

IN THE LIQUOR LICENSING DIVISION OF WESTERN AUSTRALIA

IN THE MATTER OF AN APPLICATION BY **AREOLA 51 PTY LTD** FOR A GRANT OF A **TAVERN LICENCE** FOR PREMISES KNOWN AS **AREA 51**, SITUATED AT **50 MOWATT CLOSE, WANNEROO**

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**AMENDED PUBLIC INTEREST ASSESSMENT SUBMISSIONS**

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Date of Document:           The           14th           day of    March       2025

Filed on behalf of:           The Applicant

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1. The Applicant has filed an application for a Tavern Licence for premises to be known as Area 51 to be located at 50 Mowatt Close, Wanneroo ("the Venue").



2. The proposed *Floor Plan* for the Venue is annexed and marked "**Annexure A**".

3. Annexed and marked “**Annexure B**” is a copy of the *Site Plan*.
4. The area surrounding the Venue is zoned “Business” and is part of the Drovers Place Central Precinct (“the Precinct”). The area surrounding the Venue is currently in the process of being developed however, the northern section of the Precinct already has well-established retail and commercial businesses, restaurants and Wanneroo Botanical Gardens, which first opened in 1981. (Refer to Locality Submissions, paragraphs 4 – 6)
5. The Venue will provide a casual and enjoyable social space that blends licensed hospitality and entertainment services with a microbrewery and outdoor setting overlooking Lake Joondalup’s wetlands.



6. The design and concept for the Venue is based on creating a fun, welcoming, and casual atmosphere for all age groups that will become a community hub for socialising and celebrating special events, as well as a destination attraction for day-trippers and visitors to Perth.



FIGURE 1 – SITE PLAN

7. A copy of the *Concept Plans* for the Venue is annexed and marked “**Annexure C**”.



FIGURE 2 – CONCEPT RENDERS OF THE VENUE

### The Venue

8. The Venue will offer:

- Microbrewery.
- Unique range of Area 51 craft beers brewed on-site and available on tap,
- Selection of rotating guest Australian craft beers on tap (1 – 2 beers at a time).
- Beer Tasting Bar.
- Spacious indoor and outdoor area.
- Handpicked small selection of WA - focused wine list that will consist of 2 red, 2 white and 2 sparkling wines.
- Large outdoor woodfired smoker serving authentic an American BBQ food experience on weekends.
- Delicious food menu featuring share plates, beer snacks & simple, fresh meals that complement Area 51’s beverage menu.



- Packaged liquor (i.e. takeaway) sales of Area 51 product, in 2-litre growlers & cans (when available).
- Special events throughout the year.
- Function space for private and corporate events.
- Brewery tours and special tasting events.
- Easy, accessible facilities for prams and disabled access.



9. The Venue will incorporate in total 570m<sup>2</sup> that will include the following features:

- Microbrewery (84m<sup>2</sup>);
- Bar & Dining (161m<sup>2</sup>);
- Verandah Seating Area (68m<sup>2</sup>);
- Outdoor Terrace / Lawn Areas (60m<sup>2</sup>); and
- Outdoor Seating Area (92m<sup>2</sup>).

### **Microbrewery**

10. The popularity of craft beers in Australia has surged in recent years, driven by a growing consumer desire for variety, quality, and locally produced beverages. Unlike mass-produced beers and ciders, craft brews are often produced in small batches with an emphasis on creativity, flavour, and artisanal techniques. This trend has resonated with consumers who seek unique and fresh tasting experiences, as well as a connection to local and independent brewers. The further





development of the craft beer sector in WA supports the further development of the State's liquor industry, as well as tourism.

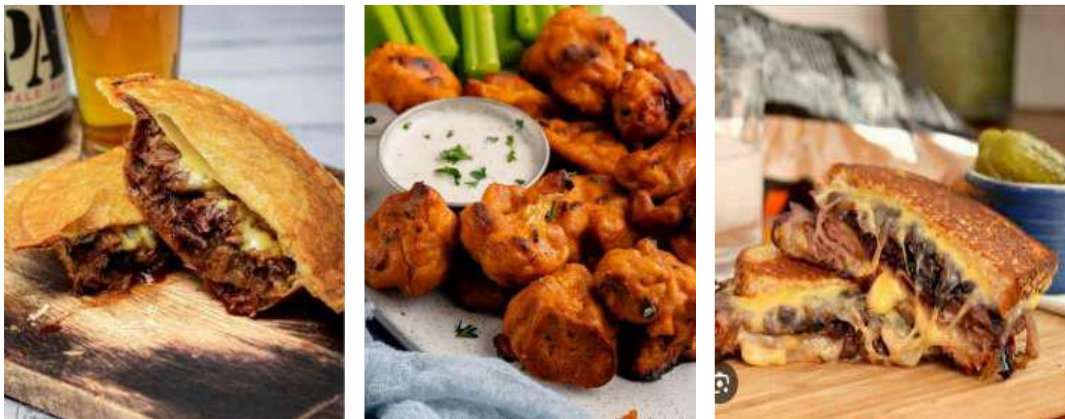
11. Microbreweries such as what is proposed at the Venue, offering both onsite and offsite consumption, offer consumers options in the way they can experience fresh, locally brewed and sustainable products.
12. Having an ever-changing variety of its craft brew range available fresh on tap will be one of the Venue's major appeals and is a major point of distinction in the liquor services that will be available at the Venue compared to the existing liquor services that are currently available in the Locality. (Refer to Annexure C, Locality Submissions)
13. The microbrewery will consist of a small 10bbl vessel gas fired brewhouse, with 5 fermenters and 2 bright tanks, capable of producing up to 3,000 L of beer per week.



14. The Venue's core range will include the following products that will be available at the Venue for onsite consumption and as packaged liquor. These products will not be available elsewhere in the Locality / 36B Locality:
  - Pilsner Mid (3.5% ABV);
  - Pilsner (5.5% ABV);
  - Hazy Mid, IPA (3.5% ABV);
  - NEIPA (6% ABV);
  - Hazy IIPA (7.5% ABV);
  - Sour Ale (6% ABV);
  - West Coast IPA (6% ABV);
  - Red Ale / Brown Ale (6.5% ABV);

- Sout / Porter (7% ABV);
- Cider (5.5% ABV); and
- Hard Seltzer (5% ABV).

