



# Public Interest Assessment

## Form 2A

Under the *Liquor Control Act 1988* (LC Act), the Director of Liquor Licensing (DLL) has the discretion to grant or refuse any application if the DLL considers this to be in the public interest.<sup>1</sup> The DLL requires certain applicants to fill in this Public Interest Assessment (PIA) form and provide supporting evidence that their application is in the public interest.<sup>2</sup> If you are applying for the grant of any of the following licences, or the removal of one of these types of existing licence to another premises, you will need to complete a PIA to provide evidence that your application is in the public interest:

- hotel/hotel restricted
- tavern/tavern restricted
- liquor store
- nightclub.<sup>3</sup>

A PIA is also required if you are applying for an extended trading permit for extended hours, which has a duration of more than 3 weeks<sup>4</sup>, or for a temporary bar (refer to the [Temporary bars policy](#)). The DLL may also ask for a PIA to be prepared as part of any application under the LC Act, and will ask for one if it would assist in deciding whether the grant of the application is in the public interest.

The DLL will consider the following factors when determining whether granting the application is in the public interest, but this list is not exhaustive:

- the harm that might be caused due to the use of alcohol
- whether there might be a decrease in the amenity, quiet or good order of the locality
- whether people who live or work nearby might suffer offence, annoyance, disturbance or inconvenience
- how it might affect tourism, culture and the community.<sup>5</sup>

The level of detail required will be unique to each PIA. If you do not provide enough information, your application might not succeed or you might be asked to provide further information.

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<sup>1</sup> LC Act s33(1).

<sup>2</sup> LC Act s38(3).

<sup>3</sup> Liquor Control Regulations (LC Regs) r9EA.

<sup>4</sup> LC Regs r9F.

<sup>5</sup> LC Act s5 and s38(4).

Your completed PIA will be made publicly available and may be [advertised on the DLGSC website](#), allowing the community an opportunity to make submissions on it. Because it will be made public, do not include sensitive or personal information on this form. You can complete this PIA by taking a common-sense approach and you don't need a lawyer or a consultant to fill it in. The PIA form is a guide, and it is up to the applicant to satisfy the DLL that their application is in the public interest. If you do not have enough space, attach extra pages or prepare a separate submission. If you prepare your PIA as a separate submission, please refer to each of the question numbers on this form, so we know what question you are responding to. Lodge this form by submitting it with your application at [portal.dlgsc.wa.gov.au](http://portal.dlgsc.wa.gov.au)

## Part 1 — Application details

**Applicant name:**

ALDI FOODS PTY LTD

**What licence or permit type are you applying for?**

LIQUOR STORE LICENCE

**Are you applying for:**

New licence

Removal of existing licence (which licence/permit type)

**Premises trading name:**

ALDI BEECHBORO

**Address of proposed premises:**

ALTONE PARK SHOPPING CENTRE, 161 ALTONE ROAD,  
BEECHBORO WA 6063

If you are lodging an application for an extended trading permit for extended hours at the same time as an application for the grant of a licence, you should submit separate PIAs for each. This is because the information required for each may be different and the DLL may approve the licence but not the extended trading hours.

## Part 2 — Manner of trade

Please provide enough information for us to understand how you are intending to run your business, so we can understand the impact it will have on the community and the potential for it to cause alcohol related harm.

### 2.1 What is the proposed manner of trade and your target client base?

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**2.2 Describe the premises/proposed premises.** Include a map of the locality and a floor plan detailing the nature and layout of the premises, highlighting the unique aspects of the proposed facility. What is the maximum number of patrons permitted on the premises? How will the proposed premises contribute to the streetscape and atmosphere of the area?

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**2.3 If you intend to sell packaged liquor, give the names and addresses of all existing licensed premises within the locality.** The LC Act puts limitations on how many packaged liquor premises can be in a certain location. Refer to [Outlet Density — Packaged liquor premises](#) for more information.

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## Part 3 — The profile of the local community

The better you capture the characteristics of the local community, the better the DLL will be able to understand the potential impact the grant of your application could have on the public interest. Your local government may have information about the area around the proposed premises, and you should seek useful data and statistics from a variety of sites, such as: [www.police.wa.gov.au/crime/crimestatistics](http://www.police.wa.gov.au/crime/crimestatistics) and [www.abs.gov.au](http://www.abs.gov.au)

You need to provide profile information from the *locality* that is within a certain distance to your intended business. If your intended business is:

- within 15km of the Perth CBD, the locality is a radius of 2km of it
- anywhere else (unless remote), the locality is a radius of 3km of it
- in a remote area, you should make a submission on what the appropriate size of the locality should be. Remote areas are those where the nearest town is at least 200km away and Perth is at least 400km away.

If you think the above definitions of locality are not appropriate for your intended business, make a separate submission on what you think the size should be.

**3.1 Please outline the population characteristics in the locality.** Helpful demographic information will include the total population, estimated population growth, average age, income and employment status, and the type of people who live and work in the community.

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**3.3 List the community buildings in the locality** If any of the following are in the locality, please provide their names and addresses: schools and educational institutions, hospitals, hospices, aged care facilities, churches/places of worship, drug and alcohol treatment centres, short term accommodation or refuges, childcare centres, or a local government.

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- designed with sufficient parking and with good transport options available, it will allow patrons to leave the area quickly rather than potentially inconveniencing the neighbours
- provided with sound insulation sufficient for the proposed entertainment, it will prevent the surrounds from being exposed to unacceptable noise.

**5.1 How will your premises design protect the amenity, quiet or good order of the locality?**

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**Part 6 — Impact on the people who live or work nearby, and whether they might suffer offence, annoyance, disturbance or inconvenience**

You need to demonstrate how your business will be a responsible member of the community and minimise negative impacts on the people who live or work nearby. For example, this could include:

- keeping the premises and surrounds clean and tidy, monitoring patron behaviour and discouraging anti-social behaviour
- ensuring that any entertainment is in keeping with the locality, that those present are within the allowed accommodation numbers and licensed crowd controllers are used if required
- asking departing patrons to keep the noise down so they do not disturb the neighbourhood
- being responsive to any complaints from neighbours and working with them to resolve issues.



**7.2 If you have any other information to provide in support of your application, include it here.**

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## 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* it is an offence to provide false, misleading or incomplete information in this document.

  
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Signature of applicant/s

  
\_\_\_\_\_  
Date

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Signature of applicant/s

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Date

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Signature of applicant/s

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Signature of applicant/s

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Date



**ALDI Foods Pty Ltd**  
applicant for the conditional grant of a liquor store licence

in respect of premises situated at  
**Altone Park Shopping Centre, 161 Altone Road, Beechboro**

to be known as  
**ALDI Beechboro**

# Public Interest Assessment Form 2A Annexure

including section 36B submissions



Law & Consultancy Pty Ltd  
Liquor | Hospitality | Tourism | Events

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## 1. Executive summary

- 1.1. This application involves an incredibly popular liquor service to operate from a small licensed area, to be located in a dense and growing residential community where there is currently limited diversity and significant demand.
- 1.2. The ALDI Beechboro store has substantial regular patronage with 6,549 shoppers per week on average.
- 1.3. The liquor range, comprising many award-winning products, is almost entirely exclusive to the applicant.
- 1.4. The store model is well-known, sought-after by the public and has been previously approved by the licensing authority on many occasions elsewhere.
- 1.5. The applicant is well-known, highly sophisticated and enjoys an excellent trading compliance record.
- 1.6. The neighbourhood centre location in this case is ideal and has no unusually sensitivite or high risks associated with it.
- 1.7. The application is strongly supported and demanded by the local community. Evidence of this support and demand is referred to within this PIA and attached.
- 1.8. A demand/supply analysis of relevant factors in this case reveals that demand cannot reasonably be met by supply, justifying the grant of the licence<sup>1</sup>.
- 1.9. The application is supported by a considerable volume of compelling evidence which goes far above and beyond the level or degree of requirement capable of justifying the grant<sup>2</sup>.
- 1.10. Key conclusions from expert market research include the following<sup>3</sup>:

The survey of ALDI Beechboro shoppers showed considerable support for and intended use of the proposed liquor section for that store. Eighty-six per cent of shoppers indicated that they purchase packaged liquor products, 81% indicate that they have previously shopped in (another) Western Australia ALDI that had a liquor section, and 63% reported that they had consumed exclusive ALDI liquor products purchased from another WA ALDI store with a liquor licence.

...

The great majority (82%) of packaged alcohol buyers, and 86% of those who have previously consumed ALDI liquor products believe that the proposed ALDI liquor section will provide a different packaged liquor experience to that which is currently available in the Beechboro locality (see section 4.6.2).

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<sup>1</sup> *Liquorland (Australia) Pty Ltd v Director of Liquor Licensing* [2024] WASC 128 (**Liquorland Southern River**) [57] (Lemonis J)

<sup>2</sup> *Liquorland Southern River* [128] [137] (Lemonis J)

<sup>3</sup> Survey of the Consumer Requirement for Liquor Retailing Amongst shoppers in The ALDI Supermarket in Beechboro by Patterson Research Group (**PRG**), dated November 2024 (**PRG Report**) (attached) at sections 2.0, 2.1 and 2.2 on pages 6 and 7. PRG and Jessica Patterson Law & Consultancy Pty Ltd are totally unrelated entities. The commonality of the name "Patterson" is purely coincidental

If the ALDI Beechboro liquor section is established 7 in 10 (75%) of packaged liquor buyers will shop there for their packaged liquor requirements at least once a month. Fifty-one per cent will do so at least once a fortnight (see section 4.6.3) and 99% "at least sometimes"

...

Moreover, 84% of shoppers who purchase packaged liquor products at least once a fortnight indicated that they would purchase their packaged liquor needs from the ALDI Beechboro store if the liquor section is established. ( see section 4.6.3 for details)

...

Ninety-one per cent of all shoppers, and 94% of packaged liquor buyers support the establishment of a liquor section within the ALDI Beechboro store (see section 4.8).

## 2. Introduction and background

- 2.1. ALDI Foods Pty Limited (ACN 086 210 139) (**ALDI**<sup>4</sup>) seeks the conditional grant of a liquor store licence pursuant to sections 33, 38, 36B, 47 and 98D of the Liquor Control Act 1988 (WA) (**Act**) for a very small section of its supermarket premises located at Altone Park Shopping Centre, 161 Altone Road, Beechboro, known as ALDI Beechboro.
- 2.2. This document has been prepared as an annexure to and in accordance with the Public Interest Assessment Form 2A published by the Department of Local Government Sport and Cultural Industries (**Form 2A**). Together they comprise the applicant's Public Interest Assessment (**PIA**). The PIA has been prepared in accordance with the Act and with reference to relevant Department policies.
- 2.3. As directed by the Department in the Form 2A, the applicant has applied a "common-sense approach"<sup>5</sup> to the preparation of the PIA and therefore, provided a level of detail considered appropriate for the circumstances in terms of the content of this document and the attachments. Further detail and additional copies of source material can be provided if necessary.
- 2.4. Hundreds of members of the public have provided evidence of strong demand for the ALDI liquor service in Beechboro. This evidence is based largely on consumers with first-hand knowledge of the proposed liquor model. The PRG report found that "[m]ore than eight in ten (81%) of the ALDI Beechboro shoppers have previously been in an ALDI store that has a packaged liquor section: it is not a new concept for them"<sup>6</sup>.
- 2.5. The applicant is motivated and able to address the community requirement, as soon as this application is approved. The proposed licensed area can be quickly established.
- 2.6. This PIA has been formally adopted and verified by a senior WA representative of ALDI by way of signing the Form 2A.

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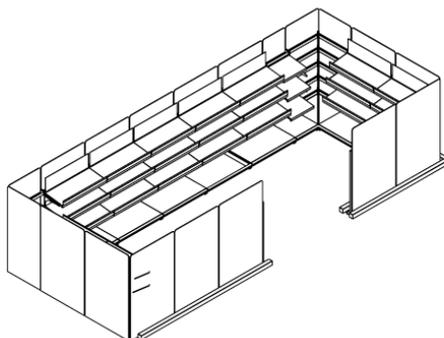
<sup>4</sup> Including related entities forming the ALDI group

<sup>5</sup> Form 2A page 2

<sup>6</sup> At para 4.4, page 17

### 3. Brief outline of the application

- 3.1. This application involves a small liquor display/browse and checkout section of only approximately 48m<sup>2</sup> within the ALDI Beechboro store.
- 3.2. A modest but carefully selected and exclusive range of unrefrigerated liquor is proposed to be available in a discrete and clearly designated licensed area under the same roof of the existing ALDI Beechboro store. The size, layout and style of operation will be almost identical to existing ALDI liquor store licences trading in WA.
- 3.3. This liquor model is unique to ALDI. Its various features, referred to throughout this PIA, make for a bespoke manner of trade. The boutique type of liquor service perfectly complements the diverse and attractive range of ALDI's unique non-liquor services and facilities. This creates an exceptional one-stop-shopping convenience for customers, which is a key feature of the ALDI offering. Customers can even benefit from one-transaction shopping at ALDI, thereby satisfying the growing society demand for enhanced conveniences.
- 3.4. The aerial render below is indicative of what is proposed as the liquor display/browse area in Beechboro. The checkout is located in front of the entrance that is depicted. The boundary partitioning is proposed to be made of 2.1 metre high opaque frosted glass depicted in the subsequent photo.



- 3.5. Additional details of the ALDI liquor offering are provided further on in this PIA.

- 3.6. As referred to elsewhere in this PIA, the applicant consulted with the relevant local community and received overwhelming support. Hundreds of people have provided evidence that has encouraged ALDI to lodge this application and seek approval to provide liquor at its Beechboro store.
- 3.7. Members of the Beechboro community and others shopping at Altone Park Shopping Centre will have the opportunity to enjoy the full range of ALDI's offering, including its liquor service, if this application is approved so as to provide them with the same valuable choice, diversity and specialty range as many other communities in Australia enjoy.

#### **4. Applicant's background**

- 4.1. ALDI operates more than 10,000 stores across 20 countries and is one of the largest and most popular retailers in the world. It has more than 570 stores in Australia.
- 4.2. The company (including related entities) has become a world-leading supermarket operator since it was founded in 1913 in Germany as a family business.



- 4.3. The following is a snapshot of the history of the organisation<sup>7</sup>.

"The first foundation stone was laid in 1913 with the opening of a small food store in the German town of Essen. It didn't take long for this little 'service store' to become a popular place to shop.

During the '40s, an expansion program was created and more ALDI stores were opened. In 1954, a celebration was held for the opening of the 50th store in Germany.

By 1960 ALDI had grown to a network of over 300 stores between the Ruhr Valley and Aachen. The prosperous family business was then divided into two independent companies: ALDI Süd - to service the South, and ALDI Nord - for the North.

'Self-service' was still a relatively new retail structure in the '60s and ALDI became the first company in Germany to adopt this new retail concept.

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<sup>7</sup> <https://corporate.aldi.com.au/en/about-aldi/aldi-history/>

While customers were still able to take advantage of the same high quality products as before, they could now purchase them at much more competitive prices.

In 1983, ALDI Süd started chilled distribution depots and sold fresh products such as cheese, yoghurt and sausages. Frozen products came in 1998 and were closely followed by fresh meat. ALDI, to this day, continues to keep up with the ever-evolving taste of the modern consumer."

- 4.4. ALDI stores offer a wide range of quality products including fresh food, packaged food, other consumables and various household, garden, leisure and personal items. At most stores, liquor is also available.
- 4.5. Modern ALDI supermarkets contain around 1,350 core product lines, which is significantly less than many other supermarket operators. There are limited brand options within each different product line. For example, ALDI may offer only two or three different brands of plain flour, rather than five or more as is commonly stocked at most other supermarkets. This enables ALDI to operate from a smaller and more user-friendly footprint and with a more exclusive and carefully selected range. It also facilitates a simpler and more convenient shopping exercise for consumers<sup>8</sup>.
- 4.6. "At ALDI, we have three core values that guide everything we do: simplicity, consistency, and responsibility. What this means is simple: we know it's our responsibility to consistently do good so we can make a positive impact on the world. No ifs, no buts, no excuse.
- Just because our products are at the lowest prices doesn't mean we sacrifice quality or cut corners in our supply chain. In all of our actions, we are committed to doing the right thing for our customers, the community, our employees, the environment and our business partners. Whether it's the way we work with our nearly 1,000 Aussie suppliers, or how we support our millions of customers to live healthier lives, our responsibility to people and planet guides us every day."<sup>9</sup>
- 4.7. ALDI's published mission is to provide the public with "unbeatable value"<sup>10</sup>. This is achieved through a highly sophisticated business model involving a very focused selection of products and advanced levels of systemisation and organisation designed for optimum efficiency and product control. ALDI is dedicated to maintaining consistency in its philosophy of incredibly high quality at impossibly low prices.
- 4.8. Most of ALDI's products are exclusive to ALDI. They are often versions of mainstream big-brand name items which are manufactured according to ALDI's particular and strict specifications to ensure quality and value-for-money.

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<sup>8</sup> For example: <https://www.macrobusiness.com.au/2021/03/the-rise-and-rise-of-aldi/> - "In addition to its competitive prices and good product quality, I like the simplicity of Aldi. Having a small footprint and limited product choice makes shopping quick and easy. Products are always in the same spot irrespective of store, making them easy to find. By contrast, I find Woolworths and Coles too large and confusing, and I often waste time wandering aisles trying to find what I need."

<sup>9</sup> <https://corporate.aldi.com.au/en/corporate-responsibility/>

<sup>10</sup> <https://www.aldi.com.au/en/about-aldi/aldis-low-prices/>

Expressi Coffee is one of the most popular non-liquor examples. The Expressi Coffee capsule machine and coffee capsules have won numerous awards.

- 4.9. The majority of ALDI's exclusive products that are available in Australia are sourced from Australian suppliers.
- 4.10. Every Wednesday and Saturday "special buys" are promoted by ALDI which are specialty short-term product lines that are usually non-grocery items. Flat screen televisions, furniture, clothing, appliances, BBQs, tools, gardening equipment, vacuums, camping gear and toys are just some examples. These have proven extremely popular such that customers often queue outside a store to try to access these items and then spend long periods browsing. ALDI special buys are sometimes even reported by the media as news<sup>11</sup>.
- 4.11. Some special buys are repeated occasionally but most are one-off items in limited stock so when a store sells out, the item won't be replenished.



- 4.12. ALDI special buys are displayed in the now well-renowned middle aisle of every ALDI store.
- 4.13. The following images show recent catalogue-advertised special buys available at Beechboro, by way of example.



<sup>11</sup> For example, Chanel 7: "ALDI Australia set to bring back its wildly popular snow gear sale after two-year hiatus", 9 May 2023 (<https://7news.com.au/lifestyle/aldi/aldi-australia-set-to-bring-back-its-wildly-popular-snow-gear-sale-after-shock-hiatus-c-10571950>)

## Wild offers

**A Instant Up & Personal Tent with Awning \$179**  
 • Size: 270cm(W) x 300cm(D) (opening) x 300cm(H) x 195cm(D) (depth)

**B Water Repellent Picnic Blanket \$29.99**  
 • Foldable picnic blanket with carry handles and adjustable strap  
 • Water repellent PVA backing • Available in assorted designs • Size: 200cm x 260cm • 40004

**C Premium Tent Pegs \$9.99**  
 • Premium 20pk  
 • Metal Ground 20pk or Pole Driver 10pk • 40004

**D Camp Rope 40m \$9.99**  
 • 10004

**E Byron Bay Camp Chair \$29.99**  
 • Powder-coated steel frame • Built-in insulated cooler with zip-top cup holder and bottle opener • 40004

**F Collapsible Camping Table \$29.99**  
 • Lightweight aluminium frame  
 • Includes cup holders and carry bag  
 • Size (open): 75cm x 56cm x 53cm • 40004

**G Heavy Duty Tarp - 3.45m x 5.55m \$29.99**  
 • 40004

**H Heavy Duty Tarp - 3.45m x 3.45m \$19.99**  
 • 40004

**I Tarp Pole \$9.99**  
 • Extendable from 150cm to 225cm • 40004

**J Camping Tools \$9.99**  
 • 10004  
 • Includes: Folding Shovel or Camp Axe • 40004

**Assorted colours \$29.99**

**Water repellent \$9.99**

## La-la land

**A Kid's Play Teepee \$14.99**  
 • 40004

**B Wooden Teepee \$7.99**  
 • 40004

**C Hand Puppets \$9.99**  
 • 52399

**D Balancing Stones \$14.99**  
 • 42004

**E Giant Gummy Balls \$4.99**  
 • 52399

**F Wooden Games \$9.99**  
 • 40004

**G Wooden Train Set \$19.99**  
 • 40004

**H Picture Frame with Photo Archives \$2.99**  
 • 40004

**I Paints \$3.99**  
 • 40004

**J Craft Dough Mix \$5.99**  
 • 40004

**K Sand or Chalk Mix \$4.99**  
 • 40004

**L Slime \$3.99**  
 • 42004

**M Paper Crafts \$3.99**  
 • 40004

**N Sticker Pads \$9.99**  
 • 40004

**ORIGAMI \$3.99**

**MAGIC BANDS \$4.99**

**3.99**

**5.99**

**1.99**



4.14. These images show that an enormous and diverse range of popular consumer items available at exceptional value-for-money prices. Sometimes the special buys include a small selection of liquor. The following shows recently available special buys of liquor.

