venue to operate under a Tavern (Restricted) Licence aligns with the Strategic Plan as follows:

**(a) Goal 2: A City That Celebrates Rich Cultural Histories, Where People Can Visit And Enjoy Unique Experiences**

**Priority 2.3 - Tourism Opportunities and Visitor Experiences:**

- The Venue will serve as a unique attraction within the Locality offering a high-quality dining experience, live entertainment and function space in a relaxed setting, enhancing the hospitality offerings in the area.
- Operating as a Tavern with onsite consumption only, the Venue will attract both residents and visitors, positioning the Butler as destination attraction for visitors to the area and encouraging further exploration of local attractions.

**(b) Goal 3: A Vibrant, Innovative City with Local Opportunities for Work, Business, and Investment**

**Priority 3.1 - Strong and Diverse Local Economy:**

- The Venue will contribute to economic resilience by expanding the variety of local businesses and creating opportunities for collaboration with food producers and artisans, embedding itself in the local economy.

**Priority 3.2 - Attract and Support New and Existing Businesses:**

- The Venue's presence will attract not only customers but also additional businesses, such as suppliers and distributors, fostering further growth in the district and generating economic activity.

**Priority 3.3 - Plan, Develop, and Activate Employment Locations:**

- The Venue will activate a key employment hub in the Locality, creating job opportunities in hospitality.

**Priority 3.4 - Develop Local Jobs and Skills:**

- By offering training and employment opportunities, the Venue will help local residents gain new skills in hospitality, and management, contributing to workforce development and career growth.

### Priority 3.5 - Opportunities for Investment:

- The Venue's ongoing success will inspire further investments in Butler's District Centre, enhancing its appeal to investors and encouraging additional development of local infrastructure and businesses.

(Refer to pages 22 – 25)

35. The extension of the Venue's services via the approval of the Tavern (Restricted) licence will add much needed choice in licensed venues within the Locality.
36. The Venue's range of services and community focus, aligns closely with the City's strategic goals by enhancing local tourism, strengthening the economy, creating job opportunities and promoting community engagement. The ongoing success of the Venue will support existing businesses in the area and will motivate further development of Butler District Centre as a vibrant, inclusive, and economically resilient urban hub.

### Tourism



37. Annexed and marked “**Annexure D**” are extracts from the City's most current *Tourism Strategy and Supporting Actions, 2011 – 2017* (“the Tourism Strategy”), which identifies key opportunities to grow its tourism sector by enhancing the local product, improving event tourism, and promoting partnerships.
38. The Tourism Strategy emphasises the importance of developing varied tourism products and experiences across the City to enhance its economic impact. Further expanding the Venue's services will give the Applicant greater flexibility to create opportunities to hold special events and offer entertainment that will appeal to local residents and visitors to the area. The grant of the Application aligns with the City's Tourism Strategy, which aims to support the development of vibrant and appealing destination attractions within the area that will both promote Butler as a District Centre and economic growth. (Page 5)

39. According to the Tourism Strategy, day visitors and event attendees are key target markets for Wanneroo. As a destination attractor for licensed hospitality services, the Venue's wider scope for trade and service will contribute to the overall experience of these visitors encourage longer stays within the region (Page 10)
40. A key objective of the Tourism Strategy is to raise awareness of Wanneroo's attractions and improve the visitor experience. The Venue trading as a Tavern, can contribute to this goal by offering high-quality services and enhancing the hospitality offering in Butler, improving the overall appeal of the area. (Page 9)
41. The Venue aims to strengthen its appeal as a community hub and social meeting space, which support the City's objectives for increased community and stakeholder engagement in the tourism sector.
42. The Key Findings from the Tourism Strategy that the City identified required addressing were:
- **Low awareness** - Wanneroo is currently perceived more as a rural or bush destination with limited recognition for other attractions.
  - **Event-driven tourism** - Attending events is a major reason for visits, showing potential for venues that can host or complement special events.
  - **Opportunities for growth** - There is an identified need to expand tourism, especially in the coastal areas and by improving signage and event promotion.
  - **Limitations** - The lack of accommodation options and a more diverse tourism product has constrained visitor numbers.

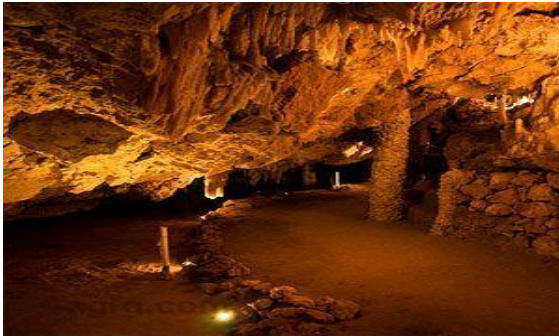
(Pages 3 – 4, 6 -7)

43. Key target markets that the Venue will target that were established during the City's consultation process were:
- (a) **Visiting Friends and Relatives:** People hosting or visiting friends and family are a significant market and is particularly relevant for the suburb of Butler where there a significant number of residents that were born overseas:
- England (16.8%);
  - New Zealand (5.5%); and
  - South Africa (4.0%).