### Food & Beverages



15. As a small-batch brewery, the Venue will feature an ever-changing selection of handcrafted brews on tap that will ensure an ever-evolving array of flavours and styles.
16. When producing its own range of beer and cider, the Venue will focus on creating unique, seasonal, and experimental brews, giving customers the opportunity to explore new taste profiles with every visit.
17. Annexed and marked “**Annexure D**” is a copy of the Venue’s *Food and Beverage Menu*.
18. Along with its own unique range of fresh brews, the Venue will match great food made with locally sourced ingredients.



19. On weekends, the Venue plans to fire up the smoker for a traditional American BBQ menu, offering charred, succulent and a profoundly flavoursome selection of meats, together with their everyday menu that will suit all tastes and dietary requirements.

20. As well as its own range of brews, the Venue will showcase a curated selection of standout national craft beers and ciders that will feature on rotating guest taps, together with a selection of WA-focused wines, all hand-picked to offer patrons a diverse and eclectic tasting experience that will seasonally change.

### **Entertainment**

21. Live entertainment will consist of solo acoustic performances on weekends in the evenings and background music during all other trading periods to provide ambiance to the Venue.

### **Special Events**

22. In addition to its core offerings, the Venue will host tastings, tours of its on-site brewery, and provide function space for events and celebrations.
23. With its lawn and outdoor areas that will overlook Lake Joondalup, the Venue will be a perfect location to hold both a small and large function.

### **Packaged Liquor Sales**

24. As part of the craft beer movement in Australia, the Applicant has identified that there is an increasing demand for packaged fresh beer and ciders via growlers within the community. The Applicant intends to sell its own craft brews as packaged liquor from the Venue's taps via 2-litre growlers and in cans (when supply is available).

25. The Applicant's decision to mainly focus on supplying their product in growlers was made on the basis that the Venue will be a small-batch brewery with limits on supply. This type of packaging also aligns with the Venue's principles of freshness, sustainability, and convenience.



26. The Venue's packaged liquor range will cater to the growing demand in the general community for high-quality, locally produced fresh craft brews.
27. The Venue will be the only location in the S36B Locality where the Venue's core craft beer range will be available as packaged liquor. The majority of Area 51 product will be sold fresh from the tap into 2-litre growlers, which will be a distinctly different packaged liquor offer to what will be available at existing packaged liquor outlets, on the basis that the range of Area 51 products at the Venue will always differ to what is sold wholesale to other liquor outlets. (Refer to Annexure C, Locality Submissions & S36B Submissions)

28. Taking fresh beer and ciders home from the Venue in growlers will add a layer of convenience, variety and environmental responsibility for patrons that will enhance the appeal for craft beer and cider lovers looking to elevate their drinking experience and want to enjoy Area 51's fresh products beyond the Venue.



### **Fresh Craft Beer & Ciders - Benefits to Consumers**

29. There are several benefits to consumers in being able to access fresh craft brews at the Venue, together with having the opportunity to purchase these products as packaged liquor:

(a) **Freshness and Flavour**

Growlers give consumers access to freshly brewed beer straight from the tap, preserving the complex flavours that can sometimes be lost in mass-produced bottled or canned beers. Fresh beer often tastes more vibrant and aromatic; therefore, growlers will give the Venue's patrons a premium experience that mirrors what they would enjoy in a brewery or pub setting.



(b) **Variety and Seasonal Options**

The Venue will rotate their offerings, introducing limited-edition and seasonal brews. The ability to take home beer in growlers will mean that patrons can regularly enjoy the Venue's core beer range, along with new and experimental beers that will not be available elsewhere in the Locality /S36B Locality during the



same period. Only excess small batch discontinued lines of product will be sold wholesale to other liquor outlets.

(c) **Sustainability**

Growlers are reusable, reducing the waste associated with single-use bottles and cans. Consumers who value environmental sustainability appreciate the reduced packaging waste and the opportunity to contribute to greener practices by refilling their containers.

**Dress Code**

30. A smart, neat casual dress code requirement will be applied at the Venue.

**CCTV**

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

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

32. The reasonable requirements of consumers and how those needs will be met by the grant of the Application are matters relevant to general public interest considerations raised under s33 of the Act and also to the objects of the Act as stated in s.5(1)(c) and 5(2)(a).
33. The Applicant has gathered feedback from consumers who live in and around the Locality who were invited to complete a survey relating to the proposal for the Venue, in order to obtain feedback concerning consumer requirement.
34. The Applicant has gathered feedback from the local community in relation to their proposal. Annexed and marked "**Annexure E1**" is a bundle of 185 *Consumer Requirement, Spreadsheet & Summary* ("the Online Survey"), which have been collected by the Applicant.
35. In addition, the Applicant has also gathered 42 *handwritten Consumer Requirement surveys* from members of the public which are annexed and marked "**Annexure E2**" ("the Paper Survey"). The responses received were similar to those obtained in the Online Survey.
36. Collectively, Annexure E1 and E2 will be referred to in these submissions as "the Survey". The Survey lodged by the Applicant establishes that the relevant section of the public supports the Application for the Venue to operate as Microbrewery under a Tavern licence, with both onsite and offsite liquor services being provided. The Survey reflects overwhelming support for the Application to be granted.

37. In relation to the Online Survey the following summary of the data is provided below:
- (a) The Venue will appeal to a more mature group of patrons aged over 25 years+.
  - (b) Over 80% of survey participants lived in or near Wanneroo and therefore were invested in additional hospitality services being available within the Locality.
  - (c) Over 95% of survey participants enjoyed drinking fresh craft beers.
  - (d) Over 98% of survey participants indicated that the proposal for the Venue appealed to them.
  - (e) Whilst enjoying drinking craft beer, approximately 55% of survey participants indicated they would like to be able to drink alternative alcoholic beverages at the Venue, whilst 35% only wanted to drink beer. A significant number of survey participants felt it was important that the Venue offered a range of beverages over and above their craft beer range in order to meet consumer expectations and taste, particularly if they were to book a function at the Venue (91%).
  - (f) The Venue received tremendous support from those persons undertaking the Online Survey with nearly 97% indicating they would like to socialise at the Venue.
  - (g) The option to enjoy tastings of the Venue's craft beer products was received very positively with nearly all survey participants (98%) indicating they would like to have this service available to them.
  - (h) Nearly 98% of survey participants would like to be able to purchase Area 51 craft brews as packaged liquor.
  - (i) The ability to be able to have a drink and not be required to always be seated at a table was seen as very important.
  - (j) All those persons who completed the online survey wanted to be able to enjoy a licensed outdoor area at the Venue.
  - (k) Most survey participants intended to visit the Venue at least once a month:
    - (a) At least once a week (36%);
    - (b) Once a fortnight (30%); and
    - (c) At least once a month (24%)