 <b>Vok Blue Lagoon 2L</b> 2L <b>\$22.99</b>	 <b>Manly Spirits Limoncello Spritz 4 x 275ml</b> 4pk <b>\$12.99</b>	 <b>Inventum Hot Cross Bun Vodka Liqueur 500ml</b> 500ml <b>\$24.99</b>	 <b>The Infusionist Lemon Myrtle Gin 700ml</b> 700ml <b>\$49.99</b>
 <b>Saintly Cranberry Vodka 700ml</b> 700ml <b>\$39.99</b>	 <b>Kirin Ichiban 6 x 330ml</b> 6pk <b>\$14.99</b>	 <b>Better Beer Middy 10 x 355ml</b> 10pk <b>\$19.99</b>	 <b>Stockade Ducks Lane Crisp Lager 6 x 375ml</b> 6pk <b>\$10.99</b> EXPERIENCING DELAYS
 <b>Rivet Draught 12 x 330ml</b> 12pk <b>\$16.99</b> EXPERIENCING DELAYS	 <b>Jack Daniel's Tennessee Fire Whiskey 700ml</b> 700ml <b>\$49.99</b>	 <b>Bundaberg Campfire Bourbon Barrel Rum 700ml</b> 700ml <b>\$46.99</b>	 <b>Cardhu 12yo Single Malt Scotch Whisky 700ml</b> 700ml <b>\$59.99</b>
 <b>Bushmills Black Bush Sherry Cask Irish Whiskey 700ml</b> 700ml <b>\$54.99</b>			

- 4.15. ALDI prides itself on consistently competitive pricing across all of its product lines and providing customers with exceptional value-for money. The company's ability to achieve such low prices for quality products stems from its highly sophisticated business model which focuses on operational efficiency. The following are but a few examples of aspects of ALDI's in-store operations which heighten productivity, reduce waste and enable competitive value-for money pricing to be maintained.
- 4.15.1. Customers need to insert a gold coin into a trolley in order to be able to use the trolley. This encourages customers to return the trolley to retrieve their gold coin and avoid the need for staff to spend time collecting trolleys.
- 4.15.2. Products in ALDI stores are displayed on re-usable crates, designed specifically for ALDI. The crates fit systematically in the ALDI Jandakot warehouse, delivery trucks and stores and can be moved from one place to another without unloading or extra-handling.
- 4.15.3. ALDI products are packaged with multiple barcodes for quick and easy scanning at the checkout with little to no time wasted fumbling to find a barcode and scan the product.
- 4.15.4. Customers are required to pack their own shopping bags at the checkout and a dedicated packing area is provided for customers. Checkout staff do not use valuable time packing bags and checkout processing is kept moving as there are no interruptions with customers holding-up the procession whilst packing at the checkout.
- 4.16. ALDI's business is highly systemised and disciplined. ALDI's shelving, storage methods, displays, product placement and other logistical aspects are designed to coordinate with each other to achieve optimum operational efficiencies. As a result, ALDI is able to reduce operating costs and provide better services and facilities for its customers.
- 4.17. ALDI does not operate by the regular retailing method of rotating discounts each day or week. Rather, prices are maintained at a consistently low level. This means that customers know what to expect when shopping at an ALDI store. It also reduces costs and resources associated with the logistics of managing specials and sales promotions which involves external advertising on site, changing ticket prices, reconfiguring product placement, adjusting till systems and other processes. ALDI does not incur all of these costs, thereby enhancing its operating efficiency.
- 4.18. Consistent pricing is also indicative of consistent quality. ALDI does not downgrade its products through heavy discounting. The applicant is driven by quality and consistency. In this regard in terms of liquor especially, ALDI's products very much represent value-for-money. High quality award winning liquor items are provided at prices accessible to most people.

4.19. The Australian Liquor Stores Association has said that Australian “shoppers have migrated towards the value messaging of Aldi”<sup>12</sup>.

4.20. ALDI's approach to business is neatly encapsulated in its “Good Different” slogan, which was launched in 2017. Mr Thomas Daunt, then director of the applicant company, explained this campaign as follows.

“ALDI Australia is unapologetically different – and that's a good thing for shoppers. We are proud of our differences and we stand by them wholeheartedly, as they are what allows us to bring unbeatable value to our customers, maintain strong relationships with our suppliers and support our staff every day.”<sup>13</sup>



4.21. ALDI is a responsible and sophisticated corporate citizen and operates pursuant to very high standards and key performance indicators, which include the following published principles. “We are passionate about putting our customers at the heart of everything we do. It's why we're so proud to have won more Roy Morgan Customer Satisfaction Awards than any other supermarket in the last five years. Talk about Good Different!<sup>14</sup>”.

4.22. Further<sup>15</sup>:

- We are the only supermarket that has eliminated artificial colours from all products storewide. This includes both our ALDI exclusive range and the popular branded products we stock in our stores
- None of our products contain added MSG
- We are rolling out the 'Health Star Rating' (HSR) on our products to help make healthy choices easy to identify, and all our confectionary features the 'Be Treatwise' logo
- We're increasing healthier options for our customers: in the last two years alone our organic range has grown by 21% and our 'Has No' gluten-free range is forecast to increase by 50% in 2018
- Every production facility that makes ALDI food products should be certified according to the Global Food Safety Initiative (GFSI) standard, recognising world class food manufacturing safety.

4.23. For the 12 months to June 2024, ALDI was the second most trusted brand in Australia amongst consumers. In the assessment by reputable firm, Roy Morgan, ALDI had a strong performance, far ahead of most other supermarkets<sup>16</sup>.

4.24. ALDI's pursuit of excellence and quality in all things is evident in the many awards it has won in Australia, including Canstar Blue Most Satisfied Shoppers – Supermarkets 2014-2016 and 2018-2023 and Roy Morgan Supermarket of the

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<sup>12</sup> ALSA – IRI State of the Industry Report, March 2017 at page 14 - copy available if required, upon request

<sup>13</sup> <https://insidefmca.com.au/2017/05/15/aldis-good-different-campaign/>

<sup>14</sup> <https://corporate.aldi.com.au/en/corporate-responsibility/customers/>

<sup>15</sup> <https://corporate.aldi.com.au/en/corporate-responsibility/customers/>

<sup>16</sup> <https://www.roymorgan.com/findings/9666-risk-monitor-quarterly-update-june-2024>

- Year for the last four consecutive years<sup>17</sup>. Upon winning Supermarket of the Year in 2023, "Roy Morgan's research found Aldi's average customer satisfaction score was 95.7 per cent based on face-to-face customer interactions at supermarkets"<sup>18</sup>.
- 4.25. More specifically, ALDI is also an award-winning retail liquor supplier. Among its many liquor retailing awards has been the Canstar Blue Most Satisfied Customers – Liquor Retailer 2021 and Roy Morgan Liquor Store of the Year in 2018 based on customer satisfaction.
- 4.26. Canstar Blue is a major, renowned national independent reviewer and reporter of consumer products and services "helping Australian consumers make better-informed purchase decisions on products and services by providing factual, up-to-date and well-researched comparison tables, ratings, reviews, guides and news on a range of consumer-related topics...Canstar Blue uses its wealth of consumer and expert research and data to identify outstanding brands, products, services and plans. We award these brands, products, services and plans with an award that recognises this achievement"<sup>19</sup>.
- 4.27. There should be no question as to the credibility of these awards and certainly no doubt that ALDI customers are immensely satisfied with the products and services provided by ALDI which include liquor.
- 4.28. "Our success is based on the close relationships we have with our suppliers, who all share our passion for awesome quality. Aldi partners with some of the best producers and winemakers both in Australia and internationally, which means we can deliver exceptional quality, value and consistency to our customers. Our partnerships with our suppliers are focused on a desire to see the customer win with great-tasting wines at unbeatable prices"<sup>20</sup>.
- 4.29. ALDI is a highly sophisticated and experienced packaged liquor operator, which enjoys extensive supermarket and liquor retailing experience within Western Australia, elsewhere in Australia and overseas.
- 4.30. ALDI has been operating in Australia since 2001 when the first ALDI store opened in Sydney. There are now nearly 600 stores throughout Australia, including 52 in WA. The large majority of ALDI's stores throughout the country include a liquor component. In WA there are 34 ALDI stores trading with a liquor section.
- 4.31. Over the last ten years approximately, ALDI has been undergoing a \$700 million expansion, most notably in WA and South Australia. ALDI opened its first four stores in Western Australia on 8 June 2016.

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<sup>17</sup> <https://www.roymorgan.com/findings/roy-morgan-unveils-annual-customer-satisfaction-award-winners-across-all-categories-2023>

<sup>18</sup> <https://www.news.com.au/finance/business/retail/aldi-named-supermarket-of-the-year-in-roy-morgans-customer-satisfaction-awards-for-fourth-year-in-a-row/news-story/66f907a7efa9941ae6fc2610bc93c65f>

<sup>19</sup> <https://www.canstarblue.com.au/about-us/>

<sup>20</sup> Jason Bowyer, ALDI Australia's Buying Director, in response to winning the Roy Morgan Liquor Store of the Year in 2018: <https://theshout.com.au/national-liquor-news/aldi-wins-roy-morgan-liquor-store-of-the-year/>

- 4.32. The ALDI liquor service was made available in WA from the end of August 2017 in five ALDI stores initially. Since then, the applicant has had an excellent compliance record.
- 4.33. The ALDI liquor offering has been described as follows by ALDI Australia's Buying Director, Mr Jason Bowyer:

“Like our grocery offer, ALDI's liquor range is focused, ensuring that we offer great value and exceptional quality. Since establishing in WA more than a year ago, customers have spoken loudly about their desire for us to bring our popular liquor offering to the West.

ALDI partners with a number of high calibre international and Australian wine suppliers, who each share our passion for quality. We have built strong relationships with these suppliers, who are committed to ensuring that our wine products offer great value at their respective price points.”<sup>21</sup>

## **5. The liquor – ALDI exclusive products**

- 5.1. The ALDI range of liquor products comprises a selection of wines, beers, spirits, ciders and liqueurs. The in-store range at Beechboro will contain a carefully selected value-for-money variety of approximately 95 items, many of which are award-winning and the large majority is produced for and available exclusively at ALDI.
- 5.2. Attached is a stocklist, which varies from time to time. The stocklist identifies the items that are available exclusively at ALDI. Notwithstanding that the stocklist is smaller than most liquor outlets, it contains a wide and well-balanced variety.
- 5.3. The range adapts with new products that become available to ALDI, in response to customer requirements and when occasional specialty items are offered. Generally, the liquor service at ALDI Beechboro would include the following:
- 5.3.1. Around 60 different wines – red, white, sparkling and fortified.
  - 5.3.2. Around 15 different beers – full, medium and light strength.
  - 5.3.3. Around 15 different spirits – bourbon, brandy, gin, scotch, vodka and liqueurs.
  - 5.3.4. Around 5 different ciders.
- 5.4. The applicant's product range includes Western Australian produced wines. ALDI has partnered with various wine makers from the Margaret River region to develop a selection of exclusive ALDI Margaret River region products.
- 5.5. In recognition of the launch of the ALDI liquor service in WA, prominent wine expert Ray Jordan was invited to sample six of the wines in ALDI's WA stores. Mr Jordan produced a media article on his tasting and remarked that one of the wines in particular, being a \$7 bottle of One Road South Australian Heathcoate

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<sup>21</sup> [https://www.aldi.com.au/fileadmin/fm-dam/Products/Groceries/Liquor/WA\\_Launch/ALDI\\_Media\\_Release\\_-\\_WA\\_Liquor\\_Launch\\_1\\_.pdf](https://www.aldi.com.au/fileadmin/fm-dam/Products/Groceries/Liquor/WA_Launch/ALDI_Media_Release_-_WA_Liquor_Launch_1_.pdf)

Shiraz 2015, was "damn good"<sup>22</sup>. That Shiraz has also won several other awards, including Double Gold & Best Value Shiraz of the Year at the 2017 Melbourne International Wine Competition. This Shiraz is just one example of ALDI's many high quality, value-for-money, award winning liquor products.

- 5.6. A large number of accolades have been bestowed on ALDI for its exclusive liquor range. Attached is a list of awards received. The following are just two of the numerous published reports attributed to ALDI's super quality award-winning products:

A bargain **ALDI** vodka has taken home the top award at The Spirits Business Global Vodka Masters for 2022.

The supermarket's Tamova Quadruple Distilled Vodka (700ml) retails for just \$30.99 and is made in Australia.

The affordable spirit was awarded the Master Medal by an independent panel of experts, who tasted more than 139 vodkas from 75 companies around the world.

Melita Kiely, editor of The Spirits Business, said it the recent win was an "excellent achievement" for ALDI.

"To receive any sort of medal is something that every company should be extremely pleased with, and for ALDI Australia to receive a Master medal, the highest medal we award, for their single entry within a very competitive selection is an excellent achievement," she said.

"The multi award-winning vodka, part of ALDI's everyday range, is four times distilled and traditionally filtered for exceptional purity and a clean, crisp natural flavour."

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Aldi is your one stop shop when it comes to amazing products at low prices. From the furniture sold in the Special Buys sale to the fresh produce on the shelves, Aldi is your go-to for all things groceries and homewares. However, the German retailer has another feather to add to its cap: seller of award-winning booze.

The 2019 International Wine and Spirits Awards were held recently, and Aldi took home 13 awards.

Earning an impressive score of 95 in the cask-inish single malt scotch whiskey category, the Glen Marnoch Single Malt Sherry Cask Scotch Whiskey, which retails for just \$43, took home the gold medal and is now recognized as one of the best scotch whiskeys in the world.

The whiskey is currently only available in Aldi stores throughout NSW, however, Aldi's Highland Earl 8 Year Old Scotch Whiskey, which retails at just \$34 and came in at second place, in available Australia-wide.

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<sup>22</sup> <http://www.perthnow.com.au/news/western-australia/aldi-will-start-selling-alcohol-in-perth-stores-from-today/news-story/c59014afc215ba475dd1265a0e89eb4c>

<sup>23</sup> <https://7news.com.au/lifestyle/food/bargain-30-aldi-vodka-picks-up-top-award-at-the-global-vodka-masters-2022-c-8149807>

<sup>24</sup> <https://www.bhg.com.au/aldi-scotch-whiskey-award>

- 5.7. One of the most unique aspects of the ALDI liquor offering is the exclusive range itself, made-to-order for ALDI stores and not available at any other packaged liquor outlet. As stated previously, the majority of ALDI's range is unique and exclusive to ALDI. Shoppers simply cannot access those items at any other non-ALDI outlet.
- 5.8. In order to become an ALDI exclusive product, the producer enters into an arrangement with ALDI whereby it is agreed that particular brands of product will not be distributed or provided to any other retailer. This confirms that ALDI exclusive products cannot be obtained anywhere other than at an ALDI store.
- 5.9. The ALDI exclusive products differ significantly from the Woolworths and Coles private-label liquor ranges. Woolworths and Coles generally purchase the whole producer and production facility where possible and the products from those facilities then become what are known as private-label liquor items. The issue with this approach, in terms of the proper development of the liquor industry, has been well explained by David Prestipino in his article 'Winestein Uncorked: 'Local' WA wines actually owned by Woolworths, Coles' where he described the duopoly's approach as follows:
- "To avoid certain wine taxes and further boost their huge profits, Woolworths and Coles create 'wine brands' (such as the Cow Bombie) under cheeky and creative (some say misleading) names.
- The wines are difficult to identify, and often undercut well-known brands, small boutique and family wineries and those struggling to find a voice in an ever-increasing crowded market.
- Instead of Coles Reserve Chardonnay or Woolworths Bin 666 Cabernet, you have brands like Chateau Louise (Coles) and Augustine Wines (Woolworths) for sale...wines that are actually owned by the supermarket giants themselves.
- By Developing their own private-label and exclusive wines, Coles and Woolies are now competitors to the very wineries (and consumers) they are meant to serve.
- Why should this worry wine drinkers? Because not only are we losing diversity and competition as the duopoly increases its share of the wine market, but the relationship hurts independent merchants across the country, who are forced to close.
- If the big chains need to move a product because it is not selling, or want to replace it for their own means, they slash the wine's price, essentially lowering the winery's brand/reputation at the same time."
- 5.10. ALDI's approach is very different because it does not own the wineries, breweries and distilleries that produce the ALDI exclusive products and therefore, those independent producers are capable of producing other liquor items under different branding to sell directly to consumers themselves, or to other packaged liquor retailers. Further, whilst those producers will be required

to produce a product to ALDI's standards and specifications they will, nonetheless, give input and advice into developing the products as the independent wine, beer or spirit producing expert.

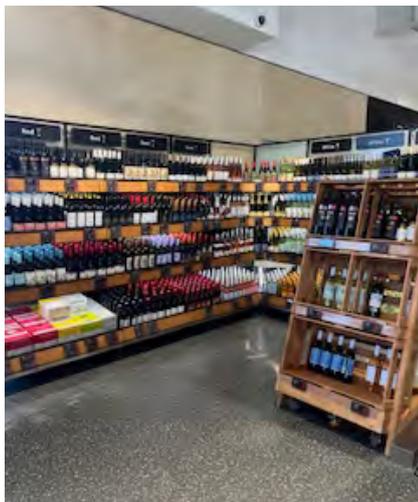
- 5.11. The ALDI model does not, therefore, have the same deleterious effect on the development of the liquor industry by removing independent liquor producers from the market, but rather ALDI makes a highly valuable contribution to the industry by providing independent producers with a channel to develop and sell their wares.
- 5.12. This is one of the many factors which differentiate ALDI's liquor range from the major liquor stores. The Beechboro local community will benefit greatly from having access to this special service. The role of Altone Park Shopping Centre will be enhanced with the increased product diversity proposed.
- 5.13. Given that the majority of ALDI's liquor range comprises ALDI exclusive products, it means that, as stated previously, the ALDI offering, overall, is unique to ALDI and simply cannot be replicated by any other licensee. The overall offering includes ALDI's liquor services which also cannot be said to duplicate any existing operation in Beechboro or nearby.
- 5.14. Within the liquor range available in any given week is a selection of new and different liquor items which change from week to week, similar to the "special buys" offer referred to elsewhere in this PIA. Approximately eight different products per week are made available to customers until the stocks are depleted and then new ones are brought in for customers, so the product selection remains fresh and vibrant.
- 5.15. ALDI's liquor range is determined following a rigorous process of elimination trialling and testing of products, then identifying those that offer the very best value-for-money which necessitates excellent quality. The optimum range is provided to customers. Therefore, a quantity of products is stocked that is deliberately much smaller than may be found at most other liquor stores. The ALDI range is much more discerning and refined than most other liquor outlets. This ensures modern consumer requirements are met and ALDI's principles of quality, value-for-money and great convenience are upheld.
- 5.16. An example of ALDI's liquor advertising in a recently published catalogue appears below. It is relatively modest, yet smart and stylish. The advertisement contains product information for each item, demonstrating the quality and value-for-money propositions regarding the ALDI range and the fact the range is indeed carefully selected and responsibly promoted.