(Refer to Annexure G - Quickstats Butler)

- (b) **Indian Ocean Drive travellers:** Those driving north or south on the Indian Ocean Drive (e.g. visits to Yanchep National Park) are a prime group who may seek out dining services during their trip.
- (c) **Day-trippers and event attendees:** These are key demographics for local businesses, especially when they align with events and attractions within the area.

(Page 10)



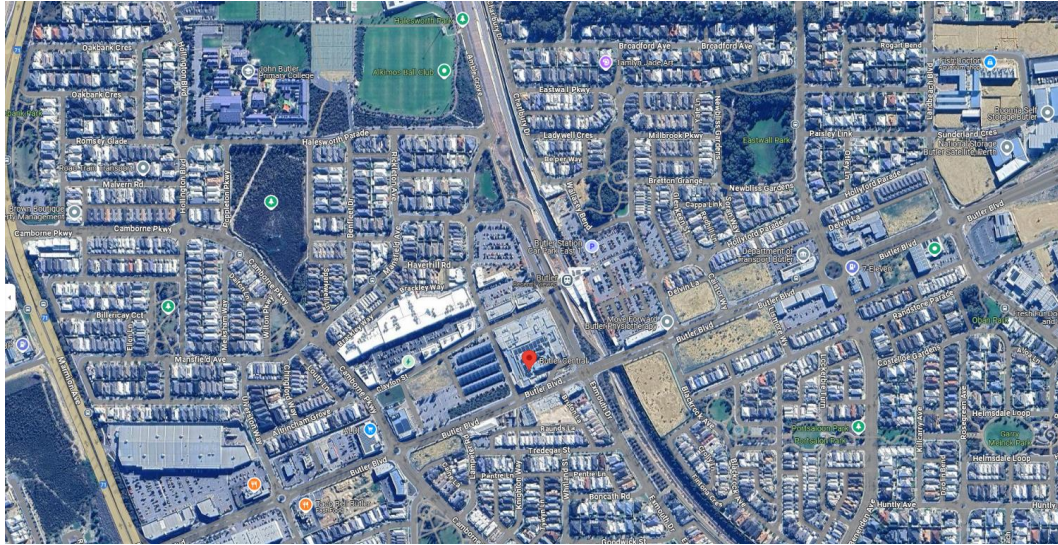
44. The desired outcomes of the Tourism Strategy, which the grant of the Application will support are:
- (a) Grow the tourism product and diversify offerings.
  - (b) Promote partnership opportunities between local businesses and stakeholders.
  - (c) Increase awareness of tourism's role in the local economy.
  - (d) Raise awareness of Wanneroo's attractions in key markets.

(Pages 9, 13 - 15)

45. Approval of the Application and the extension of the Venue's liquor services will support the City's outcomes by providing further hospitality and tourism product in the Locality, which will in turn will increase the City's tourism profile and its attractions that visitors can experience.
46. The Venue's operations as a Tavern will help to support Butler as an emerging District Centre, with the intention that it becomes known as a diverse and vibrant destination, enhancing both local engagement and visitor appeal.



## Economic Profile



47. Annexed and marked “**Annexure E**” is a copy of the City’s *Economic Development Strategy, 2022 – 2032* (“the Economic Strategy”).
48. The City of Wanneroo is one of the fastest-growing Local Government Areas (LGAs) in Australia. Its population has increased from 84,323 in 2001 to 215,878 in 2021 and is forecast to reach 370,273 by 2041. This rapid growth presents substantial opportunities for economic development, particularly in vibrant relatively new urban centres like Butler. (Page 8)
49. The Economic Strategy outlines a number of strategic focus areas for sustainable and inclusive growth. Key areas of focus with respect to the City’s economic goals that are relevant to this application include:
  - (a) **Job Creation and Diversity**  
 The City aims to address its lag in local job creation relative to population growth by enabling diverse and high-quality employment opportunities across various sectors. A Tavern (Restricted) licence aligns with this goal by fostering direct and indirect job opportunities in hospitality, management, and event/function services. (Pages 10, 14–15)
  - (b) **Sustainable Economic Growth**  
 The Economic Strategy prioritises long-term economic growth while balancing environmental sustainability. The Venue is already operating as a successful licensed restaurant and is applying for a Tavern Restricted licence to support its long-term viability by aiming to gain greater flexibility in how it trades and the services that it can offer patrons. The Venue also integrates local produce as much as possible into its menus which promotes local supply chains within the City, helping to reduce economic leakage. (Pages 14–15, 25)