38. The Paper Survey comprised of 42 completed handwritten surveys, with the majority (93%) of the survey participants being aged 30 years+ in age and living in Wanneroo (81%).
39. Nearly all of the persons who completed the Survey indicated that:
- (a) The Northern suburbs needed more choice and variety in the licensed venues;
  - (b) The Venue would be a positive addition to the area and would add to the amenity of the area.
40. There was overwhelming support in the Survey for the Venue to be established at it's proposed location in Precinct and for the services, both onsite licensed hospitality services and packaged liquor sales of Area 51's own craft brews.
41. *Letters of Support* have also been provided to the Applicant and are annexed and marked "**Annexure E3**". The Letters of Support have been provided by the following:
- (a) Craig Branson
  - (b) Ryan Dawes;
  - (c) Rob Dimond;
  - (d) Shaun Williamson;
  - (e) Nerisa Finau;
  - (f) Gareth Proctor;
  - (g) Ash Barker;
  - (h) Dipak Vasram;
  - (i) David Mills;
  - (j) Jamie Larmont;
  - (k) Jason Ralls;
  - (l) Max Williamson;
  - (m) Max Whelan;
  - (n) Brandon;

- (o) Adam Zauch;
  - (p) Mark Gubanyi
  - (q) Duncan Goodwin;
  - (r) Steve Brian;
  - (s) Brad Putland;
  - (t) Mike Higgins;
  - (u) Jammie Gunnis;
  - (v) Norm & Jackie Lewis;
  - (w) Paul Whitby; and
  - (x) Elle Rubotham.
42. The high level of consumer requirement for the Venue's proposed services is evidenced in the Survey results the Applicant has collected (refer to Annexures E1 and E2), together with the Letters of Support (Annexure E3). All of which indicate that the Venue will motivate people to socialise in the area and visit the Locality.
43. It is submitted that when regard is had to the requirements of consumers and the evidence of the Applicant, the grant of the application will advance the proper development of the liquor industry for the following reasons:
- (a) **Microbrewery Experience** - the Venue will provide a range of unique small-batch, craft beers and ciders brewed on-site that will include seasonal products and experimental brews that will appeal to craft beer and cider enthusiasts and visitors seeking a microbrewery experience.
  - (b) **Packaged Liquor Sales** - Takeaway options in 2-litre growlers and cans (subject to supply) will provide convenience and sustainability, addressing consumers' desire to enjoy fresh unique brews at home. This focus on growlers aligns with consumer trends toward eco-friendly packaging and a preference for fresh, local products that supports responsible industry development. Consumers will also have the choice of tasting the product on-site prior to determining whether they wish to purchase the product as take-away liquor.



- (c) **Promotion of other local liquor producers** - In addition to its own brews, the Venue will offer a curated selection Australian guest craft beers on tap (1 – 2 options at any one time), along with a small, handpicked selection of WA-focused wines on their on-site beverage menu (i.e. these products will not be sold as packaged take-away liquor). The variety offered in the Venue's beverages menu will enhance its appeal to a broad customer base. It will also be an opportunity for the Venue to support and promote other high quality local producers of craft beers, ciders and WA wines that will add to the consumer experience at the Venue.
- (d) **Enhanced Dining Experience:** The Venue's food menu, including weekend American BBQ meals and platters have been designed to complement the craft beer and cider range, providing a full sensory experience for patrons. This pairing fulfils consumer demand for food and beverage experiences that go beyond your standard "pub" meals.
- (e) **Functionality and Accessibility:** The Venue will include a spacious indoor and outdoor area, designed for comfort and accessibility, making it family-friendly and inclusive for all, including those with prams or disabilities.
- (f) **Supporting Tourism and Economic Growth:** The Venue's presence in the Locality will contribute to further develop tourism in the City by offering a unique attraction for visitors that will promote locally produced liquor products. As outlined in the City's Strategic Plan, enhancing tourism opportunities and promoting local businesses are key priorities. The Venue will be a destination for tourists, craft beer enthusiasts, as well as members of the public and visitors who are seeking an authentic local experience. The Venue's services and liquor products will positively contribute to the area's vibrancy and economic growth. (Refer to Locality Submissions, pages 8 – 16)

44. In the present case, it is evident from the Consumer Requirement evidence gathered by the Applicant, together with the Locality's demographic profile (Annexures G & H, Locality submissions) that:

- (a) The Venue will be well patronised by a wide range of consumers from the City and the surrounding areas.
- (b) The Venue will be a very popular attraction for local residents, workers and visitors to socialise in.

- (c) There is demand for the Venue to offer its services and facilities at the proposed location.
  - (d) The Venue will help to improve access to modern, licensed family-friendly attractions within the Locality.
  - (e) The Venue will enhance the amenity of the Locality and make it a more attractive place for consumers to socialise/visit which will:
    - (i) Motivate them to socialise in the Locality more often;
    - (ii) Improve the opportunities to socialise in the Locality;
    - (iii) Improve the level and standard of hospitality and entertainment services available within the Locality;
    - (iv) Provide a distinctive Area 51 product range and liquor service within the Locality that is not available elsewhere in the area.
    - (v) Add to the tourist attractions and experiences that visitors can enjoy when visiting the Locality / City; and
    - (vi) Provide additional function space to hold special events and functions within the Locality.
45. It is the Applicant's intention to file further evidence in relation to the requirements of consumers, once it has been determined:
- (a) whether any objection(s) have been filed, and if so, whether the objection(s) have been accepted by the Director of Liquor Licensing ("the Director"); and
  - (b) once the Director has determined whether the matter will be determined on the papers or by way of a hearing.