## 6. Form 2A “Part 2 – Manner of trade”

### Form 2A: “2.1 What is the proposed manner of trade and your target client base?”

- 6.1. This application involves a proposal to sell and supply packaged liquor on and from the premises proposed to be licensed as described above, in accordance with section 47 of the Act.
- 6.2. As previously addressed in this document, the applicant proposes to offer a relatively small and mostly exclusive selection of carefully selected, value-for-money non-refrigerated packaged beer, wine and spirits (including a range of beer, wine and spirit varietals, cider and sparkling). The following images depict a typical ALDI liquor section which will be established in Beechboro if the licence is granted:



- 6.3. The low-level free-standing temporary displays, as depicted in the image to the right, may be placed in different positions within the small liquor block.



- 6.4. The applicant seeks approval for the same licence, in respect of the same business model and on the same terms and conditions as approved on 36 previous occasions under the Act for other ALDI stores in WA.
- 6.5. ALDI Beechboro currently operates as follows (with variations for public holidays):
- |            |                   |
|------------|-------------------|
| Monday:    | 8.30am to 8.00pm  |
| Tuesday:   | 8.30am to 8.00pm  |
| Wednesday: | 8.30am to 8.00pm  |
| Thursday:  | 8.30am to 9.00pm  |
| Friday:    | 8.30am to 8.00pm  |
| Saturday:  | 8.30am to 5.00pm  |
| Sunday:    | 11.00am to 5.00pm |
- 6.6. The liquor service will operate during these same hours as the existing store, but subject to trading hours permitted under section 98D the Act.
- 6.7. The applicant seeks approval for the standard trading hours permitted under section 98D of the Act, namely 8am to 10pm Monday to Saturday, 10am to 10pm on Sunday and 12 noon to 10pm on ANZAC Day (except no trading on Good Friday or Christmas Day). However, the actual opening times of the liquor section are proposed to be the usual ALDI store trading hours, as stated above (except no liquor trading before 12 noon on ANZAC Day or any time on Good Friday or Christmas Day). When the ALDI supermarket is not trading, the liquor display/browse area would be clearly closed off to customers and if the ALDI store is open for trade at times not permitted under section 98D of the Act, the liquor area will also be closed to the public.

- 6.8. The applicant invites the licensing authority, if it considers appropriate, to impose the following special trading conditions that are imposed on ALDI's existing licences in WA:
- 6.8.1. The licensee is prohibited from selling refrigerated liquor products.
  - 6.8.2. There is to be no external advertising of liquor products on the façade of the licensed premises.
  - 6.8.3. The browse/display area is to be closed off when not open for trade.
  - 6.8.4. The licensee is to have and maintain a CCTV system in accordance with the policies of the Director of Liquor Licensing.
  - 6.8.5. The liquor display and sale area must be separated from the food/grocery display and sale area by barricading of non-see-through material over two (2) metres in height.
  - 6.8.6. The entry/exit point to the licensed area must have a gate.
- 6.9. There are many aspects to the ALDI liquor model which differ from virtually all other non-ALDI packaged liquor outlets anywhere and which are most certainly totally different from the existing outlets relevant in this case. The following are key unique aspects of the ALDI liquor model, which will apply at Beechboro should the application be approved:
- 6.9.1. ALDI exclusive product range.
  - 6.9.2. Combination of the ALDI liquor service with the ALDI non-liquor store elements. A one-stop-ALDI shopping convenience.
  - 6.9.3. One transaction convenience.
  - 6.9.4. Its small size and location under the supermarket roof.
  - 6.9.5. Small, carefully curated selection of liquor with no bulk displays.
  - 6.9.6. Absence of refrigeration.
  - 6.9.7. Absence of external presence of the liquor section.
  - 6.9.8. The particular level of surveillance of the display/browse area which can be seen and monitored by staff at all times in its entirety.
  - 6.9.9. Restricted visibility into the liquor section as a juvenile risk management feature.
  - 6.9.10. Combined beneficial effects of the features listed above which are supplemented by the overall manner of trade and harm minimisation features identified.
- 6.10. In regard to the "target client base" required by the Form 2A to be addressed:
- 6.10.1. The applicant has already identified from sales data that its existing client base at the Beechboro store is drawn from an enormous catchment. It is expected that the liquor section will draw a similarly wide catchment.

- 6.10.2. Principally, the ALDI target client base for the proposed liquor service is existing customers of the ALDI Beechboro store who are demanding liquor be made available to them there. Generally, around 6,500 people shop at ALDI Beechboro every week.
- 6.10.3. Subsequently and more generally, the ALDI target client base for the proposed liquor service consists of people living and working in the suburbs adjoining Beechboro.
- 6.10.4. The next nearest equal liquor service is at ALDI Morley, approximately 5.5km away (straight line), over 7km by car. The liquor service proposed for ALDI Beechboro will focus on catering to people living within at least half of that distance, to save them travelling so far, well outside their neighbourhood.
- 6.10.5. Altone Park Shopping Centre is, as explained elsewhere in this PIA, an essential retail, hospitality and entertainment facility serving as a neighbourhood centre. Its mix of retailers is designed for all manner of shopping including regular, routine, daily and weekly type trips and is supposed to provide a high level of modern retailing convenience. ALDI's proposal intends to cater for the needs of any adult shopper at Altone Park Shopping Centre, from wherever they have come.
- 6.11. ALDI operates a friendly, inclusive and welcoming store and will continue to do so if the liquor licence is granted. Any adult may potentially visit the liquor section and shop there provided only that they comply with ALDI's conditions of entry that apply to anyone and any legal requirements by which ALDI needs to abide.
- 6.12. ALDI enjoys enormously favourable community sentiment and support. Its stores have huge popularity and significant regular custom. Some customers are so passionate about ALDI that they have developed their own private Facebook page/group named, Aldi Fans Australia, dedicated to information for ALDI lovers. This is not an official ALDI media source and yet it has well over 100,000 members<sup>25</sup>. ALDI's official Facebook page has 839,000 "likes" and 876,000 "followers"<sup>26</sup>. This medium is the modern-day voice of the public and therefore, represents significant community sentiment.
- 6.13. The first two ALDI applications for liquor store licences in WA were initially refused at first instance<sup>27</sup>. Subsequently, a massive 8,637 people took it upon themselves to participate in an Internet survey conducted by Nine News Perth<sup>28</sup> which asked: "Do you think ALDI should be banned from selling alcohol because it's too cheap?". Within just two days 7,428 people who participated (86%) answered "no". Importantly, this survey was conducted without any involvement from the

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<sup>25</sup> <https://www.facebook.com/groups/11715511252/> as at 3 April 2025

<sup>26</sup> <https://www.facebook.com/ALDI.Australia/> as at 3 April 2025

<sup>27</sup> Decision of Director of Liquor Licensing: ALDI Harrisdale (A000187300) and Decision of Director of Liquor Licensing: ALDI Joondalup (A000191943)

<sup>28</sup> 9 News Perth Facebook, 15 June 2016, printout attached

applicant. It was completely unsolicited. The public's reaction to the survey is indicative of ALDI's significant popularity in the WA community.

- 6.14. ALDI has been under pressure for some while from Beechboro customers to provide a liquor service at the store. They know about other ALDI stores offering liquor and want the Beechboro store to do the same. Customers seeking the liquor service have expressed confusion and frustration as to why other ALDI locations offer liquor but Beechboro does not.
- 6.15. The applicant engaged independent expert market research firm, PRG<sup>29</sup>, to conduct a market survey and to subsequently provide a report of the results which has been referred to throughout this document. Some of the results in the PRG report evidencing clear and strong demand for the ALDI liquor proposal from the 306 people surveyed, include the following:
- 6.15.1. "Ninety-one per cent of all shoppers, and 94% of packaged liquor buyers support the establishment of a liquor section within the ALDI Beechboro store (see section 4.8)"<sup>30</sup>
- 6.15.2. "A significant majority of respondents indicated that the key liquor store attributes that would be provided in an ALDI Liquor section appealed to them. The fact that 81% of shoppers had shopped in an ALDI store that included a liquor section, adds some weight to these observations."<sup>31</sup>
- 6.15.3. "In our assessment, the survey has shown that a clear majority of ALDI Beechboro shoppers is looking forward to the possibility of a liquor section being established in the ALDI Beechboro store."<sup>32</sup>
- 6.15.4. "Well in excess of 9 in 10 (99% to 100%) "experienced shoppers" agree with the first three of these propositions. That is, that:
- ALDI liquor sections have good quality products,
  - the products represent good value for money,
  - the liquor section is convenient for shoppers. (sic) and
  - 85% agree that they have many brands and products not available elsewhere (other than another ALDI store)".<sup>33</sup>
- 6.15.5. "Evidently, almost 9 in 10 shoppers (88%) like the notion that the liquor section would be located within the ALDI Beechboro store. One in fifty (2%) dislike this proposition. The "like" proportion is elevated for both packaged alcohol buyers (92%) and those who have

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<sup>29</sup> Experience, expertise and methods are referred to on pages 2, 5 and 11; Also: <https://marketresearch.com.au/about-us/overview/>

<sup>30</sup> PRG report at para 2.2, page 7

<sup>31</sup> PRG report at para 2.3, page 9

<sup>32</sup> PRG report at para 2.4, page 10

<sup>33</sup> PRG report at para 4.4.2, page 19

- consumed ALDI liquor products purchased from a WA ALDI store (97%)."<sup>34</sup>
- 6.15.6. "Eight in ten (80%) of the total ALDI shopper sample liked the notion that the proposed liquor section would have mostly exclusive ALDI products, and only 1% disliked it... The "like" proportion is at an elevated 86% amongst packaged liquor buyers, and 94% amongst those who have consumed ALDI liquor products purchased from a WA ALDI store... It is clear that the weight of opinion is very much supportive of this aspect of the proposed ALDI Beechboro liquor section."<sup>35</sup> This follows evidence in the survey that "almost two thirds (63%) of shoppers have previously consumed ALDI exclusive liquor products that had been purchased from another WA ALDI store"<sup>36</sup>, so those interviewed who expressed strong support for the specialist exclusive range to be made available in Beechboro clearly knew exactly what liquor products and style of operation they were addressing.
- 6.15.7. "More than two thirds (67%) commented that they like [the award winning products] aspect of the proposed ALDI liquor offer; and note that 0% expressed a dislike response. . Note also the elevated "like" responses of 73% and 84% respectively of packaged alcohol buyers and those who have consumed ALDI liquor products purchased from a WA ALDI store".<sup>37</sup>
- 6.15.8. "Nine in ten (90%) of the total ALDI shopper sample liked [the value for money pricing] aspect of the proposed ALDI Beechboro liquor section, and 0% disliked it. Note the elevated 92% and 99% respectively of packaged liquor buyers, and those who have consumed ALDI liquor products purchased from a WA ALDI store, who provided a "like" response."<sup>38</sup>
- 6.15.9. "More than 8 in 10 (88%) of the total ALDI Beechboro sample liked [the one-stop-shopping] aspect of the proposed liquor section. Only 2% disliked this notion. There is an elevated 91% and 99% "Net Like" respectively of packaged alcohol buyers and those who have consumed ALDI liquor products purchased from a WA ALDI store."<sup>39</sup>
- 6.16. The PRG report has been compiled by an extremely experienced expert. Such evidence was found by the Liquor Commission in *ALDI Foods Pty Ltd v Director of Liquor Licensing LC 09/2017 (ALDI Harrisdale)* to be "gold standard"<sup>40</sup>.

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<sup>34</sup> PRG report at para 4.5.1, page 20

<sup>35</sup> PRG report at para 4.5.2, page 21

<sup>36</sup> PRG report at para 4.4.1, page 18

<sup>37</sup> PRG report at para 4.5.3, page 22

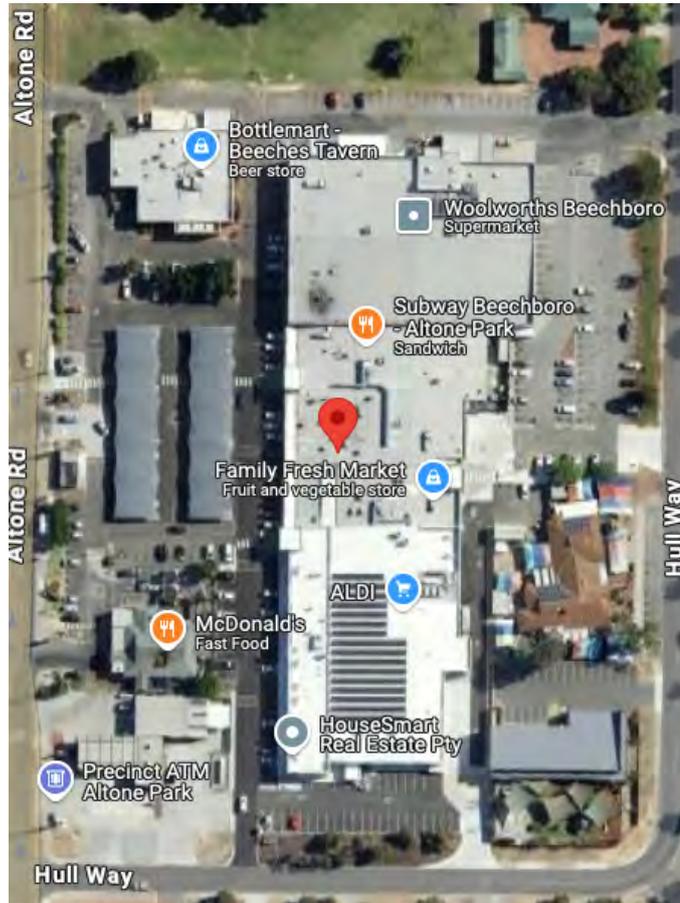
<sup>38</sup> PRG report at para 4.5.4, page 23

<sup>39</sup> PRG report at para 4.5.5, page 24

<sup>40</sup> Hearing 22 February 2017, transcript at page 45

**Form 2A: “2.2 Describe the premises/proposed premises”**

6.17. The following Google Maps image and Centre map identify the location of the ALDI Beechboro store within the Altone Park Shopping Centre:



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<sup>41</sup> <https://altonepark.com.au/stores/>

- 6.18. As is apparent from the second image above, that there are 35 tenancies which include Australia Post, newsagency, pharmacy, other retailers and food and beverage outlets. The ALDI store is a major feature, as confirmed by its labelling on the Centre map above and prominent position on the home page of the Centre's website<sup>42</sup>.
- 6.19. Altone Park Shopping Centre is a neighbourhood centre, established approximately 40 years ago. It underwent a major renovation and extension relatively recently and is now a fresh, modern locally-focused facility. The Centre has been described as "a convenience-based shopping centre characterised by a strong demographic profile in a highly accessible location"<sup>43</sup>. These circumstances are ideally suited to the ALDI application.
- 6.20. ALDI stores generally comprise a total footprint of approximately 2,000m<sup>2</sup>. Some are located at shopping centres like the Beechboro store, while others are free-standing.
- 6.21. The ALDI store in Beechboro has been operating since 2020.
- 6.22. Consistent with other ALDI outlets, the following different parts or areas comprise the Beechboro store, listed in order of size in terms of the approximate portion of the total footprint:
- 6.22.1. Main public retail area (non-liquor) – displaying grocery, other supermarket items, homewares, clothing, furniture, tools and other non-grocery items.
  - 6.22.2. Storage.
  - 6.22.3. Loading dock/delivery area.
  - 6.22.4. Entrance and trolley bay.
  - 6.22.5. Checkout.
  - 6.22.6. Office and staff facilities.
  - 6.22.7. Liquor display and browse area (proposed).
- 6.23. The store relies upon the Shopping Centre parking, comprising approximately 400 bays, for its customers.
- 6.24. ALDI stores are bright, fresh and pleasant shopping environments. The following images depict the stylish and crisp appearance that can be found at the ALDI Beechboro store:

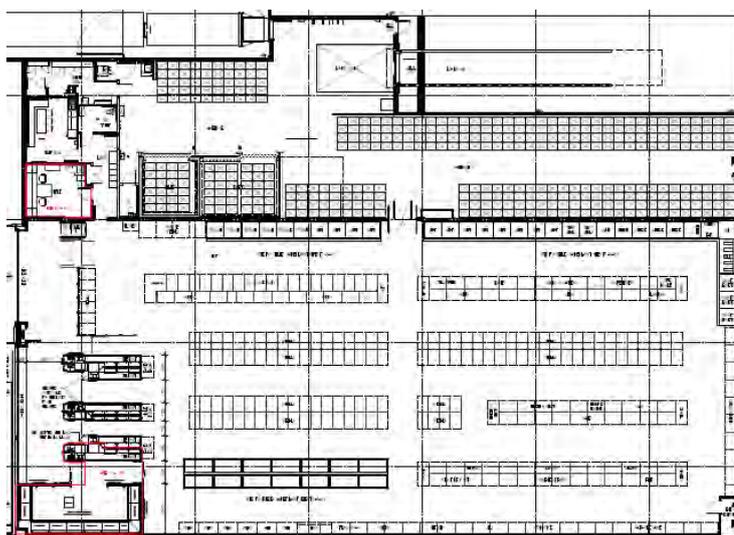
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<sup>42</sup> <https://altonepark.com.au/>

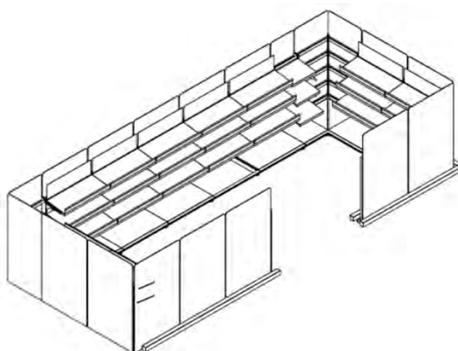
<sup>43</sup> It's all happening at Altone, leasing brochure, undated in 2020, at page 3 (copy attached)



- 6.25. ALDI operates a generic store modelling concept. The size, layout, colour, product location and stock range of each ALDI store are almost always the same. Minor differences may occur from time to time at some stores owing to land formation, town planning requirements or other unique particulars of the site. For example, the entrance door may be positioned a few metres away from its usual position at a particular location.
- 6.26. The standardisation of store layouts engenders familiarity for customers, enhances shopping comfort, efficiency and convenience. It also enables customers to rely on consistency of style, standard and overall offer. Importantly, these are key features of the applicant's successful superior efficiency model of operation which benefits customers enormously and is clearly popular with shoppers.
- 6.27. The layout of the ALDI Beechboro store is pictured below in an extract from the applicant's floor plan lodged with the application. It shows the proposed licensed area outlined in red (at the bottom left hand corner), which includes both liquor display/browse and checkout, with a combined area of approximately 48m<sup>2</sup>. This is clearly a tiny proportion of the overall footprint. The office is also sought to be licensed to house the required licensing documents and to accommodate the approved manager from time to time.



- 6.28. The display/browse space of only approximately 33m<sup>2</sup> is a simple rectangular shape. This design is based on many years of experience and enables convenience and a high level of surveillance of the area. The display/browse area will also comfortably accommodate shoppers with their trolleys.
- 6.29. The checkout closest to the liquor display/browse area is proposed to be licensed for the purposes of the liquor transactions. Staff operating at this checkout will be able to monitor all patron activity in this area.
- 6.30. The very small size and layout of the liquor display/browse area clearly confirms that the liquor section is a complementary service to the rest of the ALDI store and will help ensure the area is well-controlled and supervised.
- 6.31. As set out earlier on in this document, the following aerial render is indicative of the proposed sectioned-off liquor display/browse area, which is to be established if approved. The boundary partitioning is intended to be made of 2.1 metre high opaque frosted glass designed for the purpose.