(c) **Tourism Development**

The "Discover Wanneroo" brand seeks to establish the City as a leading tourism destination. A Tavern operating in the Butler District Centre at the Shopping Centre will add to the onsite licensed hospitality services available in the Locality and will allow it to offer patrons greater variety in entertainment, function and social experiences, which will enhance local tourism offerings and attract both residents and visitors to the Locality (*Pages 22, 25*)

(d) **Investment Attraction & Support for Local Businesses**

Butler's emerging role as a District Centre, combined with the City's focus on leveraging available land and vibrant employment centres, supports investment in dynamic businesses like the Venue and its proposed extended licensed hospitality services. This investment enhances Butler's economic profile and encourages complementary developments, as well as supporting existing local businesses. (*Pages 8, 14, 24–25*)

(e) **Infrastructure Development**

The Economic Strategy highlights the need to enhance employment locations and foster supportive business environments. A well-located Tavern in Butler's District Centre contributes to the activation of Butler as a key economic and social hub (*Pages 8, 14, 26 - 31*)

50. The Venue's enhanced operations will stimulate the Locality's local economy, driving local spending, enhancing employment and further contributing to a vibrant community atmosphere. These outcomes will directly support the City's long-term vision of a connected, innovative, and sustainable economy, enhancing the quality of life for the sector of the City's residents. (*Pages 8, 10, 28–29*)

## Demographics

51. With respect to the population of the City, the following documents are annexed:

- (a) *Australian Bureau of Statistics, 2021 Quickstats - LGA Wanneroo* - "**Annexure F**" ("the Quickstats LGA"); and
- (b) *Australian Bureau of Statistics, 2021 Quickstats Butler, Suburbs & Localities* - "**Annexure G**" ("the Quickstats Butler").

52. The Quickstats LGA records that 1.9% of residents described themselves as Aboriginal or Torres Strait Islander, which equates to 3,971 persons out of a total population of 209,111 people. The State median of Indigenous residents was recorded at 3.3% of the

population therefore, within the City there is a significantly lower number of Indigenous residents when compared to WA as a whole.

53. Other key features from Annexures # & # that are relevant to this application are noted below:

(a) **City of Wanneroo**

- (i) Total resident population of 209,111, with an even split of genders;
- (ii) A median age of 35 years;
- (iii) People aged over 65 years made up 12.1% of residents;
- (iv) Children aged between 15 – 19 years made up 6.6% of the population;
- (v) 48.6%, of residents were married, while those who had never married and over the age of 15 years made up 35.9% of the population;
- (vi) Couples without children made up 31.3% of the population;
- (vii) The most common countries of birth in the City was Australia (55.1%), the other top 3 locations were:
  - England (17.5%);
  - New Zealand (4.4); and
  - South Africa (3.8)%.
- (viii) 74.7% of the population speak only English at home;
- (ix) In relation to employment status, the City's working population included:
  - Full-time workers (56.3%);
  - Part time workers (32.2%); and
  - Unemployed (5.7%).
- (x) The three (3) main occupations in the City were:



- Technicians and Trades Workers (17.4%);
- Professionals (16.5%); and
- Community and Personal Service Workers (13.3%).

(xi) The median household income for the City's residents was higher than the State and National averages.

**(b) Butler**

(i) Total resident population of 13,473;

(ii) Median age of residents was 32 years;

(iii) There was a relatively even split with respect to gender (Male 48.4% / Female 51.6%);



(iv) The Indigenous population for the area was 2.5%;

(v) Children aged between 15 – 19 years made up 7.9% of the population;

(vi) Residents (over the age of 15 years) who had never married made up 35.9% of the population;

(vii) Couples without children made up 26.8% of residents;

(viii) In relation to employment, residents were engaged in:

- Full-time employment (55%);
- Part-time employment (32.3%); and
- Unemployed (6.9%);

(ix) The three (3) main occupations in the area were:

- Technicians and Trades Workers (17.5%);
- Community & Personal Service Workers (15.1%);
- Professionals (14.2%).

- (x) The most common countries of birth after Australia (60%) in the area were:
- England (16.8%);
  - New Zealand (5.5%); and
  - South Africa (4.0%).
- (xi) 80.6% of residents only spoke English at home, those who spoke another language at home included Afrikans (2.2%), Arabic (1%) and Tagalog (0.8%).

54. The City's Profile id reveals that the City's 2021 SEIFA Index Score was 1,005.6 which reflects a lower level of Disadvantage within the City when compared to the State. The suburb of Mindarie – Tamala Park had the lowest level of Disadvantage in the City with a SEIFA index score of 1,084.2, with Butler recording a score of 977. (Source: <https://profile.id.com.au/wanneroo/seifa-disadvantage-small-area>)
55. Annexed and marked "**Annexure H**" is a copy of the City's most current *Our Place Community Safety and Crime Prevention Plan, 2014 – 2017* ("the Plan"). The Applicant is committed to working with the City and WA Police in supporting the Plan.



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**FRASER & ASSOCIATES LAWYERS**  
**Solicitors for the Applicant**