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

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

46. The Applicant submits that it will manage the Venue in a professional and responsible manner.
47. The Director in his policy entitled *Public Interest Assessment Requirements and Application Procedures*, has identified at risk groups as follows:

*“At risk groups” have been identified and may include; ‘children & young people’, ‘aboriginal people and communities’, ‘people from regional, rural and remote communities’, families, ‘people in low socio-economic areas’, ‘mining communities’, ‘communities that experience high tourist numbers.’”*

48. Given the location of the Venue, it is reasonable to assume that due to the range of people living and attracted to the Locality, there will be persons who from time to time will fall within one or more of these categories.
49. The Drug and Alcohol Interagency Strategic Framework for Western Australia 2011 – 2015 identifies the following “at risk” groups and sub-communities. Based upon the Applicant’s knowledge of the area and experience in the Hospitality industry, it also has provided their comments concerning the “at risk” groups that have been identified.
50. Overall, the standard of the fit-out and manner of operations at the Venue indicate that it will be unlikely to attract a significant proportion of ‘at risk’ sectors of the community as noted in the following paragraphs:

- (a) **Young people:** Based on its location, style of operations, proposed services, pricing and the demographics of the Locality, the Venue is unlikely to be attractive to a significant number of young adults aged 18 – 22 years that are deemed to be “at risk”.

The Venue is likely to cater to young people who attend with their families or friends for a meal, drinks and/or entertainment.

With reference to the Locality Submissions, the median age in Wanneroo – Sinagra was 38 years and within the City, 35 years.

With respect to the demographics within the area, persons aged 15– 24 years of age in the suburb of Wanneroo - Sinagra made up 10.7% of the population and in the City 13%, of all residents. (Refer to Locality Submissions, Annexures G & H)

- (b) **Aboriginal persons:** Referring to the Locality Submissions, (Annexures G & H), Wanneroo - Sinagra’s Indigenous residents equated to 1.8% of the population, with the City’s Indigenous population making up 1.9% of total residents.

Based on its location, style of operations, pricing, proposed services and the demographics of the Locality, the Venue is unlikely to attract a significant number of Indigenous residents who are “at risk”.

- (c) **Persons from regional, rural and remote communities:** Based on its location, style of operations, pricing and proposed services the Venue is unlikely to attract

at-risk persons from this group. It is envisaged however, that visitors to Perth, including regional WA who visit the City may be attracted to the Venue as part of their holiday experience.

- (d) **Families:** Based on the demographics of the Locality and the City, the Venue's style of operations, pricing and proposed services the Venue is unlikely to attract at-risk persons from this group.

The Venue is likely to cater to young people who attend with their families for a meal. Couples & Single Parents with children made up 61.6% of the population (Wanneroo – Sinagra) and 67.3% in the City.

- (e) **Migrant groups from non-English speaking countries:** Based on the demographics of the Locality and the City, together with the Venue's location, style of operations, proposed services the Venue is unlikely to attract at-risk persons from this group.

Within the suburbs of Wanneroo and Sinagra over 82% of the population only spoke English at home. For the City, those residents only speaking English at home was approximately 75%.

- (f) **People in low socioeconomic areas:** Based on the demographics of the Locality and the City, together with the Venue's location, style of operations, pricing and proposed services the Venue is unlikely to attract at-risk persons from this group.
- (g) **Mining communities or communities with high numbers of itinerant workers & communities that experience high tourist numbers:** Based on its location, this does not apply to the Venue.

## Health

51. The Health Department no longer provides access to publications relating to alcohol-related harm for regions of WA on their website and therefore this data is not accessible to the Applicant.
52. As noted in Annexures G and H in the Locality Submissions (i.e. ABS Quickstats), the top 3 long-term health conditions within the City were mental health conditions, asthma and arthritis.
53. 63.8% of all residents had no long-term health conditions.

## Crime Prevention Through Environmental Design



54. The Location and design of the Venue is within the guidelines and principles outlined in the "Designing/Planning Guidelines".
55. The Venue will:
- (a) be located in an area that has been zoned for the proposed use and is therefore compatible with neighbouring uses;
  - (b) have specific entry/exit locations for patrons, allowing areas to be easily monitored by staff and surveillance equipment;
  - (c) be located in a well-defined private space, well suited to meet the needs of its patrons; and
  - (d) consist of well-designed areas that will be monitored by experienced approved managers and staff who will be responsible for monitoring patron behaviour.
56. The Venue will play an active role in promoting and creating an active streetscape in and around its location and will certainly support the activation of the southern section of the Precinct. The grant of the Application will enhance the amenity of the Locality due to the consumers that it will attract and the hospitality and entertainment services that it will provide, which will encourage further activity throughout the day, on weekends and in the evenings.
57. The Applicant will maintain a strict zero tolerance policy with respect to anti- social behaviour at the Venue.

## Crime

58. *Crime Statistics for the Joondalup District* have been obtained from the WA Police website for the period 2007 – YTD are annexed and marked “**Annexure F**”.
59. WA Police no longer provide crime reporting by suburb on their website and instead present crime data for WA, Metropolitan and Regional WA for each individual police district. The Venue is in the Joondalup District.
60. Specific statistics on alcohol-related offences that have occurred in the Locality are no longer available from the WA Police, who have previously advised the Applicant's Solicitors that it is “*against WA Police policy to release detailed alcohol related offence statistics prior to the lodgement of a Liquor Licence Application*”.
61. As noted on the WA Police website, the crime statistics provided in Annexure H are reported based on the location of where the offence occurred and may be influenced by a

wide range of factors that include population, infrastructure, seasonal trends and the extent to which crime is reported or detected by police. Such factors should be considered when interpreting the statistics annexed to these submissions.

62. No statistics are available in relation to alcohol-related crime.
63. Any statistic provide by WA Police should be treated with caution as statistics generally only refer to alleged offences and not convictions. In the absence of statistics in relation to the rates of conviction, it is uncertain how reliable these statistics are.
64. The Applicant submits that when regard is had to the proposed operation of the Venue, it should be considered as “low risk” for alcohol related harm.

### **Anti-Social Behaviour**

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

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

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

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

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

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

There is greater aggression when bar staff are very aggressive, and do not engage in responsible serving practices (Homel and Clark, 1994, etc. al) and/or little control

is exercised over patrons' behaviour. Graham et al 1980. Aggression has been found to be more likely in bars where drunkenness is frequent (Graham et al 1980, Homel and Clark 1994) and where there are discounted drinks and other drink promotions.

This will not be the case at the Venue:

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

A variety of food and meal options will be available at the Venue.