- 6.32. The following photograph of the approved liquor section at the ALDI Yanchep store, enclosed within the frosted glass, is indicative of what is proposed to be established at Beechboro:



- 6.33. The position, layout and small size of the liquor section will enable very clear and uninterrupted visibility and supervision of the display/browse area. These features assist with security, surveillance, management and control by staff.
- 6.34. Thoroughly trained and suitably qualified staff members over the age of 18 will be positioned at the licensed checkout at all times, where they will be able to see directly into the whole liquor area. Such constant and close surveillance is rarely achieved at most other liquor stores due to their size, layout and walk-in cool rooms. Further details of the applicant's well developed risk management measures, which include a heavy emphasis on staff training, are set out further on in this PIA.
- 6.35. The liquor area will be entirely confined well within the ALDI supermarket building and have no access directly into, or visibility from, outside of the ALDI store. In fact, the liquor section will have even limited visibility from within the ALDI supermarket. It will be positioned on the opposite side of the store from the main entrance, next to the office, so as to reduce visibility and enhance the separation from the rest of the store. The liquor section will be discretely tucked-away into the corner, as depicted below at the end of the far-end aisle.



- 6.36. Signage external to the licensed premises may be displayed which is subtle, modest and states simply that there is "liquor available in store", but such signage will not contain images of liquor products, references to particular liquor products or prices of liquor products. The following is an example of the innocuous type of external signage that may be displayed.

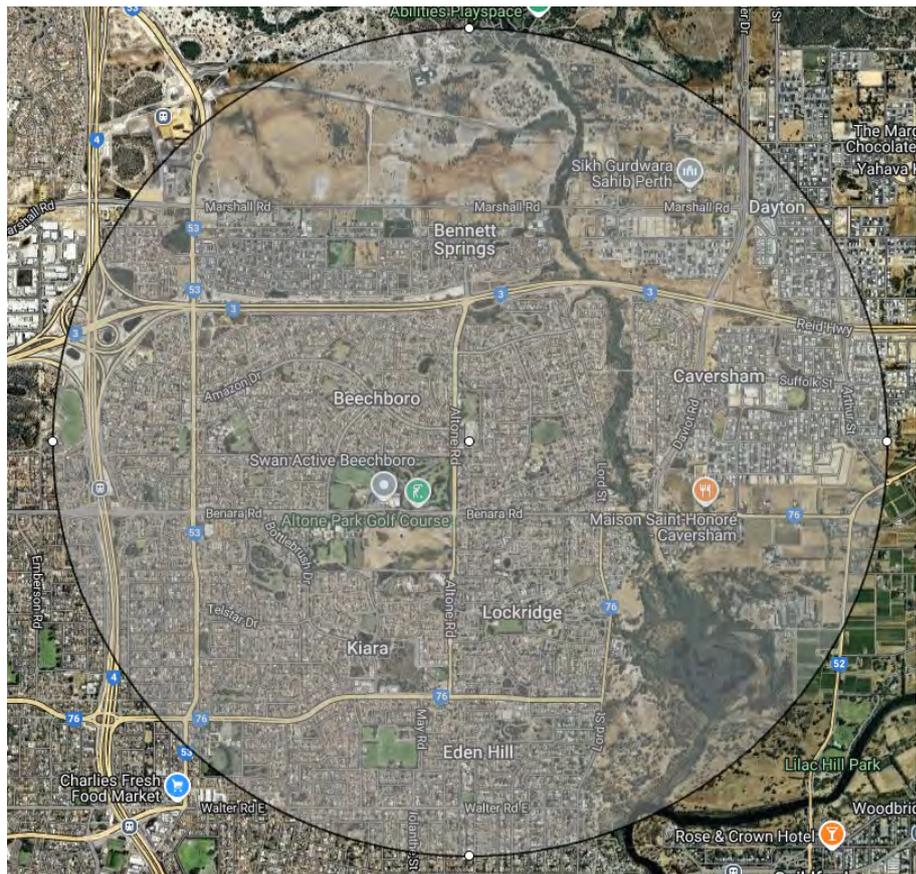
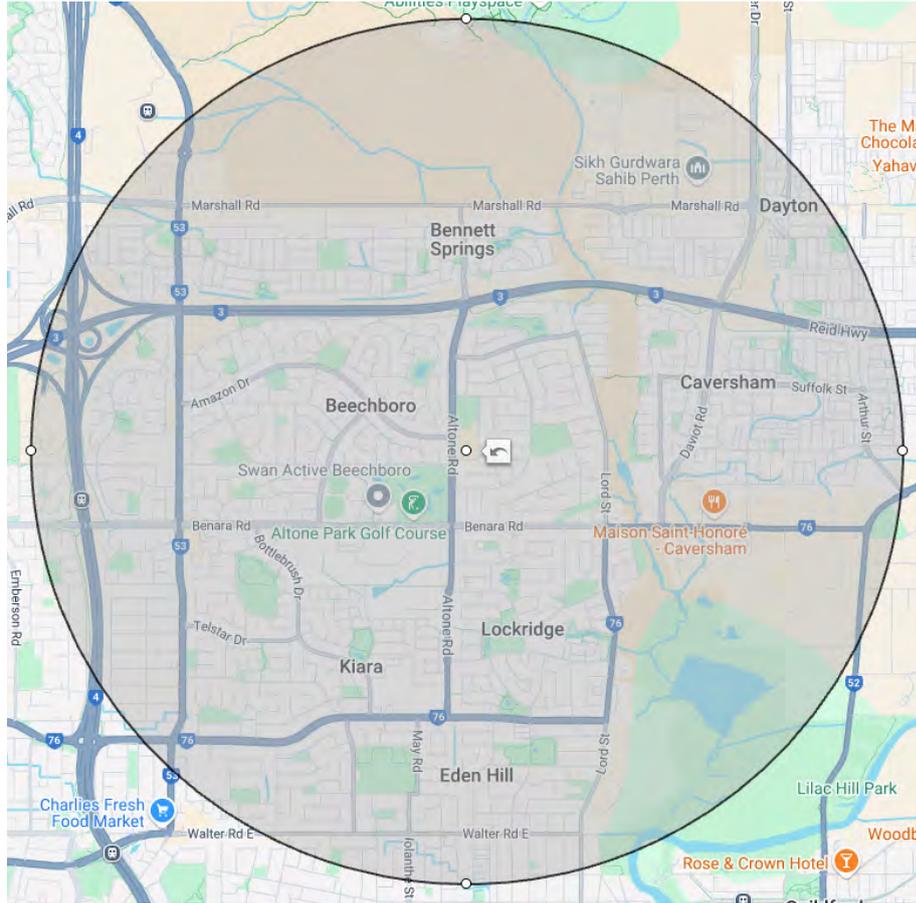


- 6.37. There will be no cool room or other refrigeration in the liquor area. All products will be stocked and sold at room temperature. This unique feature further confirms the intention that the liquor service is genuinely designed to complement the other household items being sold and provide a one-stop-ALDI shop, not an impulse buying service designed to accommodate quick drinking quickly after purchasing.
- 6.38. As stated previously, the office inside the ALDI store is proposed to be licensed for the main purpose of storing licensing-related documents including the approved plans, harm minimisation plan, incident register and staff training register. From time to time, the approved manager may be positioned inside the office.
- 6.39. The applicant intends to store liquor in the back-of-house storage area of the ALDI Beechboro store and also at the applicant's distribution centre in Jandakot. No sale or supply of the liquor directly to customers will take place from the storage facilities.

**Form 2A: "2.3 If you intend to sell packaged liquor, give the names and addresses of all existing licensed premises within the locality"**

- 6.40. To address this section of the Form 2A, it is necessary to firstly identify the relevant locality. There is no definition of "locality" in the Act.
- 6.41. The ALDI Beechboro store is located approximately 16km north east of the Perth CBD. In the Form 2A, the Department has suggested that the locality for this case may be a 3km radius around the proposed licensed area given that the premises is located more than 15km of the Perth CBD but not remote. That area is depicted in the Google Maps images below (**3km locality**).

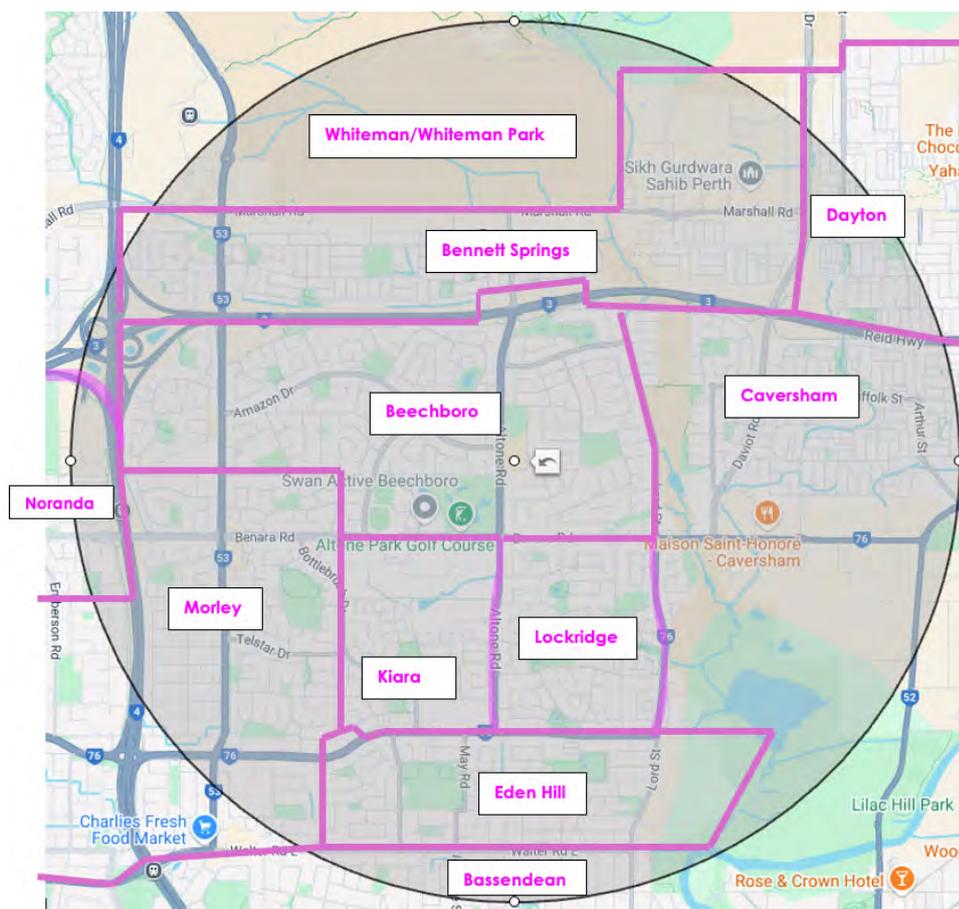
Public Interest Assessment  
Form 2A Annexure  
Application for liquor store licence  
**ALDI Beechboro**



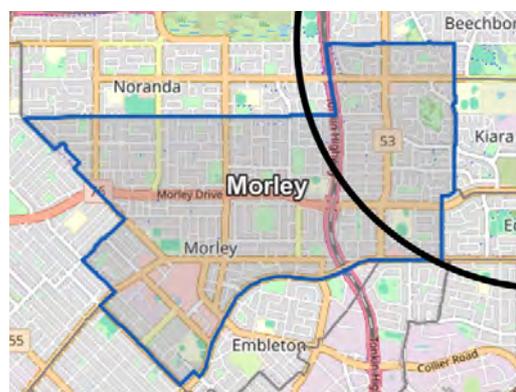
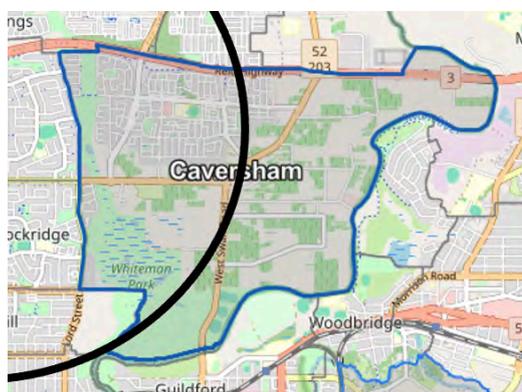
6.42. The 3km locality comprises all or parts of the following suburbs. It includes large sections of undeveloped land, bush, reserve and waterways in the northern and south-eastern parts of the 3km locality.

- 6.42.1. Beechboro
- 6.42.2. Bennett Springs
- 6.42.3. Kiara
- 6.42.4. Lockridge
- 6.42.5. Eden Hill
- 6.42.6. Caversham
- 6.42.7. Morley
- 6.42.8. Whiteman
- 6.42.9. Dayton
- 6.42.10. Noranda
- 6.42.11. Bassendean

6.43. The following map of the 3km locality illustrates the locations and approximate boundaries of the suburbs listed above, showing the make-up of the 3km locality:



- 6.44. It should be apparent from the image above that very little of Whiteman, Dayton, Bassendean and Noranda fall within the 3km radius and collectively those suburbs contribute only a tiny percentage of the overall community within the 3km locality. Therefore, those suburbs are largely irrelevant for the purposes of this PIA and so information pertaining to them has not been provided in this PIA. To include that information would likely distort the overall picture.
- 6.45. Therefore, the relevant suburbs are:
- 6.45.1. Beechboro (whole suburb),
  - 6.45.2. Bennett Springs (almost whole suburb),
  - 6.45.3. Caversham (approximately 50% of the suburb),
  - 6.45.4. Lockridge (whole suburb),
  - 6.45.5. Eden Hill (whole suburb),
  - 6.45.6. Kiara (whole suburb) and
  - 6.45.7. Morley (approximately 30% of the suburb).
- 6.46. As stated above and illustrated below<sup>44</sup>, only approximately 50% of Caversham and 30% of Morley fall within the 3km locality<sup>45</sup>. Notwithstanding, those suburbs have been included in the applicant's assessment of the 3km locality, for the purposes of this PIA, as they are considered sufficiently relevant for the following reasons:
- 6.46.1. The portion of Caversham that is within the 3km locality is where most of the Caversham residents live.
  - 6.46.2. The portion of Morley that is within the 3km locality is relatively dense with residents and it is a built-up section of the 3km locality.



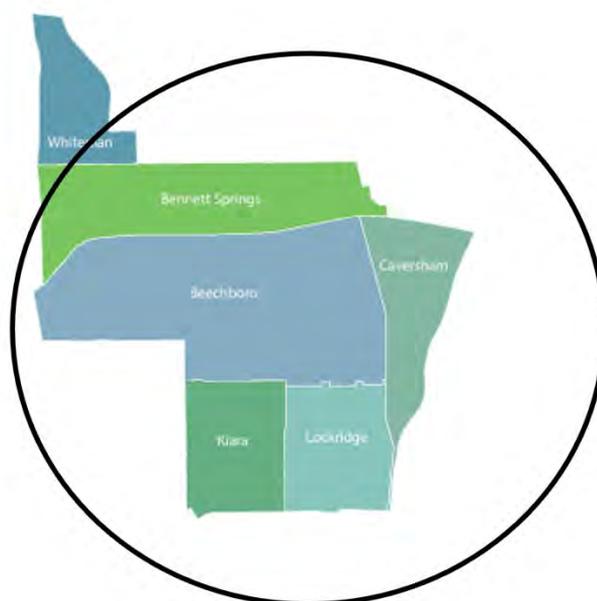
- 6.47. ALDI Beechboro is located within the City of Swan, at the south western corner of the local government area, near the borders with City of Bayswater and

<sup>44</sup> It should be noted that the side-by-side maps are not of equal scale

<sup>45</sup> Suburb maps obtained from the Australian Bureau of Statistics (<https://www.abs.gov.au/census/find-census-data/search-by-area> and <https://www.abs.gov.au/census/find-census-data/search-by-area>), overlaid with the applicable portion of the 3km locality boundary as the black curve in each image

Town of Bassendean. The 3km locality straddles the City of Swan, City of Bayswater and Town of Bassendean.

- 6.48. Within the City of Swan, ALDI Beechboro is located within the “**Altone local area**” which includes the suburbs of Beechboro, Bennett Springs, Kiara, Lockridge and parts of Caversham and Whiteman. It is predominantly a residential area<sup>46</sup>. The following image illustrates the Altone local area in terms of the suburbs which comprise it, in the context of the 3km locality as outlined (approximately) in black. The image shows that the Altone local area makes up an estimated 50% of the 3km locality in terms of land area and approximately 75% of the residential area<sup>47</sup>.



- 6.49. The Altone local area is the subject of the City of Swan's Altone Local Area Plan July 2021-2026 which is referred to elsewhere in this PIA. A copy is attached. “Local Area Plans provide the opportunity to recognise the unique character and needs of these diverse communities. Local Area Planning involves local community members working together with the City to identify the specific issues affecting their community and, to produce a plan that provides solutions to meet the specific needs of their local area in support of its unique character. The Local Area Plan is therefore an important document for the City to plan for infrastructure and services and manage change at a local level.”<sup>48</sup> Therefore, the Altone Local Area Plan is important to the assessment of the local community and its needs in this case.
- 6.50. Other significant features of the 3km locality not referred to in preceding paragraphs include the Ellenbrook trainline and major road infrastructure. The

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<sup>46</sup> City of Swan Altone Local Area Plan July 2021-2026 at page 13 (copy attached)

<sup>47</sup> As referred to earlier on in this PIA, the 3km locality includes large sections of undeveloped area, parks, bushland, reserve and waterways in the northern and south-eastern parts

<sup>48</sup> City of Swan's Altone Local Area Plan July 2021-2026 (copy attached) at page 2

area is very well established with a high density of housing, road network, retail buildings, civic sites, community facilities and other structures and activities.

6.51. The following has been described about each of the relevant local government authorities, which provide general insight into the nature of the area:

6.51.1. City of Swan<sup>49</sup>:

The City of Swan is Perth's largest local government by land size, covering a huge 1,042 square kilometre area in Perth's north-east. That's almost 20 per cent of the Perth metropolitan area.

This City is a dynamic and diverse community, with 1 in 3 residents born overseas, and 1 in 5 speaking a language other than English at home. The median age of residents is only 35, with almost half of households having children.

The City has one of the fastest growing populations in WA, with the population expected to soar from around 168,000 in 2023 to almost 300,000 by 2050.

There is plenty of land available for development to support this growth in the 1,100-hectare Urban Growth Corridor. This residential growth area includes the booming suburbs of Ellenbrook, Brabham, Dayton and Caversham.

The City's 42 suburbs include the strategic metropolitan centre of Midland, a thriving residential and economic hub that is being transformed by new developments and improved transport links. Midland is considered the gateway to regional WA, but is located just 10km from the Perth CBD.

The City is also home to the industrial areas of Malaga, Hazelmere, and South Guildford, while future industrial sites near Ellenbrook and Bullsbrook will support further investment.

The City has more than 13,000 GST registered businesses, employing more than 78,000 people\*. The biggest sectors are health care and social assistance, retail, construction, education and training, and manufacturing.

In the 2021/22 financial year, the City's Gross Regional Product rose 6 per cent to \$11.37 billion, representing 2.8 per cent of the State's gross product.

6.51.2. City of Bayswater<sup>50</sup>:

The City of Bayswater is home to a culturally diverse and vibrant community, set against the backdrop of four thriving town centres, over 380 hectares of green open space and a 10 kilometre stretch of the Swan River.

The City has built a strong reputation for providing the services our community value. We place importance on sustainability and the environment, improving the amenity of town centres, engaging with the community, and creating the opportunity for people to make the most of living in this inner-urban location.

We operate three libraries, two recreation centres and support over 150 local sporting clubs. We maintain 180 parks, ovals and open spaces, 107 play spaces, and manage a local road network that spans 460 kilometres.

Our community is multicultural - 38% of the population were born overseas and 32% speak a language other than English at home. We are the third most culturally and linguistically diverse local government area in Western Australia; and we proudly celebrate all who call the City home.

We respect and value the important role older members of our community play, and we work with the City's youth to keep them engaged and encourage their participation in decision-making processes. We make it a priority to ensure the people who live here have every opportunity to make their voice heard.

Creativity is a way of life in our City and by supporting the local arts community, we have seen public art pop up across the suburbs, putting our artistic heart on display for all. We host events to bring people together and with more than 20,000 people attending these events annually, they are an important part of our identity as a community that likes to connect with one another.

The City has more than 142 cafés, restaurants and bars; and we look forward to welcoming even more as infrastructure is built to support the development of the Bayswater train station. This station is set to become one of the busiest in Perth, and the surrounding area will benefit from a revitalised and pedestrian-friendly retail strip with dining options and office space.