- 66. It is submitted that the Venue, with its strong food focus and small-batch production of high-quality craft brews, along with its other proposed services including entertainment, brewery tours and tastings events falls within that category of venues where the consumption of alcohol is not the primary focus for patrons.
- 67. Due to these features, it is submitted that the Applicant's venue is much less likely to be associated with alcohol-related violence and aggression.

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

- 68. As noted in the Locality Summary (Annexure C, Locality Submissions) there are only 2 existing licensed premises that operate in a similar way to the Venue's proposal with respect to onsite liquor services within a 3km radius. In relation to package liquor services, refer to the S36B Locality in the S36B Submissions.
- 69. The Venue will positively contribute to the local community's lifestyle and amenity by offering a new and welcoming venue for socialising and entertainment. As a licensed hospitality venue offering a unique range of craft beers and cider (for both onsite consumption and packaged liquor sales), a WA-focused wine list and a specialty food menu, it is positioned to enhance both the amenity and vibrancy of the area.
- 70. With well-designed indoor and outdoor areas that will offer views over Lake Joondalup's wetlands, the Venue will provide a distinctive setting that harmonises with the natural beauty of the Locality.
- 71. Families with prams and persons with a disability have been considered when developing the concept plans for the Venue, with easy access provided at the Venue to ensure all

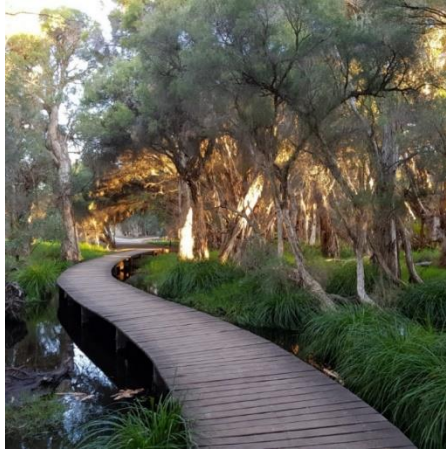
members of the community are welcome. The Venue supports the City's vision of creating accessible, community-oriented environments for all members of the community to experience.

72. Given that taverns are perceived to "add vibrancy" and make areas "more appealing and more likely to be visited" (refer to Annexures K and L), the Venue's proposed design with craft brews and its distinctive American BBQ food concept, along with a spacious outdoor area and regular entertainment/events are all features that are noted as drawcards for visitation, particularly for patrons aged 35–54, who are particularly drawn to tavern-style venues.
73. Both Entertainment Surveys also overwhelmingly reflect that the Venue will improve the amenity of the Locality and will be supported by the local community. The Venue's proposed features will create a flexible space for both everyday socialising and special gatherings, strengthening the Locality's sense of community and offering a new licensed hospitality venue for both locals and visitors to enjoy.
74. The Applicant submits when considering the impact that the grant of the Tavern licence will have upon the amenity of the Locality, it is relevant to consider:
  - (a) The net benefits to the local community through the establishment of the Venue, which will improve the amenity of the area, motivate residents and workers to socialise locally and further activate the Locality.
  - (b) The immediate locale within which the Venue will be situated. As discussed in the Locality Submissions, the Venue will be located at Drovers Place Central Precinct, a Business Zone with approved uses that includes entertainment, recreation, commercial and cultural facilities, as well as showcasing environmental features such as the Lake Joondalup wetlands. The Venue is therefore compatible with other uses and complements the existing services operating in the Precinct.
  - (c) The positive impact that the Venue and its proposed services will have in adding to the appeal of the Locality as a destination attractor, bringing visitors and new business into the Locality.
  - (d) As a destination attractor, the Venue will contribute to the activation of the Locality, increasing the passive surveillance of the area and supporting crime prevention, particularly in the evenings and on weekends; and
  - (e) The additional variety, choice and standard of licensed hospitality services that will become available in the Locality.



75. The Chamber of Commerce and Industry in their discussion paper, ("the Discussion Paper"), annexed and marked "**Annexure H**", discusses the importance of increasing the vibrancy of Perth in order to attract more people to visit and motivate them to stay longer.
76. It is submitted that the present application is consistent with the planning objectives of the City and WAPC, as well as the recommendations made by the Chamber of Commerce and Industry and Tourism WA.
77. Planning authorities have recognised the need to meet the growing demands of Perth residents and visitors. Localities across the metropolitan area need to ensure that they provide a greater variety of services to meet the needs and tastes of a wide and growing consumer base that will help to attract new residents and motivate visitation.
78. All sectors of the community seek out hospitality and entertainment services.
79. The City is committed to creating activity centres across the City, with the Precinct being designed to generate employment and visitation to the Locality.
80. The City's objectives are supported by the findings in the Entertainment Surveys discussed in paragraphs below. (Refer to Annexures I & J)
81. By reason of the above, the Applicant submits that the grant of the Application will positively contribute to the amenity of the Locality by:
  - (a) Selling a unique and distinctive craft beer range that will not be available elsewhere in the Locality / S36B Locality.
  - (b) Encouraging more people to visit and socialise in the Locality;
  - (c) Enhancing the attractiveness and vibrancy of the Locality and the surrounding streetscape;
  - (d) Offering a safe and welcoming licensed venue for residents and visitors to visit and enjoy;
  - (e) Adding to the choice of licensed hospitality services that are available in the Locality, for the purposes of socialising, entertaining and dining, together with providing function space; and
  - (f) Supporting the future sustainability of local businesses trading in the surrounding area of the Venue and within the Locality by attracting increased custom to the area.