Over the next 10 years, we expect to see our community grow to more than 72,000 people. If we look even further ahead, our community will likely reach 100,000 people by 2050. This will bring with it more diversity, more opportunities and more development.

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<sup>49</sup> <https://www.swan.wa.gov.au/city-and-council/city-profile>

<sup>50</sup> <https://www.bayswater.wa.gov.au/city-and-council/profile-and-maps/city-profile>

6.51.3. Town of Bassendean:

"There's plenty to love about the Town of Bassendean: we have a wonderful sense of community; a relaxed and quiet 'village' feel that embraces and celebrates our rich history and heritage. We have ample public transport options and are only a stone's throw from the city and major tourist destinations. Our natural environment is spectacular with a wonderful community connection to the river environment and all it has to offer"<sup>51</sup>

"The Town of Bassendean, nestled along the picturesque Swan River just 10 kilometres from Perth's CBD, is a thriving community that blends urban living with environmental sustainability and cultural preservation.

Positioned within easy reach of transport hubs, including Ashfield, Bassendean, and Success Hill train stations, as well as regional road networks, Bassendean offers convenient transport options for residents and visitors.

With a population of 16,914 residents, the Town's unique charm reflects its diverse demographics and close-knit community spirit. This unity is enhanced by Council's focus on community participation, and its support for a diverse range of community events and activities.

...

The convenience of sporting facilities at Bassendean Oval, Ashfield, and Jubilee Reserves, six primary schools, and a senior education campus makes Bassendean a great place to live, work and play. The vitality of the Town is supported by ongoing reviews of local planning settings, to facilitate future development that aligns with community aspirations. In addition to its residential appeal, Bassendean contains an important regional industrial area."<sup>52</sup>

- 6.52. "[T]he word 'locality' in s 36B denotes an area that surrounds, and is geographically close to, the location of the proposed premises"<sup>53</sup>.
- 6.53. "Given the context and purpose of s 36B, the word 'locality' is intended to connote the same concept of neighbourhood. I consider that, in this context, it means the geographical area surrounding the proposed site. Section 36B seeks to add an additional hurdle before a licence may be granted under which packaged liquor can be sold. It seeks to ensure that there are not multiple premises in close proximity to one another selling packaged liquor."<sup>54</sup>
- 6.54. "This is not to say that the 'locality' will inevitably, or even usually, be a circular area within a particular radius of the proposed site. The shape and size of the 'locality' may be influenced by topographical features (including man-made features such as roads) and the areas from which the proposed site could be accessed reasonably easily on foot or push-bike. If there is a community in the area of the proposed site, the geographical spread of that community may also influence the shape and size of the 'locality'"<sup>55</sup>.
- 6.55. As identified previously, the 3km locality in this case includes large sections of undeveloped area, parks, bushland and reserve, including Whiteman Park and waterbodies including part of the Swan River, together with trainline and

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<sup>51</sup> <https://www.bassendean.wa.gov.au/welcome-to-bassendean.aspx>

<sup>52</sup> Town of Bassendean Annual Report 2023-2024 at page 18

<sup>53</sup> *Liquorland (Australia) Pty Ltd v Director of Liquor Licensing* [2021] WASC 366 (**Liquorland Karrinyup**) [181] (Archer J); confirmed in *Liquorland Southern River* [62] (Lemonis)

<sup>54</sup> *Liquorland Karrinyup* [182] (Archer J); confirmed in *JB Foods Pty Ltd v Commissioner of Police* [2022] WASC 352 [15] (Smith J) and *Liquorland Southern River* [62] (Lemonis)

<sup>55</sup> *Liquorland Karrinyup* [185] (Archer J); confirmed in *JB Foods Pty Ltd v Commissioner of Police* [2022] WASC 352 [16] (Smith J) and *Liquorland Southern River* [62] (Lemonis)

significant roads, including two major highways, which all act as substantial physical delineation and barriers within the area.

- 6.56. “[D]ue to the variety of factual situations that may arise, it is impossible to prescribe a specific test to be applied or even an exhaustive list of the factors that will or may be relevant in the determination of the locality in any given case. As has been observed in other jurisdictions, there will be some cases where it will be easy to determine the locality, and other cases where it will not be. An example of the former would be where the proposed premises was to be placed in a small country town. An example of the latter would be where it was to be placed in the CBD.”<sup>56</sup>
- 6.57. “What constitutes a ‘locality’ relates to the geographical area surrounding, and what is relatively close to, the proposed site”<sup>57</sup>.
- 6.58. “In any event, the factors which can be contemplated in deciding ‘locality’ must remain diverse and fluid and it is contemplated that the Director may impose different localities in respect to different applications, provided that, in the interests of natural justice, such decision is made on reasonable and ascertainable grounds”<sup>58</sup>.
- 6.59. “The imposition of a radius circle is not necessarily appropriate where such the same encompasses an artificial area. To adopt a patently artificial radius does not reflect the licensing authority’s mandate to have regard to the primary objects of the Act and the functions of the licensing authority which require consideration of the actual impacts of a proposed application”.<sup>59</sup>
- 6.60. For the purposes of section 36B of the Act and having regard to the findings of the Court in *Liquorland Karrinyup*, upheld in *Liquorland Southern River*, the applicant submits that the relevant locality in this case is the area bounded by Reid Highway to the north, Morley Drive East to the south, Beechboro Road N to the west and Lord Street to the east (**s36B locality**), for the following reasons:
- 6.60.1. The area comprising the proposed s36B locality is “an area that surrounds and is geographically close to the location of the proposed premises”<sup>60</sup> which are the key criteria. This area is the true local neighbourhood<sup>61</sup>.
- 6.60.2. Altone Park Shopping Centre is a designated neighbourhood centre, the purpose of which is to provide “convenience retailing...for an immediate surrounding catchment”<sup>62</sup>.

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<sup>56</sup> *Liquorland Karrinyup* [186] (Archer J); confirmed in *Liquorland Southern River* [62] (Lemonis)

<sup>57</sup> *JB Foods Pty Ltd v Commissioner of Police* [2022] WASC 352 [14] (Smith J); *Liquorland Karrinyup* [186] and [190] (Archer J)

<sup>58</sup> *Endeavour Group Limited v Director of Liquor Licensing and ors* LC07/2023 at [164]; *Liquorland (Australia) Pty Ltd v Director of Liquor Licensing* LC09/2023 [92]

<sup>59</sup> *Endeavour Group Limited v Director of Liquor Licensing and ors* LC 07/2023 [172]; *Liquorland (Australia) Pty Ltd v Director of Liquor Licensing* LC 09/2023 [99]

<sup>60</sup> *Liquorland Karrinyup* [181] (Archer J)

<sup>61</sup> *Liquorland Karrinyup* [182, for example] (Archer J)

<sup>62</sup> For example, *City of Swan Local Commercial and Activity Centres Strategy*, adopted by Council 27 September 2017, at page 22 (copy available if required, upon request)

- 6.60.3. The s36B locality covers a sizeable land area and substantial portion of the 3km locality.
- 6.60.4. Reid Highway, Morley Drive East and Tonkin Highway are significant arteries which dissect and clearly define the s36B locality. Considerable time and effort is involved in traversing these roadways and they – particularly Reid Highway and Tonkin Highway – are not designed for pedestrians.
- 6.60.5. Reid Highway is, among other things, formally a “principle/major route for high volume traffic movements within large urban areas”<sup>63</sup>. It is schedule for upgrades<sup>64</sup>. It has been expertly reported as being one of the roads in the area “classified as Primary Distributor roads under the Main Roads Functional Road Hierarchy which are defined as roads which ‘... provide for major regional and inter-regional traffic movement and carry large volumes of generally fast-moving traffic. Some are strategic freight routes, and all are National or State roads and are managed by Main Roads’”<sup>65</sup>.
- 6.60.6. Morley Drive East is a key dual carriageway through the area, running east-west. The road extends for approximately 8.6km, through several local government areas. At the recording points closest to ALDI Beechboro during the most recent recording periods, Morley Drive East has been attracting 6,160 to 13,180 vehicles per day<sup>66</sup>.
- 6.60.7. Beechboro Road N is a substantial artery of approximately 9.2km and is a dual carriageway. It runs roughly parallel with Tonkin Highway and connects with Tonkin Highway. It has been expertly described as a “major north-south connector”<sup>67</sup> and as one of the “District Distributor A roads under the Main Roads Functional Road Hierarchy and are defined as roads which ‘...carry traffic between industrial, commercial, and residential areas and generally connect to Primary Distributors. These are likely to be truck routes and provide only limited access to adjoining property. They are managed by Local Government.’”<sup>68</sup>

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<sup>63</sup> Section 13(2)(e) and (3)(d) of the Main Roads Act 1930

<sup>64</sup> For example, <https://www.mainroads.wa.gov.au/reid-hwy-interchanges>

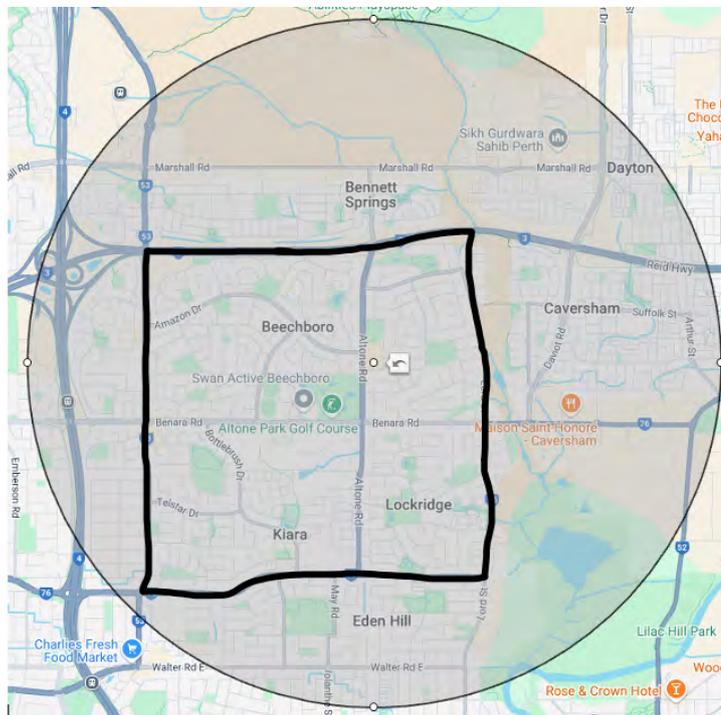
<sup>65</sup> Proposed Local Structure Plan – John Septimus Roe Anglican School-Beechboro Road North Concept Master Plan/Local Structure Plan – Revised Transport Impact Assessment, prepared by Transcore, at page 9 (copy available if required, upon request)

<sup>66</sup> Recorded in 2021/22 at points east of Beechboro North Road and west of Lord Street: Main Roads Western Australia Statewide Traffic Digest 2019/20-2024/25, at page 33 (copy available if required, upon request)

<sup>67</sup> Proposed Local Structure Plan – John Septimus Roe Anglican School-Beechboro Road North Concept Master Plan/Local Structure Plan – Revised Transport Impact Assessment, prepared by Transcore, at page 9 (copy available if required, upon request)

<sup>68</sup> Proposed Local Structure Plan – John Septimus Roe Anglican School-Beechboro Road North Concept Master Plan/Local Structure Plan – Revised Transport Impact Assessment, prepared by Transcore, at page 10 (copy available if required, upon request)

- 6.60.8. Lord Street, which runs north-south, marks the eastern boundary of Lockridge and Beechboro and separates residential areas from bushland and river.
- 6.60.9. Altone Park Shopping Centre, within which ALDI Beechboro is situated, is designed for and acts as a genuine local neighbourhood retail facility. It is expected to be self-sufficient with a modern diversity of products and services.
- 6.60.10. The ALDI liquor display and browse area will be a tiny space, with no visibility whatsoever external to the ALDI store. In fact, the liquor section will only be visible from well within the ALDI supermarket. When Altone Park Shopping Centre is considered in the context of the s36B locality, it is clear that the size of the ALDI liquor section is even further reduced in scale. Having regard for these factors, it could be artificial to extend the locality applicable to section 36B of the Act to an area wider than that which has been proposed.
- 6.61. The s36B locality is identified in the following Google Map as the area depicted by the thick black outline within the 3km locality:



- 6.62. This area comprises most of the suburb of Beechboro (approximately 75%), the whole of Lockridge and Kiara and a small section of Morley (approximately 15%).
- 6.63. The whole of the s36B locality is within the previously defined Altone local area.

- 6.64. As directed by the Department<sup>69</sup>, the applicant has applied a “common-sense approach”<sup>70</sup> to the submissions contained within this PIA in relation to assessing the locality. In this context, the applicant has had regard for the decision in Liquorland Karrinyup and the fact that the 3km locality and s36B locality are both very established and presumably the licensing authority is properly familiar with them and so only pertinent locality material has been included in this document<sup>71</sup>.
- 6.65. The applicant has carefully considered both the 3km locality and s36B locality, as referred to throughout this PIA and the accompanying Legal Submissions.
- 6.66. As required by the Form 2A, the applicant provides the following “names and addresses of all existing licensed premises within the [s36B] locality”<sup>72</sup>.
- 6.66.1. Beeches Tavern, Lot 851 Altone Road, Beechboro
  - 6.66.2. Liquorland Beechboro, cnr Beechboro and Benara Roads, Beechboro
  - 6.66.3. Liquorland Altone Park, Shop 28 Altone Park Shopping Centre, Altone Road, Beechboro
  - 6.66.4. The Bottle-O Beechboro, Shop 1, 499 Beechboro Road, Beechboro
  - 6.66.5. Altone Park Golf Course, 320 Benara Road, Beechboro
  - 6.66.6. Morley Cricket Club Inc, Altone Park Sports Pavilion, Benara Road, Beechboro
  - 6.66.7. Kiara Liquor Store, Lot 1, 149 Morley Drive, Kiara
  - 6.66.8. Perth Brothers Touch Club Inc, Rosher Park Sporting Pavilion, Rosher Road, Lockridge
- 6.67. Additional information and submissions regarding the five “packaged liquor premises”<sup>73</sup> listed above are provided further on in this document.
- 6.68. Beyond the s36B locality, are the following existing licensed premises, of which nearly all are located at least 2km away from the proposed ALDI packaged liquor premises:
- 6.68.1. Springs Tavern, Lot 9501 Beechboro Road North, Beechboro
  - 6.68.2. Cracovia Club WA Inc, Lot 55 Marshall Road, Beechboro
  - 6.68.3. Down the Road Bar & Grill, 77 Walter Road, Bassendean
  - 6.68.4. Bosnian Hercegovian Muslim Society Inc, 587 Beechboro Road North, Bennett Springs
  - 6.68.5. Slate Café, 12 Dulwich Street, Bennett Springs

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<sup>69</sup> Form 2A and at <https://www.dlgsc.wa.gov.au/department/publications/publication/public-interest-assessment>

<sup>70</sup> Form 2A page 2

<sup>71</sup> Further detailed information and supporting documents can be provided if required, upon request

<sup>72</sup> Based on information published by the Department as at 9 April 2025:

<https://portal.dlgsc.wa.gov.au/forms/fr/search/findallicence/new>

<sup>73</sup> Section 36B of the Act

- 6.68.6. Valencia, 55 Benara Road, Caversham
- 6.68.7. Maison Saint-Honore, 100 Benara Road, Caversham
- 6.68.8. Spice in the Valley, Lot 100 Benara Road, Caversham
- 6.68.9. Dom Pinelli Wine & Juice, 30 Bennett Street, Caversham
- 6.68.10. Banara Wines, Benara Road, Caversham
- 6.68.11. Collector of Souls, Lot 100 Benara Road, Caversham
- 6.68.12. Pinelli Estate Winery Restaurant, 114 Benara Road, Caversham
- 6.68.13. Liquorland Caversham, Unit 4, 175 Suffolk Street, Caversham
- 6.68.14. Caversham-Dayton Cricket Club Incorporated, William Henry Oval Suffolk Street, Caversham
- 6.68.15. Bassendean Caledonian Soccer Football Club Incorporated, Northmoor Road, Eden Hill
- 6.68.16. Bassendean Amateur Football Club Inc, cnr May and Robinson Roads, Eden Hill
- 6.68.17. Bassendean Cricket Club Inc, Robinson Avenue[Road], Eden Hill
- 6.68.18. Morley Liquor Barn, 27 Turon Street, Morley
- 6.68.19. Noranda Senior Football Club Inc, Lightning Park Recreation Centre, cnr Reid and Tonkin Highways, Noranda
- 6.68.20. Perth Broncos American Football Club, Lightning Park, 30 Della Road, Noranda

## 7. Form 2A: “Part 3 – The profile of the local community”

### Form 2A: “3.1 Please outline the population characteristics in the locality”

7.1. Approximately 38,023<sup>74</sup> people live in the 3km locality based on the following numbers of people recorded by the Australian Bureau of Statistics (**ABS**)<sup>75</sup> in the relevant suburbs within the 3km locality:

Beechboro	Bennett Springs	Caversham	Lockridge	Eden Hill	Kiara	Morley
9,112	5,929	7,419	3,322	3,703	1,776	6,762 <sup>76</sup>

<sup>74</sup> Being the combined total of the population numbers for all suburbs specified in the table on the basis that only approximately 30% of Morley falls within the 3km locality

<sup>75</sup> As at the 2021 Census: <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50093> (Beechboro), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50110> (Bennett Springs), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50277> (Caversham), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50857> (Lockridge), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50473> (Eden Hill), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50758> (Kiara) and <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50998> (Morley)

<sup>76</sup> That being approximately 30% of the total recorded population of Morley of 22,539 because only approximately 30% of Morley falls within the 3km locality

7.2. Approximately 15,313<sup>77</sup> people in the s36B locality based on the following numbers of people recorded by the ABS<sup>78</sup> in the relevant suburbs:

Beechboro	Lockridge	Kiara	Morley
6,834 <sup>79</sup>	3,322	1,776	3,381 <sup>80</sup>

7.3. The Altone local area, defined and referred to earlier in this PIA and which includes the whole s36B locality, was recorded with approximately 22,826 residents in the 2016 ABS Census.<sup>81</sup>

7.4. These statistics indicate an enormous number of people living in the area. As identified earlier on in this PIA, “[t]he City of Swan has one of the fastest growing populations in WA, with the population expected to soar from around 168,000 in 2023 to almost 300,000 by 2025”<sup>82</sup>. The ALDI store is located in the City of Swan. The neighbouring City of Bayswater, over which the 3km locality straddles, expects over the next ten years to “grow to more than 72,000 people” with a projected 100,000 by 2050<sup>83</sup>. Both councils, together with the adjoining Town of Bassendean which the 3km locality also covers, are planning for considerable growth and development in various ways, as referred to elsewhere in this PIA. The City of Swan’s creation of the Altone Local Area Plan (copy attached) is evidence of this.

7.5. The average person living in the 3km locality in statistical terms based on their self-reporting in ABS Census of 2021<sup>84</sup> can be described as follows:

- 7.5.1. female, 37 years of age,
- 7.5.2. “non-indigenous”<sup>85</sup>,
- 7.5.3. married,
- 7.5.4. born in Australia, of English ancestry,
- 7.5.5. with no religious affiliation,

<sup>77</sup> Being the combined total of the population numbers specified in the table for Beechboro (approximately 75% thereof for the suburb area that falls within the s36B locality), Lockridge, Kiara and Morley (approximately 15% thereof for the suburb area that falls within the s36B locality)

<sup>78</sup> As at the 2021 Census: <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50093> (Beechboro), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50857> (Lockridge), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50758> (Kiara) and <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50998> (Morley)

<sup>79</sup> That being approximately 75% of the total recorded population of Beechboro of 9,112 because approximately 75% of Beechboro falls within the s36B locality

<sup>80</sup> That being approximately 15% of the total recorded population of Morley 22,539 because only approximately 15% of Beechboro falls within the s36B locality

<sup>81</sup> Based on 2016 ABS data in the City of Swan’s Altone Local Area Plan July 2021-2026 (copy attached) at page 5

<sup>82</sup> <https://www.swan.wa.gov.au/city-and-council/city-profile>

<sup>83</sup> <https://www.bayswater.wa.gov.au/city-and-council/profile-and-maps/city-profile>

<sup>84</sup> <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50093> (Beechboro), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50110> (Bennett Springs), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50277> (Caversham), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50857> (Lockridge), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50473> (Eden Hill), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50758> (Kiara) and <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50998> (Morley)

<sup>85</sup> As so-described/defined by the ABS

- 7.5.6. in the labour force, working full-time and earning \$755 per week,
- 7.5.7. suffering no long-term health condition and
- 7.5.8. with a family composition that is as a couple with children.
- 7.6. The following further resident profile characteristics have been identified for people living in the 3km locality based on their self-reporting in ABS Census of 2021<sup>86</sup>:
- 7.6.1. The second top response as to “country of birth” behind Australia is India.
- 7.6.2. Approximately 25.6% of the resident population is aged 19 or under, compared to the WA State average of 24.8%.
- 7.6.3. Approximately 13.9% of the resident population is 65 years of age or older, compared to the WA State average of 16.1%.
- 7.6.4. 6.3% indicated being unemployed, compared to the WA State figure of 5.1%. However, the suburb of Lockridge which had the highest unemployment rate at the time within the 3km locality, also reported the lowest percentage of residents within the labour force and 61% of people in the 3km locality worked 35 or more hours per week compared to 60.2% across WA on average.
- 7.7. As directed by the Department, the applicant has applied a “common-sense approach”<sup>87</sup> to the submissions contained within this section of the PIA in terms of outlining the population characteristics in the locality. Further, the applicant has tried not to overburden the licensing authority with materials, especially those available via the internet. Therefore, only pertinent locality material has been included in this document<sup>88</sup>.
- 7.8. Further details of the nature and characteristics of the local community are provided elsewhere in this PIA.

**Form 2A “3.3 (sic) List the community buildings in the locality”**

- 7.9. As required by the Form 2A, the applicant provides names and addresses for the following identified to be operating in the 3km locality:
- 7.9.1. Schools and educational institutions:
- 7.9.1.1. Montessori Gardens Children's House, 4 Brookside Gardens, Caversham

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<sup>86</sup> <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50093> (Beechboro), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50110> (Bennett Springs), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50277> (Caversham), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50857> (Lockridge), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50473> (Eden Hill), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50758> (Kiara) and <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50998> (Morley) (although only approximately 30% of Morley data is applicable)

<sup>87</sup> Form 2A and at <https://www.dlgsc.wa.gov.au/department/publications/publication/public-interest-assessment>

<sup>88</sup> Additional and more detailed information and supporting documents can be provided if required and requested

**ALDI Beechboro**

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- 7.9.1.2. Caversham Valley Primary School, 60 Summerville Boulevard, Caversham
- 7.9.1.3. Accord Driving School, 59 Thorley Way, Lockridge
- 7.9.1.4. East Beechboro Primary School, Brockmill venue, Beechboro (nearest; 584 metres away)
- 7.9.1.5. Lockridge Primary School, 48 Rosher Road, Lockridge
- 7.9.1.6. Good Shepherd Catholic School, 215 Morley Drive, Kiara
- 7.9.1.7. Eden Hill Primary School, 83a Ivanhoe Street, Eden Hill
- 7.9.1.8. Hampton Senior High School, 60 Morley Drive East, Morley
- 7.9.1.9. Kiara College, 368 Benara Road, Kiara
- 7.9.1.10. West Beechboro Primary School, 30 Avignon Way, Beechboro
- 7.9.1.11. Beechboro Primary School, 20 King Road, Beechboro
- 7.9.1.12. Meeriling Children and Community Service Beechboro, 106 Amazon Drive, Beechboro
- 7.9.1.13. Beechboro Christian School, 160 Bennett Springs Drive, Bennett Springs
- 7.9.2. Hospitals: none identified.
- 7.9.3. Hospices: none identified.
- 7.9.4. Aged care facilities: Juniper Carramar Residential Care, Carramar Retirement Village, 23A Redgum Way, Morley
- 7.9.5. Churches/places of worship:
  - 7.9.5.1. Kingdom Hall of Jehovah's Witnesses, 254 Lord Street, Caversham
  - 7.9.5.2. Shree Swaminarayan Mandir (Temple) Perth Australia Inc, 211 Marshall Road, Bennett Springs
  - 7.9.5.3. Sikh Gurdwara Sahib Perth, 10 Cheltenham Street, Bennett Springs
  - 7.9.5.4. Resurrection Anglican Church, 37 Woolgar Way, Lockridge
  - 7.9.5.5. Good Shepherd Catholic Church, 215 Morley Drive East, Kiara
  - 7.9.5.6. Chorus Church, 65 Darwin Crescent, Beechboro
  - 7.9.5.7. Foursquare Gospel Churches, 111 Bluegum Road, Beechboro
  - 7.9.5.8. Shalom Family Church, 111 Bluegum Road, Beechboro

- 7.9.5.9. Potters House Christian Church, Beechboro
- 7.9.6. Drug and alcohol treatment centres: no specialist centres identified.
- 7.9.7. Short term accommodation or refuges: none identified.
- 7.9.8. Childcare centres:
  - 7.9.8.1. Buttercups Childcare & Early Learning Centre – Beechboro, 25 Hull Way, Beechboro
  - 7.9.8.2. Brockman Community House and Children's Services, 181 Altone Road, Beechboro
  - 7.9.8.3. Homeira Family Day Care, 13 Camm Place, Beechboro
  - 7.9.8.4. Little Blossoms Family Day Care Centre, 3 Rainbow Crescent, Bennett Springs
  - 7.9.8.5. Moombaki Early Learning, 233 Bennett Springs Drive, Bennett Springs
  - 7.9.8.6. Treasured Tots Early Education, 1 Tucana Street, Bennett Springs
  - 7.9.8.7. Suhana's Family Day Care, 14 Taurus Avenue, Bennett Springs
  - 7.9.8.8. Little Faces Family Day Care, Taurus Avenue, Bennett Springs
  - 7.9.8.9. Zara's Family Day Care, 56 Bennett Street, Caversham
  - 7.9.8.10. Child Australia Lockridge Campus, 36 Diana Crescent, Lockridge
  - 7.9.8.11. Sara's Family Daycare, 18 Weddall Road, Lockridge
  - 7.9.8.12. Fatima Family Day Care Morley, 12 Telstar Drive, Morley
  - 7.9.8.13. Jellybeans Child Care Morley, 2 Chaffers Street, Morley
  - 7.9.8.14. OrganKids Childcare, 357-359 Benara Road, Morley
  - 7.9.8.15. Banksia Kids Beechboro, 477 Beechboro Road North, Beechboro
  - 7.9.8.16. Bloom Early Education Beechboro, 150 Amazon Drive, Beechboro
  - 7.9.8.17. Cheryl Wills Family Day Care, 80 Orchid venue, Bennett Springs
  - 7.9.8.18. MercyCare Early Learning, 130 Bridgeman Drive, Bennett Springs
  - 7.9.8.19. Shereen Family Day Care, 61 Albatross Loop, Bennett Springs

- 7.9.9. Local government: As referred to previously in this document, the City of Swan is the applicable local government authority and the 3km locality also encompasses parts of the City of Bayswater and Town of Bassendean. The Administration Centres for these authorities are located at 2 Midland Square, Midland (Swan), 61 Broun Avenue, Morley (Bayswater) and 35 Old Perth Road, Bassendean. None of these are located within the 3km locality.
- 7.10. Other places which could potentially be regarded as "community buildings in the locality" include the following which evidence the advanced and established nature of the area:
- 7.10.1. Altone Youth Centre (Youth Futures), 322 Benara Road, Beechboro
  - 7.10.2. Swan Active Beechboro, 332 Benara Road, Beechboro
  - 7.10.3. Altone Park Golf Course, 320 Benara Road, Beechboro
  - 7.10.4. Beechboro Scout Hall, Lot 17 Lord Street, Caversham
  - 7.10.5. Ghaznavian Multicultural Community Inc, 1 Small Street, Beechboro
  - 7.10.6. Lockridge Community Centre, 36 Diana Crescent, Lockridge
- 7.11. The nearest residence is understood to be approximately 75m away from the proposed licensed area, as a straight-line distance. The ALDI Beechboro liquor section will be much further in terms of walking or driving distance and not visible, nor directly accessible, from any residence.

## **8. Form 2A "Part 4 – Minimising the potential for alcohol to cause harm"**

### **Form 2A "4.1 What strategies will you use to minimise harm from the use of alcohol?"**

- 8.1. It is acknowledged that harm can potentially result from the use of liquor<sup>89</sup>.
- 8.2. Risk management and harm minimisation from the sale and supply of liquor are not only very familiar subjects to ALDI but are prominent considerations and given priority in operational policies. ALDI has been successfully implementing measures that minimise harm and ill-health at its large number of existing liquor outlets for many years. Its liquor store model has been tried and tested at many sites and proven to be entirely positive.
- 8.3. The applicant has had regard for harm and ill-health factors potentially associated with the new liquor licence, with reference to its trading history. The applicant has an excellent trading record in terms of compliance and is not aware of any of its licences causing harm or ill-health.
- 8.4. Any potential negative impact of the licence should be considered in light of the low risk features of the ALDI liquor model, which are described throughout

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<sup>89</sup> Containing alcohol

this PIA. This proposition is supported by the following finding of the Liquor Commission in ALDI Harrisdale<sup>90</sup> which involved virtually the same proposal.

“There is nothing to suggest that the granting of the licence will result in an increase in harm and ill-health. The small size of the proposed premises, the nature of its operation and the limited number of products are significant factors in reaching this conclusion.”

- 8.5. No part of the proposed licensed area will be visible in any way from the churches, schools, hospitals and day care centres etc within the 3km locality which have been identified earlier on in this PIA. In fact, no part of the ALDI store is visible from those places or any other sensitive organisation. The liquor section will only be visible from within the ALDI supermarket.
- 8.6. The applicant has sought to identify current information regarding alcohol related hospitalisations and deaths associated with the 3km locality specifically, from material published by the relevant local authorities, nearest hospital and health agencies, but none could be identified. Further, “due to different classification systems and alcohol as a contributing factor not being recorded within all health datasets, challenges exist in quantifying the incidence of alcohol-related injuries in WA.”<sup>91</sup>.
- 8.7. Nonetheless, the applicant acknowledges that hospitalisation and death can potentially result for some people as a consequence of the use of liquor and would most likely be occurring at some level in the 3km locality.
- 8.8. The applicant acknowledges that alcohol-related hospitalisations and deaths would have occurred in the 3km locality and may occur in the future. The applicant has considered the Perth North PHN Needs Assessment 2022-2024 prepared by WA Primary Health Alliance<sup>92</sup>. The report identified the Cities of Swan and Bayswater and Town of Bassendean to have relatively commensurate and equal levels of risky alcohol consumption compared with other areas<sup>93</sup>. It is acknowledged that risky drinking levels were identified in the assessment, but not at levels in the 3km locality that are unusual in the context of the whole enormous district covered by the report, in comparison with other areas<sup>94</sup>.
- 8.9. The most recent ABS data has revealed no specific alcohol-related health condition associated with local residents in the 3km locality. The large majority (61.9%) of residents in the 3km locality reported at the 2021 Census that they have no long-term health condition, which is slightly better than the State and

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<sup>90</sup> ALDI Harrisdale [38(b)]

<sup>91</sup> Alcohol-related injuries in Western Australia Position Paper, by Injury Matters, dated April 2022, at page 2 ([www.injurymatters.org.au](http://www.injurymatters.org.au)) – copy of the paper available if required, upon request

<sup>92</sup> Copy of report available if required and upon request by the licensing authority

<sup>93</sup> At pages 2 and 24 (copy of report available if required and upon request by the licensing authority)

<sup>94</sup> At page 24 (copy of report available if required and upon request by the licensing authority)

national figures<sup>95</sup>. It is acknowledged that a small percentage of people did indicate that they experience some long-term health condition<sup>96</sup>.

- 8.10. "New data from Roy Morgan's Alcohol Consumption Report shows the proportion of Australians who drink alcohol dropped by 1.8 percentage points to 67.9 per cent in the 12 months to June 2022"<sup>97</sup>. Data for the 12 months to March 2023 showed an increase of 1.3%, but relevantly "[t]he most significant driver of the increase in consumption of alcohol compared to pre-pandemic is the increasing popularity of RTDs (Ready-to-drink)"<sup>98</sup> and ALDI's liquor range includes only a tiny number of RTDs. The attached stocklist contains only six different RTDs. They will certainly not be available in bulk or even in large supply compared to other liquor outlets, given ALDI's modest stock volume and manner of trade
- 8.11. ALDI has factored advertising and promotion into its harm minimisation strategies. Flamboyant and highly suggestive advertising posters, encouraging or even suggesting rapid, excessive or juvenile drinking are not displayed in association with ALDI's liquor service. Nor does ALDI advertise discount liquor prices for certain periods. This is because traditional, ad hoc "sales" may encourage customers to purchase more liquor than they otherwise would have for fear of missing out on the deal.
- 8.12. The Perth North PHN Needs Assessment 2022-2024 prepared by WA Primary Health Alliance<sup>99</sup> referred to in preceding paragraphs of this PIA found that "[a]lcohol consumption has been declining among students in WA over the past few decades (WA Mental Health Commission, 2017). In 1999 around 36% of students surveyed reported having used alcohol in the past week, in comparison to 15% in 2017. Over this period the number of students reporting never having consumed alcohol increased from 10% to 38% (WA Mental Health Commission 2017)"<sup>100</sup>.
- 8.13. Placing a heavy focus on staff is another key strategy to ensuring policies and practices are implemented and laws are complied with.

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<sup>95</sup> Being the combined average for the seven suburbs within the 3km locality: <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50093> (Beechboro), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50110> (Bennett Springs), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50277> (Caversham), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50857> (Lockridge), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50473> (Eden Hill), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50758> (Kiara) and <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50998> (Morley) (although only approximately 30% of Morley data is applicable)

<sup>96</sup> <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50093> (Beechboro), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50110> (Bennett Springs), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50277> (Caversham), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50857> (Lockridge), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50473> (Eden Hill), <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50758> (Kiara) and <https://www.abs.gov.au/census/find-census-data/quickstats/2021/SAL50998> (Morley) (although only approximately 30% of Morley data is applicable)

<sup>97</sup> <https://theshout.com.au/australian-alcohol-consumption-declines-rt-d-consumption-at-record-high/>

<sup>98</sup> <https://www.roymorgan.com/findings/9153-alcohol-consumption-march-2023>

<sup>99</sup> Copy of report available if required and upon request by the licensing authority

<sup>100</sup> At page 25 (copy of report available if required and upon request by the licensing authority)

- 8.14. ALDI operates pursuant to a highly evolved and sophisticated corporate structure and hierarchy whereby staff at each level are entrusted with an advanced degree of responsibility and are provided with extensive and comprehensive training and support.
- 8.15. ALDI is a market leader in terms of staff training and development. Its impressive approach is referred to in the following sub-paragraphs:
- 8.15.1. “We believe that good people working together, united by a shared purpose, can achieve extraordinary things. ALDI isn't just a workplace; it's a place where you'll be part of a tight-knit team that supports and uplifts each other, where you can learn, grow and develop and make a meaningful impact by helping everyday Australians live richer lives for less.”<sup>101</sup>
- 8.15.2. “We provide [staff] with comprehensive training including induction training and quarterly retraining. We also offer leadership training programs that help create the operational leaders of the future.”<sup>102</sup>
- 8.15.3. “We offer diverse and cross-functional career pathways. We also value internal promotions with over 70% of our leaders promoted internally.”<sup>103</sup>
- 8.15.4. “ALDI Australia has taken top spot in the Australian Business Award's – Employer of Choice 2020”<sup>104</sup>.
- 8.15.5. ALDI has been awarded Retail Employer of the Year at the eftpos Australian Retail Association Awards (**ARA**).
- The ARA said that ALDI have proven to be “fierce contenders” with a strong commitment to diversity, non-discrimination and support to all employees. The supermarket was recognised for incorporating internal and external recruiting methods to select candidates and for nurturing the skills, confidence and leadership required to operate business functions.
- “Through a commitment to staff and the community, ALDI are the pioneers in the retail sector, leaving no stone unturned,” the ARA said. 105
- 8.15.6. Every ALDI staff member is required to undertake detailed internal training and an induction programme, which will certainly apply for staff at the ALDI Beechboro store. This involves education on a wide variety of facets of the business and includes liquor product knowledge and responsible service. To help ensure high standards are achieved at all times, all ALDI staff are employed on a permanent basis.
- 8.15.7. The applicant will ensure all staff at the ALDI Beechboro store are properly trained as to their responsibilities under the Act, the licensing authority's policies, ALDI policies and procedures, matters of safety

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<sup>101</sup> <https://www.aldicareers.com.au/>

<sup>102</sup> <https://aldiaustralia-1481176-en-au.sr-atrax.com/benefits-that-matter>

<sup>103</sup> <https://aldiaustralia-1481176-en-au.sr-atrax.com/benefits-that-matter>

<sup>104</sup> <https://www.aldiunpacked.com.au/aldi-australia-is-recognised-as-an-employer-of-choice/>

<sup>105</sup> <https://insidefmcg.com.au/2018/10/19/aldi-awarded-ara-employer-of-the-year/>

- and all other laws and regulations applicable to the proper conduct of the business.
- 8.15.8. The liquor section will be adequately staffed at all times with appropriately trained and knowledgeable people. In addition to having sufficient numbers of approved managers, other part-time and full-time staff will also be employed. At least one qualified unrestricted approved manager will be at the store at all times.
- 8.15.9. In-store staff are required to wear a uniform, which is of a smart and modern style and bears the ALDI logo. Staff presentation is considered by the applicant to be important both in terms of upholding its image and also in portraying a professional and responsible approach to the business.
- 8.15.10. PRG found that only up to 1% of people surveyed believe that they could come to some harm or experience some adverse effect from the ALDI liquor section being established in Beechboro<sup>106</sup>.
- 8.16. Another harm minimising element of the ALDI model is the strong focus on quality of product and value-for-money propositions, not just price per se. The applicant invests enormously in providing customers with the perfect balance of high quality product at the lowest price that can be achieved whilst maintaining the quality. Many of its liquor items have been awarded accordingly. This value-for-money philosophy – which is entirely different from simple notions of low price and being cheap – is entirely consistent with consumer requirement. This latter proposition is supported by the following:
- 8.16.1. “Aldi is arguably one of the biggest disruptors to hit the Australian economy over the past 20 years, single handedly busting open the Woolworths/Coles supermarket duopoly.”<sup>107</sup>
- 8.16.2. “Seventy-eight percent of consumers are prioritising value for money when shopping...”<sup>108</sup>
- 8.16.3. “Nine in ten (90%) of the total ALDI shopper sample liked this aspect of the proposed ALDI Beechboro liquor section, and 0% disliked it. Note the elevated 92% and 99% respectively of packaged liquor buyers, and those who have consumed ALDI liquor products purchased from a WA ALDI store, who provided a “like” response. Again the weight of sentiment is very much in support of this aspect of the proposed ALDI liquor section.”<sup>109</sup>

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<sup>106</sup> PRG report at para 2.2.1, page 8

<sup>107</sup> <https://www.macrobusiness.com.au/2021/03/the-rise-and-rise-of-aldi/>

<sup>108</sup> <https://ecommercenews.com.au/story/australians-prioritise-value-for-money-as-economic-pressures-mount#:~:text=Seventy%2Deight%20percent%20of%20consumers,research%20from%20Shopify%20has%20revealed and https://retailworldmagazine.com.au/four-in-five-australians-now-prioritise-value-for-money/>

<sup>109</sup> PRG report at para 4.5.4, page 23

- 8.17. The ALDI liquor model clearly presents with a number of low risk elements, all of which have been proven to be successful in many of its stores in other locations given ALDI's excellent trading record.
- 8.18. As referred to previously, the liquor section will be positioned away from the entrance to the supermarket, tucked-away in the corner of the store, surrounded by opaque barricading making it substantially separate and discrete. Shoppers could choose to avoid the liquor section if they so wished. The layout of the supermarket and checkouts enable any shopper to work their way through the supermarket with barely noticing the liquor component, if at all and not needing to cross through it or near it.
- 8.19. To summarise and reiterate, the following are the key harm and risk minimising features of the ALDI Beechboro liquor proposal:
- 8.19.1. Its small size
  - 8.19.2. The bright, open-plan layout
  - 8.19.3. The absence of refrigeration to help avoid impulse buying and impulse drinking. The absence of a walk-in coolroom also enhances surveillance.
  - 8.19.4. The limited stock range and volume.
  - 8.19.5. The absence of an online delivery service
  - 8.19.6. The absence of bulk quantities of cheap mainstream products.
  - 8.19.7. Reduced trading hours – significantly less than permitted under the Act and less than the usual trading hours of most other liquor stores.
  - 8.19.8. Its location/position confined within the supermarket footprint, away from the main store entrance, under the close supervision of the supermarket and its staff. ALDI staff will have a clear line of sight into the liquor display/browse area at all times.
  - 8.19.9. The restricted visibility of and into the liquor section.
  - 8.19.10. The lack of immediate or direct egress from the liquor area outside into the public domain. The design and layout forces customers to enter the supermarket and walk past the watchful eye of several trained staff.
  - 8.19.11. The limited and controlled nature of product pricing.
  - 8.19.12. The lack of signage external to the store advertising discounted liquor products.
  - 8.19.13. The highly experienced and reputable operator.
  - 8.19.14. The high level of staff training.
- 8.20. Importantly also, there will be none of the following:
- 8.20.1. Prominent external advertising of liquor products and their prices.