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



LAKE JOONDALUP CIRCUIT - METROPOLITAN BUSHLAND IN YELLAGONGA REGIONAL PARK

82. The concept for the Venue aligns with the City 's Tourism Strategy (Annexure E, Locality Submissions) as it will serve as a community hub and a regional destination that attracts visitors from across Perth and beyond. By combining a locally brewed on-site selection of craft beers, with a range of high-quality WA-sourced wines and an American BBQ inspired menu, the Venue's culinary and beverage experiences will appeal to both locals and tourists seeking authentic and memorable food and drink options.
83. The Venue's planned special events, beer-tasting sessions and brewery tours will attract visitors and generate additional tourism activity, helping to position Wanneroo as a cultural and social destination. These offerings will also have a positive economic impact by creating employment opportunities and encouraging patronage at nearby businesses. Furthermore, the sale of the Venue's own beer and cider products will offer visitors a way to extend their Area 51 experience, enhancing the Venue's attractiveness to Perth's growing population of craft beer enthusiasts.
84. Supporting consumer requirement for the Venue and its services is Tourism WA's ("the TWA") publication, *Perth Entertainment Precincts* ("the Entertainment Survey"). Extracts of the Entertainment Survey relevant to the application are annexed and marked **"Annexure I"**.
85. Whilst the Locality is not an Entertainment Precinct, the research undertaken in the Entertainment Survey and its key findings provides a useful insight into what are the strongest drivers that consumers in general take into consideration when choosing a licensed venue. These are (at page 24):
  - (a) Value for money;
  - (b) Safety;

- (c) Atmosphere;
  - (d) Availability of food;
  - (e) Good reviews/popularity; and
  - (f) Liquor Services.
86. In the Entertainment Survey, 43% of participants aged 35 – 54 years indicated they were attracted to tavern style venues. This age group are also more likely than any other age group to consider family-friendly licensed venues to visit with children.
87. Those aged 55+ years are also attracted to tavern style venues (30%) and were identified to be the group that were the biggest spenders when out socialising.
88. Overall, the parties attracted to a tavern style venue consisted of:
- (a) Friends (68%);
  - (b) Partners (50%); and
  - (c) Work colleagues (16%).
89. Tavern style venues were found to be the second most visited class of venue in the Entertainment Survey and the perception was that that this type of licensed premises:
- (a) Added vibrancy to an area; and
  - (b) Makes an area more appealing and more likely to be visited.
90. Significantly, when considering the following factors, the Venue is well-suited to meet the demands of local residents and workers based on the:
- (a) key findings identified in the Entertainment Survey;
  - (b) limited number of existing Taverns that currently operate in the Locality and services provided;
  - (c) the Demographics of the City, which indicates:
    - (i) an average median age of 38 years; and
    - (ii) a significant residential population that does not have children and are likely to want to socialise outside of the home. Over 34% of the City's family groups

were couples without children. Lone-person households in the City were recorded at 21.6% of all household groups.

91. A final entertainment precincts report was published by the TWA in 2022, extracts of *Perth Entertainment Precincts Research 2022 / Final Report* (“the Final Entertainment Survey”) are annexed and marked “**Annexure J**”, which offers further insights into what are the strongest drivers for consumers generally in choosing a licensed venue.
92. With reference to Final Entertainment Survey, it was identified that although each of the major entertainment precincts in Perth were ‘known’ for offering different activities, it is relevant for this application that Events was one of the drawcards that motivated the public to visit all precincts (Annexure J, page 36). The City identified as part of its Strategic Planning (Annexure D & E in the Locality Submissions) would add to the Locality’s appeal, liveability and social experiences that would help to increase visitor numbers and activate the Locality.
93. The provision of liquor services also rates highly as a key finding (Page 90, Annexure J). These findings support the grant of the Application.
94. The key findings from both Annexure I and J reveals what the public value when selecting which location to go and socialise in. It also highlights the importance of hospitality venues creating a vibrant atmosphere, which is a driver for ongoing visitation.
95. The Entertainment Survey provides an insight into the key drivers for consumers visiting a licensed premise. Factors that consumers considered when choosing a venue to socialise in, included, but were not limited to:
  - (a) Safety of the venue;
  - (b) The venue’s atmosphere;
  - (c) Availability of food and liquor services;
  - (d) Good reviews/popularity;
  - (e) Opening hours;
  - (f) Live music or other live entertainment.

(Annexure I, page 24, Annexure J, page 90)

96. Considerations for selecting a venue included:
  - (a) Whether food is served;

- (b) Whether alcohol served;
- (c) Live Entertainment;
- (d) Opening Hours; and
- (e) The Venue's atmosphere.

(Annexure I, page 24)

97. In the Final Entertainment Survey, 43% of participants aged 35 – 54 years indicated they were attracted to tavern style venues. (Page 85)

98. Those aged 55+ years are also attracted to tavern style venues (30%). (Annexure J, page 86)

99. Overall, the parties attracted to a tavern style venue largely consisted of:

- (a) Friends (60%);
- (b) Partner (54%); and
- (c) Work colleagues (18%).

(Annexure J, page 32)

100. Tavern/Sports Bar style venues were found to be one of the most visited class of venue in the Entertainment Survey and the perception was that that this type of licensed premises:

- (a) Added vibrancy to an area;
- (b) Provided entertainment; and
- (c) Made a locality more appealing and more likely to be visited.

(Annexure J, pages 94 & 104)

101. Significantly, when considering the following factors, the Venue is well-suited to meet the demands of local residents and visitors based on the proposed:

- (a) Provision of distinctive food and liquor services;
- (b) Visitor experience – microbrewery, tastings and outdoor areas;
- (c) Regular live entertainment;
- (d) Special events, including brewery tours and tastings; and

(e) Function space.

102. The Applicant submits that the Venue and its proposed style of operations will be a positive addition to the amenity of the Locality and will help to better meet the consumer requirements of the local community and visitors for a greater range of licensed hospitality offer within the area, as well as providing an additional tourist attraction within the Locality.
103. The Applicant also submits that the additional visitors to the Locality that the Venue will attract throughout will have a flow on effect on other businesses within the Locality boosting trade in the area and the further development of the local economy.
104. The establishment of the Venue within the Locality will support the City's planning objectives to create a welcoming and connected community that offers local opportunities to participate and feel engaged, as well as driving tourism (Refer to the Strategic Plan, Annexure D, pages 22 – 25 & the Tourism Strategy, Annexure E, pages 3 – 15, the Economic Strategy, Annexure F, pages 8, 14 – 31) in the Locality Submissions).
105. In summary, the Venue's proposed facilities and services will elevate both the amenity and tourism potential of Wanneroo, creating a licensed premises that fosters a lively, community-centred atmosphere while also promoting the Locality as a key social and tourism destination in the outer northern metropolitan area.

## **Community**

106. At present the options to socialise in upmarket licensed premises in the Locality is very limited, as identified in Annexure A in the Locality Submissions.
107. This gap in licensed Tavern class hospitality services is clearly evidenced in the Surveys that the Applicant has gathered from the general public.
108. The Venue will add to the choice and variety of licensed hospitality and entertainment services that are available in the area and will improve the amenity of the Locality by establishing a modern, upmarket and vibrant licensed venue for the public to enjoy. It will offer residents with a social community hub where they can come together, with the convenience of being situated close to home, further activating the Locality and improving Wanneroo's appeal as a place to live, work and play.
109. The Venue's establishment in the Precinct, will motivate other businesses to invest in the Locality in the future.