- 8.20.2. Products, advertising or promotional materials designed to entice juveniles.
  - 8.20.3. Large volumes of cheap bulk products displayed.
  - 8.20.4. Volumes of liquor products refrigerated and ready-to-drink.
  - 8.20.5. Energy drinks stocked in the liquor display/browsing area.
- 8.21. In respect of the issue of juveniles, very strict policies will apply. ALDI is very aware of the fact that juveniles will be in the supermarket from time to time, some of whom may be unaccompanied by a parent/guardian.
- 8.21.1. The store layout will enable juveniles to totally avoid going near the liquor section.
  - 8.21.2. The combination of store layout and security systems will facilitate and ensure a constant and high degree of surveillance over the liquor area and checkout to safeguard the proper management of juveniles. ALDI has successfully managed this issue at its existing stores elsewhere in Western Australia for many years.
  - 8.21.3. No liquor will be sold or supplied to juveniles or anyone who is suspected of trying to obtain liquor for a juvenile.
  - 8.21.4. ALDI has adopted an "ID Under 25" policy. Staff at ALDI Beechboro will be directed to go beyond the requirement to ask customers suspected of being under the age of 18 to prove their age and in fact ask all customers suspected of being under the age of 25 for age verification, so as to err on the side of caution.
  - 8.21.5. The applicant will operate under a strict policy, which will be taught to and perpetuated with its staff, whereby liquor is not sold or supplied to anyone whom it is suspected might give the liquor to a juvenile, including guardians and parents.
  - 8.21.6. Juveniles observed to be loitering near the liquor block will be asked to move on and no juveniles will be permitted in the licensed area unless accompanied by a responsible adult. The applicant has not experienced notable issues of this kind at its existing stores.
  - 8.21.7. Lollies and other items commonly known to attract the attention of juveniles will not be stocked in the liquor display/browse area.
  - 8.21.8. The liquor display and browse area will have limited line-of-sight such that visibility into that area will be restricted.
  - 8.21.9. The liquor area will be subject to a high level of surveillance and security from the associated checkout.
  - 8.21.10. Unaccompanied juveniles who may be in the supermarket from time to time will be directed to a non-licensed checkout to make their purchase.

- 8.22. A clear example to confirm ALDI's high standards in its liquor service is when the company came under scrutiny from the public for the strictness of its approach to liquor and juveniles. Some ALDI stores in New South Wales have refused service to adults because staff have witnessed a juvenile merely touching the liquor items, even where they have touched the items simply to stop them from falling over in a trolley.<sup>110</sup>
- 8.23. Adult consumers have felt comfortable shopping in an ALDI liquor area with their children as clearly depicted, by way of example, in the images below taken at one of the busy operating ALDI stores in WA with a liquor section<sup>111</sup>.



- 8.24. Every effort will be made by the applicant to conduct business under the new licence in a manner that minimises the potential for harm or ill-health to occur as a result of the liquor store licence operating at the Beechboro store.
- 8.25. The applicant is an upstanding corporate citizen which operates pursuant to several high level standards and policies. ALDI has a considerable presence in the public domain, which it intends to continue growing in Western Australia. It is in the applicant's interests to ensure that the liquor service in Beechboro is

<sup>110</sup> <https://www.news.com.au/finance/business/retail/aldis-strict-underage-alcohol-policing-leaves-shoppers-high-and-dry/news-story/c7beaa2c4b8e1f0345b3545c98c7789c>

<sup>111</sup> Faces redacted for privacy reasons

successful in all respects, including genuinely minimising harm and successfully managing risks.

- 8.26. The applicant has identified the issue of crime in terms of harm factors applicable to the 3km locality. The information contained in the attached offence data summary has been considered<sup>112</sup>. This police data may possibly assist in assessing very broadly and generally criminal offence activity in the area.
- 8.27. It is acknowledged that there is a level of crime occurring in the 3km locality. This is to be expected given the high density of the area with approximately 40,000 residents, as referred to earlier on in this PIA. Whilst any crime rate is an issue to be addressed, the rate for the 3km locality may be regarded as proportionate given the large and growing demographics. The highest type or category of police offence that has been recorded is "theft"<sup>113</sup>. ALDI has multiple measures in place to reduce the risk of theft, as referred to in this document and is extremely experienced at managing the issue.
- 8.28. The police data does not reveal anything to suggest that the 3km locality overall experiences a concerning or unusual level of crime relevant to the ALDI proposal. The applicant will nevertheless maintain its tried and tested risk management, safety and security measures and implement additional steps, to minimise potential crime. These measures are addressed elsewhere in this PIA and will continue to ensure the risk of any crime associated with the premises is minimised, as it currently is. In addition, the likelihood of the liquor service contributing to alcohol related crime is reduced by the following mitigating factors.
- 8.28.1. Small, simple and open layout of the liquor block.
  - 8.28.2. Location within the confined safety of the supermarket building.
  - 8.28.3. Lack of external frontage.
  - 8.28.4. Location of the liquor area adjacent to the checkout and therefore, under constant close staff surveillance and supervision.
  - 8.28.5. Absence of refrigeration, which removes the opportunity for impulsive desires to steal liquor for immediate consumption.
  - 8.28.6. Lack of a walk-in cool room, which is ordinarily hidden from staff view, providing cover and convenience for would-be criminals.
  - 8.28.7. Installation of CCTV surveillance throughout the supermarket, including the proposed licensed area.

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<sup>112</sup> <https://redsuburbs.com.au/suburbs/beechnboro/>, <https://redsuburbs.com.au/suburbs/bennett-springs/>, <https://redsuburbs.com.au/suburbs/caversham/>, <https://redsuburbs.com.au/suburbs/lockridge/>, <https://redsuburbs.com.au/suburbs/eden-hill/>, <https://redsuburbs.com.au/suburbs/kiara/> and <https://redsuburbs.com.au/suburbs/morley/>. This is not evidence of proven crimes.

<sup>113</sup> <https://redsuburbs.com.au/suburbs/beechnboro/>, <https://redsuburbs.com.au/suburbs/bennett-springs/>, <https://redsuburbs.com.au/suburbs/caversham/>, <https://redsuburbs.com.au/suburbs/lockridge/>, <https://redsuburbs.com.au/suburbs/eden-hill/>, <https://redsuburbs.com.au/suburbs/kiara/> and <https://redsuburbs.com.au/suburbs/morley/>. This is not evidence of proven crimes.

- 8.29. ALDI's considerable retailing experience, including selling liquor products, has provided the organisation with the ability to manage security well such that crime associated with ALDI stores is kept very low. The quality of the premises both inside and outside and the standard of supervision by staff will help make the public feel welcome and safe but any would-be criminals or disorderly persons uncomfortable.
- 8.30. The liquor area will have no external access as it will be entirely confined and secured within the ALDI supermarket, set-back considerably from the main entrance.
- 8.31. The following security steps will be taken in relation to the ALDI Beechboro liquor section.
- 8.31.1. Security cameras both inside the licensed area and outside will be operating.
  - 8.31.2. Secure locking systems will be engaged for after hours.
  - 8.31.3. A high level of staff training which includes how to deal with incidents that are, or could potentially become, obviously criminal or unsafe.
  - 8.31.4. Maintaining a rigid enforcement of harm minimisation principles and policies. These will include, for example the "ID Under 25" policy, staff training, participation in the local liquor accord (if there is one), notifying Police of potential criminal behaviour and keeping in contact with Police.
  - 8.31.5. Clear and obvious signage. The new premises will be bright, modern and attractive.
  - 8.31.6. Limited public access and egress via one point only, from within the supermarket under the constant watching-eye of the cashiers. This will ensure a high level of staff surveillance from inside the store and inhibit would-be criminals by restricting the ease of a get-away.
- 8.32. The applicant has established a Security Layout plan illustrating the general position and fit-out of the items described above<sup>114</sup>. An advanced security and surveillance system will be installed, based on the model which has been successfully operating in the eastern states. The applicant's advanced system includes the following features:
- 8.32.1. An Access Control System as follows:
    - 8.32.1.1. 24 hour entry system to the store including interface with the security system.
    - 8.32.1.2. A tamper switch will be applied to set off the alarm in the event of unauthorised removal of the panel front covers.

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<sup>114</sup> A copy can be provided to the licensing authority on a confidential basis, upon request

- 8.32.2. CCTV system – 24-hour surveillance of the licensed area and entry and exits to the store, which will include the following:
  - 8.32.2.1. 11 active cameras will provide 24-hour surveillance with the digital video recorder.
  - 8.32.2.2. Two full body cameras located within the licensed area, one facing the checkout and another one facing the liquor shelf.
  - 8.32.2.3. The digital video recorder will be configured for motion detection to allow efficient review of any incidents.
  - 8.32.2.4. An appropriately sized hard disk will be installed to allow images to be retained on the digital video recorder for at least two weeks without greatly compromising recording quality.
  - 8.32.2.5. The CCTV flat panel monitor will be located in the office to provide real time monitoring to the store staff of the retail floor including the licensed area. This will include a play-back function.
- 8.32.3. The security system equipment will include the following:
  - 8.32.3.1. Passive Infra-Red Motion Detectors.
  - 8.32.3.2. Break glass detectors.
  - 8.32.3.3. Magnetic reed switches.
  - 8.32.3.4. Vibration detector.
  - 8.32.3.5. External strobe and siren.
  - 8.32.3.6. Security flashing lights and horns.
- 8.32.4. A back-to-base monitoring system which will raise a security alarm if the security system is armed and there is a breach. The back to base alarm will then send a patrol as well as notifying the manager, which will also activate an external strobe light and external siren.
- 8.33. The design and installation of the electronic security, access control and audible system shall comply with the requirements of all relevant standards and codes including but not limited to the following:
  - 8.33.1. Australian Standards AS/NZS 3000.
  - 8.33.2. State Service and Installation Rules.
  - 8.33.3. National Construction Code.
  - 8.33.4. Local and other authority services and installation rules.
  - 8.33.5. Australian Communications Authority.
  - 8.33.6. Work Cover Authority.

- 8.33.7. Other relevant Australian standards.
- 8.34. Of real significance is the fact that the ALDI liquor area design and layout facilitates an advanced level of security and surveillance. The store's design will make it extremely difficult for juveniles, drunk people or would-be thieves to gain access to the liquor area and go undetected. This will be achieved by virtue of the following factors:
- 8.34.1. Customers will be required to walk well into the supermarket footprint under clear view of a combination of various cameras, staff monitoring them and other customers observing.
- 8.34.2. Customers will be required to walk through the manned and monitored checkouts in order to exit the store. There will be no quick get-away option.
- 8.34.3. The simple small layout of the liquor area will also ensure that it is not in any way attractive for juveniles, drunk people or would-be criminals nor a temptation for impulse procurement.
- 8.34.4. The location tucked away in the far corner of the store.

## **9. Form 2A “Part 5 – Impact on the amenity, quiet or good order of the locality”**

### **Form 2A “5.1 How will your premises design protect the amenity, quiet or good order of the locality?”**

- 9.1. The City of Swan “region is a beautifully diverse expanse of land, rich in natural assets encompassing a wide range of unique areas, each with their own character. The City of Swan encompasses an area of 1,043 square kilometres, equivalent to almost 20 per cent of the Perth metropolitan area, and is the largest local government by area in Perth... Our location on the periphery of the metropolitan area is characterised by a variety of urban and rural landscapes and land uses. We are the northern and eastern gateway to our State, with major road and rail transport routes running through our City. This importance is demonstrated by the designation of Midland as a “strategic metropolitan centre” in State planning documents.”<sup>115</sup>
- 9.2. The amenity of the 3km locality can be described as a built-up, well-established and densely populated area. The ALDI Beechboro is already integrated with the amenity. The addition of the tiny liquor section within the wider store footprint will conceal it and restrict it from having any external impact.
- 9.3. The following images depict aspects of the amenity immediately surrounding ALDI Beechboro store.

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<sup>115</sup> City of Swan Strategic Community Plan 2021-2031 (copy available if required, upon request) at page 9

Public Interest Assessment  
Form 2A Annexure  
Application for liquor store licence  
**ALDI Beechboro**





- 9.4. Further in terms of the impact of the liquor display/browse area on the amenity, it is important to reiterate that it will not have any external frontage, façade or overt signage. It will be contained inside the ALDI supermarket footprint. The intended manner of trade is for the liquor service to complement the grocery and household offering in the supermarket. The premises will not operate as a stand-alone liquor outlet and therefore, there will be no impact on the streetscape or external amenity whatsoever.
- 9.5. The recent consumer survey found that 97% of local people consider that the ALDI liquor section will not lessen the amenity of the 3km locality.<sup>116</sup>
- 9.6. Despite the relatively tiny licensed display/browse area, of only approximately 33m<sup>2</sup>, the ALDI Beechboro liquor proposal will make a big and valuable contribution towards the services and facilities in the area.
- 9.7. The immediate neighbours to the ALDI store are other retail businesses.

<sup>116</sup> PRG report at para 4.7, page 30

9.8. Further submissions addressing the amenity issue under the Act are provided in the attached Legal Submissions.

## **10. Form 2A “Part 6 – Impact on the people who live or work nearby and whether they might suffer offence, annoyance, disturbance or inconvenience**

### **Form 2A “6.1 What actions will you take to minimise the impact on people who live or work nearby?”**

- 10.1. ALDI has an excellent trading history. It is not known to be the cause of any offence, annoyance, disturbance or inconvenience in relation to any of its many existing liquor store licences.
- 10.2. ALDI has carefully considered the impact that may be caused to people who reside or work in the vicinity of the proposed licensed premises in terms of how and in what circumstance, the sale and supply of liquor could potentially cause those people offence, annoyance, disturbance or inconvenience.
- 10.3. It is not considered that there are any high risk factors associated with the ALDI application, for the various reasons referred to throughout this PIA. Despite that conclusion, the applicant is aware of the potential for adverse effects from any sale and supply of liquor and hence proposes to implement the following strategies to minimise and manage risks.
- 10.3.1. Maintaining a manner of trade which is low risk and low impact.
  - 10.3.2. Managing delivery times and methods in such a way as to minimise potential disturbance to others.
  - 10.3.3. Implementing tried, tested and proven operational policies for overall management and conduct of business.
  - 10.3.4. Closely monitoring unaccompanied juveniles.
  - 10.3.5. Not stocking controversial liquor products and promotions designed to be attractive to juveniles.
  - 10.3.6. Maintaining a high standard of premises in terms of cleanliness, tidiness and overall quality, to indicate to patrons the operator's professional approach to management of the business.
  - 10.3.7. Employing only mature and skilled people to run the operation, all of whom will be presented in professional uniform. The staff will all be trained to be able to exhibit a high level of stock knowledge. These features will add an element of responsibility to the functioning and image of the business.
- 10.4. ALDI's advanced practises in terms of staff training will ensure that staff at ALDI Beechboro will consistently enforce and uphold the licensee's policies and philosophies for a compliant business which focuses on integrating with the local community. The applicant values its excellent reputation as an upstanding

corporate citizen and employees will continue to be trained to uphold reputation and share in ALDI's core values.

- 10.5. No high risk factors associated with the liquor store proposal in this case have arisen in preparing this PIA, especially given ALDI's trading history. The small risk factor that does exist, as with any licensed premises, will be closely monitored and carefully managed in any event.

## **11. Form 2A “Part 7 – Impact on tourism, culture and the community”**

### **Form 2A “7.1 Are there any tourism, cultural and community benefits that would result from the grant of your application?”**

- 11.1. The community within, around and visiting the 3km locality stands to benefit enormously from the introduction of the ALDI liquor service. The public will have the demand met and enjoy the well-known ALDI liquor products and services in their area which have been relished by other Australians elsewhere for many years.
- 11.2. Altone Park Shopping Centre currently offers a selection of retail products and services, but ALDI liquor is a notable omission which this application will rectify if approved.
- 11.3. ALDI is still relatively new to the WA market compared to other retailers. The opening of ALDI stores in Western Australia has been met with great enthusiasm by customers from across the metropolitan area. When the first ALDI stores in WA started trading in June 2016, members of the public queued up for hours, in winter, before the stores opened, as seen in the photographs below<sup>117</sup>.



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<sup>117</sup> <https://www.watoday.com.au/national/western-australia/keen-shoppers-brave-cold-for-opening-of-perth-aldi-stores-20160608-gpe297.html>



- 11.4. Clearly ALDI's positive reputation preceded itself and since then, as addressed earlier in this PIA, ALDI has grown and cemented itself in the WA market as a sought-after retailer. In the first six months of trade in Western Australia, more than 3.2 million customers were served at ALDI stores. The ALDI Cloverdale store transacted a staggering 156,338 customers in just 69 days of trading, which is an average of 2,266 customers per day.<sup>118</sup>
- 11.5. The licensing authority is entitled to take into account the popularity of similar services provided at other locations when assessing whether the proposed services will be in the public interest at this particular location.<sup>119</sup>
- 11.6. The growth and success of ALDI has resulted in tremendous employment benefits for Western Australians. The applicant currently employs approximately 1,000 people in WA. The approval of this application will generate further employment opportunities for people at ALDI.
- 11.7. The Altone Local Area Plan<sup>120</sup> refers to the need for retail services to be supported and upgraded in the relevant area and for enhanced employment opportunities. The approval of the ALDI Beechboro licence will help to achieve these local community goals.
- 11.8. The consumer evidence in this case is clear, directly on-point and compelling. Hundreds of members of the local community have expressed a strong demand for the ALDI liquor products and service.
- 11.9. "It is clear that the great majority of packaged liquor buyers who currently shop at ALDI Beechboro would shop for their packaged liquor requirements from the ALDI liquor section if it was established. Slightly over half (51%) would do so at least once a fortnight, 75% at least once a month and 99% on at least some occasions, should the liquor section be established within the ALDI Beechboro store... The clear suggestion is that the ALDI Beechboro liquor section would better meet their packaged liquor requirements than the currently available Beechboro liquor outlets".<sup>121</sup>

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<sup>118</sup> Evidence available if required, upon request

<sup>119</sup> *Woolworths Ltd v Director of Liquor Licensing* [2013] WASCA 227 [77] (Buss JA)

<sup>120</sup> Copy attached; refer for example to pages 10, 22 and 24

<sup>121</sup> PRG report at para 4.6.3 on page 28

- 11.10. Further submissions referring to the consumer evidence in this case and how it strongly supports the grant of the licence have been provided elsewhere in this document and in the attached Legal Submissions.
- 11.11. ALDI is a major supporter of local communities and Australian businesses. This proposition is explained by the following published ALDI policy.



#### **Supporting local, because after all we're locals too**

##### **At the Heart of Our Local Communities**

We know that we are only as strong as the communities in which we operate. We will always support our local communities through high-quality employment opportunities, long-term supplier relationships, and by partnering with local charities and community groups.