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

110. It is submitted that the grant of the Application will not cause offence, annoyance, disturbance and/or inconvenience to residents, business owners or persons passing through the Locality.
111. The Venue is located in the Drovers Place Central Precinct that has already well-established retail and commercial businesses operating in northern section and starting to evolve in the immediate surrounds of the Venue.
112. It does not have residential neighbours in its immediate surrounds as shown below in Figure 3.



**FIGURE 3 – LOCATION OF THE VENUE**

(Source: [google.com/maps/place](https://www.google.com/maps/place))

113. The Venue and its staff will take all reasonable steps to control the behavior of patrons whilst at the Venue and as they enter and leave the Venue.
114. The Applicant will ensure that high standards are upheld at the Venue with respect to service and harm minimisation strategies and the responsible service of alcohol to ITS patrons.
115. By reason of all of the foregoing, the Applicant does not foresee that any significant offence, annoyance, disturbance, or inconvenience will be caused by the granting of the Application.

**Conclusion**

116. The Applicant submits that it is in the public interest for the Application to be granted as:
- (a) Approval will not result in harm or ill-health due to the consumption of liquor;

- (b) The Venue would meet the reasonable requirements of consumers for a high-quality, unique and local craft beer / microbrewery experience for both onsite consumption and as packaged liquor;
- (c) The Venue will enhance local tourism and employment opportunities, supporting community engagement and economic vitality.
- (d) Approval of the Application will increase the choice and variety of licensed hospitality services and facilities that are available for the community and visitors to enjoy;
- (e) There is currently limited upmarket licensed premises within the Locality for the community and visitors to socialise in and/or hold functions and/or attend special events;
- (f) The Venue will offer a unique selection of Area 51 product that will not be available for the public to purchase elsewhere in the Locality / S36 Locality.
- (g) The Venue will promote responsible consumption of liquor by offering fresh, small-batch products with a focus on sustainability (i.e. packaged liquor sales in 2-litre growlers) that can be enjoyed both onsite and as packaged liquor;
- (h) Approval will not result in any significant antisocial behaviour, noise or disturbance. The Venue will provide a safe, family-friendly and spacious indoor/outdoor licensed areas that will appeal to a wide range of age groups that live and/or, work in the community, as well as meet the requirements of day-trippers and tourists visiting the Locality;
- (i) The Application supports the visions of the relevant planning authorities for the Locality and the City's planning objectives for Wanneroo and the City generally; and
- (j) The introduction of the Venue at the proposed location, will support local craft brewing talent, foster a sense of community and establish a further hospitality/tourist destination within the City that will promote locally made products, all of which will positively contribute to improving the amenity of the Locality.



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



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FRASER & ASSOCIATES LAWYERS  
Solicitors for the Applicant

IN THE LIQUOR LICENSING DIVISION OF WESTERN AUSTRALIA

THE MATTER OF AN APPLICATION BY **AREOLA 51 PTY LTD** FOR A TAVERN LICENCE FOR PREMISES TO BE KNOWN AS **AREA 51** SITUATED AT **50 MOWATT CLOSE, WANNEROO**

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**AMENDED LOCALITY SUBMISSIONS**

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Date of Document:        The            14th            day of            March            2025

Filed on behalf of:        The Applicant

Prepared by:

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1. The Applicant has filed an application for a Tavern Licence for premises to be known as Area 51, to be located at 50 Mowatt Close, Wanneroo ("the Venue").
2. The proposed site for the Venue is currently vacant and is part of the Drovers Place Central Precinct, which is located to the west of Wanneroo Road, as shown on Figure 1 below.



**FIGURE 1: LOCATION OF THE VENUE**

(Source: google.com/maps/place)

3. The Venue will be located in the suburb of Wanneroo, which is part of the local government area (“LGA”) that forms the City of Wanneroo (“the City”).

#### **Drovers Place Central Precinct**

4. The Venue will be located within the Drovers Place Central Precinct (“the Precinct”). The Precinct is continuing to be developed however it already has well-established retail and commercial businesses operating within the northern section. Annexed and marked “**Annexure A**” is a copy of the *Detailed Area Plan for the Drovers Place Central Precinct* (“the Precinct Plan”).



**FIGURE 2: LOCATION OF THE VENUE & KEY SURROUNDING FEATURES**



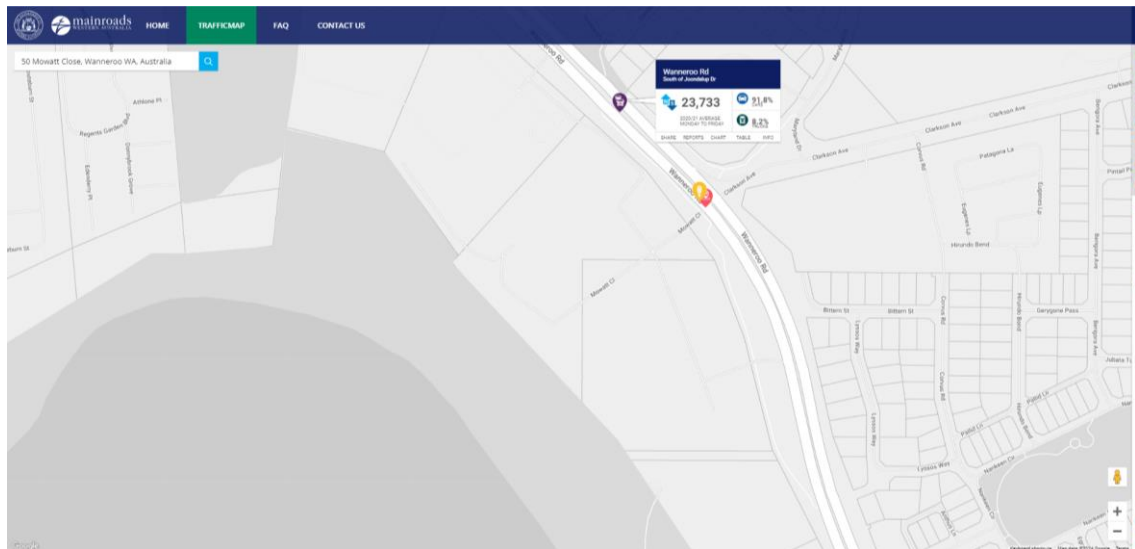
5. The Precinct has been assigned as a Business Zone in the District Planning Scheme No. 2, with the types of uses appropriate within area including health, welfare, community services, entertainment, recreation, commercial and cultural facilities that are *'likely to attract a significant number of employees or users and generate significant vehicle trips'*. (Source: [wanneroo.wa.gov.au/districtplanningscheme2](http://wanneroo.wa.gov.au/districtplanningscheme2))
6. The Precinct covers an area of approximately 34.29 hectares that includes environmental features such as wetlands and provides for a range of suitable developments and land use options which fit under its Business zoning. Annexed and marked "**Annexure B**" is a copy of *Drovers Place Structure Plan No.80, Plan No. 1*, which reflects the City's planned framework for the area and confirms that the area for the Venue is zoned for business.