##### **Prioritising Australian Made**

Australian-made products are always our first choice when sourcing items for our stores. That's not just because Aussie-made foods represent some of the highest-quality products in the world, but also because supporting our community is the right thing to do.

We're proud to support Australian suppliers and manufacturers, and we only source from overseas when we can't find the item, quality, efficiency or innovation we seek here in Australia.

Look out for the Made in Australia logo in all ALDI Stores. We also support the Buy West, East Best logo in our Western Australian stores, and the South Australian State Brand in our South Australian stores.

##### **Supporting Aussie Businesses**

Since opening in 2001, we have built long-term relationships with nearly 1,000 farmers, producers and manufacturers in every state and territory, supporting them with reduced competition, simplified processes, and high-volume, timely, and consistent orders.

##### **Creating Change In Our Communities**

As we expand across Australia, we believe it's important to give back to the local communities that support us. We have a number of charity partnerships and projects designed to create sustainable, positive change in our local areas. Keep reading below to find out more:

- 11.12. The grant of the liquor store licence will enhance and facilitate ALDI's increased involvement in the 3km community. The local community will be the beneficiary of this outcome.
- 11.13. The 3km locality stands to reap many benefits from the approval of this application. The small and modest liquor service has the capacity to make a great impact in terms of choice, diversity, competition, convenience, development of the area and relevant industries and satisfying unmet consumer demand and requirement.

#### **Form 2A "7.2 If you have any other information to provide in support of your application, include it here"**

- 11.14. ALDI operates with liquor at nearly 350 locations across Australia. As stated previously, 34 of those are in WA. In the eastern states, nearly every ALDI store contains a liquor section.

- 11.15. The ALDI liquor model, now well-known and established in Western Australia, has been carefully designed to complement the supermarket and special buys. ALDI's particular product and service range provides adult shoppers with superior shopping convenience through being able to access a highly diverse range of value-for-money household and consumable products at the one location.
- 11.16. There are currently 11 active packaged liquor licences for approximately 40,000 people living in the 3km locality<sup>122</sup>. Of those outlets, two only sell take-away items that they produce and another three outlets are owned and operated by the same national entity with the same range. Only five of the existing outlets are within the s36B locality and two of those are operated by the same national entity with the same range. The existing outlets do very little, if anything, for the 6,549 people shopping at ALDI Beechboro each week (on average)<sup>123</sup> seeking one-stop ALDI shopping and the existing outlets certainly do not address the specific demand for ALDI liquor.
- 11.17. The addition of the ALDI liquor section at Altone Park Shopping Centre will, in effect, result in a self-sufficient retail shopping opportunity for the local community with superior-standard convenience. Responsible adults living locally will be able to browse and purchase food – fresh, frozen and non-perishable – homewares, tools, gardening equipment, clothing, leisure items, sporting gear, toys, other products and liquor all in one trolley.
- 11.18. As referred to previously, Altone Park Shopping Centre is a designated neighbourhood centre, the purpose of which is to provide "convenience retailing...for an immediate surrounding catchment"<sup>124</sup>.
- 11.19. "Neighbourhood centres are an integral part of the activity centre hierarchy as they provide the day-to-day and weekly shopping and other services to their surrounding communities. It is important that the level of access to neighbourhood centres is maximised as neighbourhood centres provide a wide-range of essential services. A network of easily accessible neighbourhood centres supports the broader land use planning principles outlined by the State Government."<sup>125</sup>
- 11.20. The Western Australian Planning Commission has developed policies and procedures to promote "liveable neighbourhoods" which are relatively self-sufficient residential precinct-type developments that foster community and neighbourhood concepts and encourage residents to walk to access services<sup>126</sup>. Enhancing Altone Park Shopping Centre with the addition of the ALDI liquor service will greatly help in achieve the desired purpose of the centre. As stated earlier on in this document, the next nearest ALDI liquor service for

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<sup>122</sup> Based on the ABS population data and published Department licence information provided earlier on in this PIA

<sup>123</sup> PRG report at para 1.0, page 5

<sup>124</sup> For example, City of Swan Local Commercial and Activity Centres Strategy, adopted by Council 27 September 2017, at page 22 (copy available if required, upon request)

<sup>125</sup> City of Swan Local Commercial and Activity Centres Strategy, adopted by Council 27 September 2017, at page 42 (copy available if required, upon request)

<sup>126</sup> For example, <https://www.wa.gov.au/government/publications/liveable-neighbourhoods>

shoppers at the Beechboro store is currently at ALDI Morley, approximately 5.5km away (straight line), over 7km by car.

- 11.21. ALDI's records of electronic sales transactions at the Beechboro store indicate very high percentages of customers as repeat shoppers in the store. Between 79 to 100% of total sales have been recorded from shoppers across the different age brackets of shoppers aged over 20<sup>127</sup>. This indicates a strong desire from the local community to shop at ALDI. When this is considered alongside the strong demand shown in the expert market research for liquor in the ALDI Beechboro store, it should be apparent that the liquor service proposed is essential.

## **12. Local packaged liquor requirements – section 36B of the Act**

- 12.1. Section 36B of the Act deals with packaged liquor sold and supplied for take-away purposes for consumption off the premises and it also deals with premises authorised, or proposed to be authorised, to sell and supply packaged liquor.
- 12.2. Pursuant to section 36B(1), "packaged liquor premises means premises to which a licence referred to in subsection (2) relates". Section 36B(2) expressly states that section 36B applies to an application for a liquor store class of licence.
- 12.3. Section 36B(4) of the Act provides that "[t]he licensing authority must not grant an application to which [section 36B] applies unless satisfied that local packaged liquor requirements cannot reasonably be met by existing packaged liquor premises in the locality in which the proposed licensed premises are, or are to be, situated".
- 12.4. Section 36B(4) "imposes a meaningful additional hurdle"<sup>128</sup> to the section 38 public interest test.
- 12.5. Section 36B has been said to have been intended to "enable the licensing authority to manage the number of packaged liquor outlets where sufficient outlets already exist within a locality"<sup>129</sup>.
- 12.6. No issue arises in respect of section 36B(3) of the Act in this case. The proposed packaged liquor service will not comprise a retail area that is anywhere near the prescribed size. Therefore, the application is eligible to be heard and determined.
- 12.7. The application for ALDI Beechboro is far from a proposal for a full and traditional liquor store licence. It is a critical factor that the packaged liquor to be available will be of a discrete and limited nature. The full ambit of "liquor" and traditional liquor store features will not be available in this case, whilst several alternative features will be provided.
- 12.8. The licensing authority has determined that under section 36B a packaged liquor specialist, involving a very narrow and discrete packaged liquor range,

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<sup>127</sup> Based on the recording period 26 August 2024 to 1 September 2024; copies of records available on a confidential basis to the licensing authority if required, upon request

<sup>128</sup> Liquorland Karrinyup [75] (Archer J)

<sup>129</sup> Explanatory Memorandum, Liquor Control Amendment Bill 2018 at page 1

can be approved to hold a licence for a packaged liquor premises in appropriate cases<sup>130</sup>. More specifically, the licensing authority has determined that an application may satisfy section 36B of the Act and be granted where the particular type of packaged liquor to be sold and supplied under the licence is limited and/defined<sup>131</sup> and most relevantly, that has included approval of an ALDI licence under the current law<sup>132</sup>. This present application falls squarely within that category and is in fact a stand-out example of such an outlet.

- 12.9. With reference to the outlet density information and evidence referred to in this PIA, the relevant "packaged liquor premises" to be considered in the context of this case in terms of section 36B are the following referred to earlier in this PIA as being located within the s36B locality.
- 12.9.1. Beeches Tavern, Lot 851 Altone Road, Beechboro
  - 12.9.2. Liquorland Beechboro, cnr Beechboro and Benara Roads, Beechboro
  - 12.9.3. Liquorland Altone Park, Shop 28 Altone Park Shopping Centre, Altone Road, Beechboro
  - 12.9.4. The Bottle-O Beechboro, Shop 1, 499 Beechboro Road, Beechboro
  - 12.9.5. Kiara Liquor Store, Lot 1, 149 Morley Drive, Kiara
- 12.10. None of these existing premises does, nor is even able to, sell or supply the applicant's exclusive range.
- 12.11. The existing premises collectively sell various types of other liquor but no ALDI products and almost 100% of their products would never be available at the ALDI store.
- 12.12. As addressed earlier in this PIA, multiple other factors also differentiate the existing and proposed liquor models. In fact, there can hardly be any comparison.
- 12.13. The two nearest outlets at Altone Park Shopping Centre are Beeches Tavern and Liquorland Altone Park, which are further described as follows:
- 12.13.1. Beeches Tavern, depicted below, operates with a Bottlemart branded drive-through alongside dining and drinking services and is separated from ALDI Beechboro by other businesses and a large

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<sup>130</sup> For example, ALDI Yanchee (603220993723), Commune Wine Store (Maylands - 60321533920), Costco Wholesale (Perth Airport - 603213623419), Costco Wholesale (Casuarina - 603217776421), Pirate Life Perth (602213750319), Cherubino City Cellar (602215063820), Kikka Alley Brewing Co (602215442820), Casa Perth (602215763420), Gage Roads Brew Co (602216177321), Mane Osborne Park (603218426322), Commune Wine Store (Subiaco - 603220029123), Mane Bicton (603221936524)

<sup>131</sup> For example, Commune Wine Store (Maylands - 60321533920), Costco Wholesale (Perth Airport - 603213623419), Costco Wholesale (Casuarina - 603217776421), Pirate Life Perth (602213750319), Cherubino City Cellar (602215063820), Kikka Alley Brewing Co (602215442820), Casa Perth (602215763420), Gage Roads Brew Co (602216177321), Mane Osborne Park (603218426322) and Commune Wine Store (Subiaco - 603220029123)

<sup>132</sup> ALDI Yanchee (603220993723)

carpark. The ALDI Beechboro liquor section will be approximately 160m away and not within sight.



- 12.13.2. The Liquorland outlet is a browsing store of the usual type operated by Liquorland which is presumably well-known to the licensing authority.
- 12.13.3. As stated previously, both stores stock a range of types and brands of liquor, with many overlapping items. The large majority of their products will not be available at ALDI Beechboro and none of ALDI's nearly entirely exclusive range will be available at either Beeches Tavern or Liquorland.
- 12.13.4. Neither outlet is associated with a supermarket.
- 12.14. The Bottle-O Beechboro is located approximately 2.1km away, as the crow flies and approximately 2.4km by car, crossing two main roads.
- 12.15. Kiara Liquor Store, which also trades under the Bottle-O banner, is located approximately 2.1km away, as the crow flies and approximately 2.6km by car, travelling two main roads.
- 12.16. Neither The Bottle-O Beechboro nor Kiara Liquor Store are associated with a supermarket or shopping centre. They are modestly sized outlets selling a traditional range of mainstream liquor. No ALDI products are available there and almost 100% of their products won't be available at the ALDI Beechboro store
- 12.17. Further afield within the 3km locality but outside the s36B locality are the following packaged liquor premises:
- 12.17.1. Springs Tavern, Lot 9501 Beechboro Road North, Beechboro
- 12.17.2. Down the Road Bar & Grill, 77 Walter Road, Bassendean
- 12.17.3. Valencia, 55 Benara Road, Caversham
- 12.17.4. Pinelli Estate Winery Restaurant, 114 Benara Road, Caversham
- 12.17.5. Liquorland Caversham, Unit 4, 175 Suffolk Street, Caversham
- 12.17.6. Morley Liquor Barn, 27 Turon Street, Morley
- 12.18. These existing premises collectively sell various types of other liquor but no ALDI products and almost 100% of their products would never be available at the ALDI store.

- 12.19. Valencia and Pinelli Estate Winery Restaurant are understood to sell, as packaged liquor, only items that they produce.
- 12.20. Of the additional six outlets listed above as being located within the 3km locality but outside the s36B locality, all but Pinelli Estate Winery Restaurant, are situated well over 2km away. Morley Liquor Barn is near the 3km boundary. Their distances renders them unable to provide proper neighbourhood shopping convenience to the relevant public in this case, let alone one-stop shopping.
- 12.21. The physical size, layout, location and absence of coolroom at ALDI are glaring additional differences over and above the major distinction of ALDI's mainly exclusive range.
- 12.22. "The great majority (82%) of packaged alcohol buyers, and 86% of those who have previously consumed ALDI liquor products believe that the proposed ALDI liquor section will provide a different packaged liquor experience to that which is currently available in the Beechboro locality (see section 4.6.2)".<sup>133</sup>
- 12.23. "[A]most two thirds (63%) of shoppers have previously consumed ALDI exclusive liquor products that had been purchased from another WA ALDI store...This suggests that many shoppers are prepared to go to other ALDI stores to access exclusive ALDI liquor products. Note also that an elevated 72% of packaged alcohol buyers have consumed ALDI liquor products purchased in another WA ALDI store"<sup>134</sup> but not within the convenience of their community and certainly travelling more than 7km away<sup>135</sup>.
- 12.24. Accessibility for those in the 3km locality seeking ALDI's liquor range is currently timely, expensive, inconvenient and archaic.
- 12.25. The consumer market research resulted in "[f]ourteen per cent report[ing] that they cannot access [all packaged liquor requirements] within a 3km radius of the ALDI Beechboro store..."<sup>136</sup>. Importantly, however, the expert researcher/reporter concluded as follows:
- 12.25.1. "It is possible that the respondents were confused by the question."<sup>137</sup>
- 12.25.2. "[I]t seems more likely that the 78% of responses (the "yes response in the previous section) could observe the current availability of largely generic packaged liquor products within the 3km radius, but nonetheless believe that the ALDI liquor offer is different."<sup>138</sup>
- 12.25.3. "It is clear that the great majority of packaged liquor buyers who currently shop at ALDI Beechboro would shop for their packaged liquor requirements from the ALDI liquor section if it was established. Slightly over half (51%) would do so at least once a fortnight, 75% at

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<sup>133</sup> PRG report at para 2.1, page 6

<sup>134</sup> PRG report at para 4.4.1, page 18

<sup>135</sup> The next nearest ALDI liquor outlet is over 7km away by car

<sup>136</sup> PRG report at para 4.6.1, page 26

<sup>137</sup> PRG report at para 4.6.2, page 27

<sup>138</sup> PRG report at para 4.6.2, page 27

least once a month and 99% on at least some occasions, should the liquor section be established within the ALDI Beechboro store... The clear suggestion is that the ALDI Beechboro liquor section would better meet their packaged liquor requirements than the currently available Beechboro liquor outlets."<sup>139</sup>

- 12.25.4. "Evidently the ALDI offer will better suit their packaged liquor purchasing needs than the range of outlets currently available to them."<sup>140</sup>
- 12.25.5. "The extent to which buyers would transfer their liquor shopping to ALDI should the liquor licence be granted is illustrated in the table [on page 29 of the PRG report]. It shows that 84% of shoppers who purchase their liquor needs at least once a fortnight would shop from the ALDI liquor section at least once a fortnight. Ninety per cent would do so at least once a month, and 100% at least sometimes... Amongst buyers who currently shop at least once a month, 90% would shop in the ALDI liquor section at least once a month, and 100% at least sometimes."<sup>141</sup>
- 12.26. "It is clear that shoppers who currently buy packaged liquor would do most of their packaged liquor shopping at the Beechboro ALDI liquor section if it were established."<sup>142</sup>
- 12.27. It is an essential consideration in this case that "the phrase 'requirements of consumers for packaged liquor' in the definition of 'local packaged liquor requirements' in s 36B(1) of the Act is *not* limited in its scope to the physical item or product of packaged liquor"<sup>143</sup>.
- 12.28. The evidence of the requirements of consumers, as referred to in this PIA, is very clearly that they require the applicant's particular range and associated products, services and style of operation to be available to purchase for take-away purposes from the ALDI Beechboro store.
- 12.29. Almost 100% of the applicant's stock range will continue to be unavailable in the 3km locality and beyond, for more than 7km (by car), unless this application is approved. This is a striking factor in this case.
- 12.30. To reiterate, the following are key distinguishing features of the ALDI liquor proposal:
- 12.30.1. The majority of ALDI's products are exclusive and not available at any of the other liquor outlets.
- 12.30.2. The display/browse will only comprise approximately 33m<sup>2</sup>, significantly smaller than many of the other packaged liquor outlets.

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<sup>139</sup> PRG report at para 4.6.3, page 28

<sup>140</sup> PRG report at para 4.6.2, page 27

<sup>141</sup> PRG report 4.6.3, on page 29

<sup>142</sup> PRG report at para 4.6.3, page 29

<sup>143</sup> Liquorland Karrinyup [108] (Archer, J)

- 12.30.3. The bespoke ALDI liquor service will be an ancillary but highly valuable component of its overall service at Altone Park Shopping Centre which fulfills an important role in the community as a neighbourhood centre surrounded by tens of thousands of residents and people driving by the site every date.
  - 12.30.4. There will be no refrigerated liquor products. This is a harm minimising feature of the ALDI liquor service and speaks to its genuine intention to complement its household and grocery offering.
  - 12.30.5. None of the other packaged liquor outlets can offer one-stop-shopping convenience to ALDI shoppers.
- 12.31. Further and more detailed submissions regarding section 36B of the Act are contained in the attached Legal Submissions.

### **13. Sections 5, 33, 36B and 38 of the Act**

- 13.1. Relevant provisions of the Act have been taken into consideration in the preparation of the application, including sections 5, 33, 36B and 38. Submissions addressing those and other relevant provisions in the Act have been briefly referred to in this document but are detailed in a separate set of Legal Submissions attached to this PIA.
- 13.2. It is respectfully submitted that the licensing authority should be easily satisfied that in relation to ALDI Beechboro, as was concluded in relation to ALDI Yanchep, the applicant has far exceeded the legislative high bar because the evidence shows substantially more than “trifling” and “considerable” requirements<sup>144</sup>.

### **14. Conclusion**

- 14.1. This PIA has been researched extensively and prepared conscientiously to respond to the Form 2A in full measure and to address relevant sections of the Act with specific reference to particulars of the application.
- 14.2. The applicant has focused attention on a wide variety of relevant public interest factors, existing packaged liquor premises and has presented a comprehensive proposal for the grant.
- 14.3. To reiterate, what is proposed is a modest liquor range comprising largely of award winning, value-for-money, exclusive products, through a modern one-stop-shop concept, with added one-transaction benefit, that has the potential to offer an unrivalled level of convenience for shoppers at Altone Park Shopping Centre and has been proven very popular elsewhere.
- 14.4. The ALDI Beechboro liquor service will be unique, not only in the s36B locality but also in the 3km locality and beyond. The products and style of operation will be almost entirely unlike the existing products and services available to the already enormous and increasing community.

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<sup>144</sup> Liquorland Southern River [136] [137] (Lemonis J)

14.5. The licensing authority should be able to find as follows in this case, just as it did in ALDI Harrisdale – which findings still have relevance in the era of section 36B of the Act – where the liquor store model in question is virtually the same:

“The granting of a licence for the selling of packaged liquor in a floor space of [27] square metres would not result in a proliferation of liquor stores within the locality or a proliferation of liquor within the locality. To the contrary, given the nature of products to be sold by the applicant it will add to the diversity of products on offer and allow greater choice for consumers of liquor, thus being consistent with the primary object set out in section 5(1)(c) of the Act.”<sup>145</sup>

14.6. Further submissions addressing conclusions to be drawn from the information contained in this PIA and supporting the grant of the licence as proposed are contained in the attached detailed set of Legal Submissions.

Dated 13 April 2025



Jessica Patterson Law & Consultancy Pty Ltd  
Law practice acting for the applicant

Attachments	
No.	Title/description
1.	PRG report
2.	Stocklist, including identification of the ALDI exclusive products (subject to change)
3.	List of awards received by ALDI
4.	9 News Perth Facebook, 15 June 2016
5.	It's all happening at Altone, leasing brochure (undated in 2020)
6.	City of Swan Altone Local Area Plan July 2021-2026
7.	Offence Data Summary – Red Suburbs Crime Map of Australia as at 13 April 2025
8.	Legal Submissions dated 13 April 2025

<sup>145</sup> [42]