FIGURE 3: LOCATION OF THE VENUE IN RELATION TO WANNEROO RD, EXISTING DEVELOPMENT & WETLANDS

### Wanneroo Road

7. The Venue will be located on Mowatt Close, which connects with Wanneroo Road, an important arterial highway which spans 44 kms linking Joondanna and Yokine in the south with Wanneroo and Yanchep in the North. It begins from Charles Street in the inner city and becomes the Indian Ocean Drive up to Dongara. This makes the Venue easily accessible via Wanneroo Road and a number of other routes including the Mitchell Freeway (via Burns Beach Road, approximately 4kms).
8. Wanneroo Road is a dual divided carriageway with a speed limit of 70km/h in the vicinity of the subject site. The Road is classified as a Primary Distributor Road in the Main Roads WA Functional Road Hierarchy, providing major regional and inter-regional traffic movement. (Source: [mainroads.wa.gov.au](http://mainroads.wa.gov.au))



**FIGURE 4: MAIN ROADS WA TRAFFICMAP – WANNEROO RD, SOUTH OF JOONDALUP DRIVE**  
(Source: <https://trafficmap.mainroads.wa.gov.au/map>)

9. According to the latest available traffic count data from Main Roads WA, Wanneroo Road (south of Joondalup Drive) carried an average weekday traffic volume of about 23,733 vehicles per day in 2020/21.

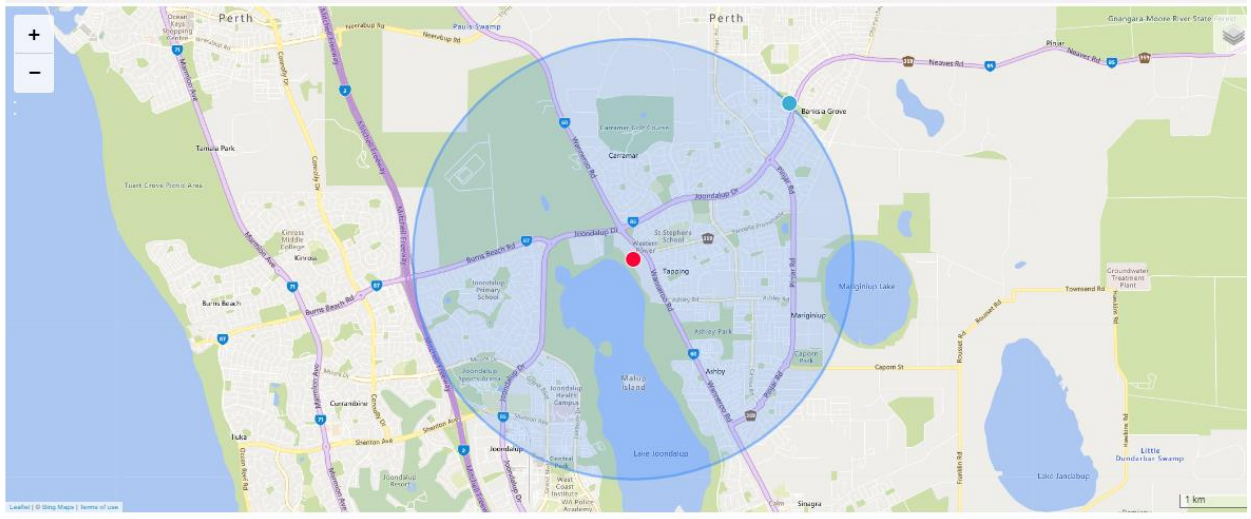
## Wanneroo

10. Wanneroo is a northern suburb of Perth that is located approximately 25kms from Perth's CBD and is part of the City's Central Ward which also includes the suburbs of Sinagra, Hocking, Pearsall and Gnangara. Wanneroo itself is an area steeped in history, heritage and culture with the Wanneroo Town Centre having been established in the early 1900s.
11. The Central Ward includes a mix of residential housing and commercial areas, with ongoing urbanisation and population growth. It is home to more than 25,000 residents and a range of small businesses.



**FIGURE 5: LOCATION OF THE VENUE, SHOWING WANNEROO BOTANICAL GARDENS “LEAP FROGS” AND NEARBY SHOPPING PRECINCT “DROVERS”**

## Locality



**FIGURE 6: THE LOCALITY**  
(Source: <https://www.calcmaps.com/map-radius>)

12. Pursuant to S38 of the Liquor Control Act (“the Locality”) a 3km radius defines the Locality. The suburbs that form part of the Locality (in full or in part\*) include:
  - (a) Wanneroo;
  - (b) Carramar;
  - (c) Banksia Grove;
  - (d) Marginiup
  - (e) Neerabup;
  - (f) Tapping;
  - (g) Ashby;
  - (h) Sinagra; and
  - (i) Joondalup.
  
13. Annexed and marked “**Annexure C**” is a *Locality Summary* which lists similar class licensed premises that provide liquor services that trade within the Locality, together with packaged liquor outlets that are located within the area that has been defined as the S36B Locality in the S36B Submissions. In relation to onsite consumption, these licensed premises are:

- (a) Leapfrogs Café, Special Facility licence (750m) - garden café located at Wanneroo Botanical Golf that includes 36 Hole Mini Golf activity, with a family-focused environment; and
- (b) The Duke Bar & Bistro, Tavern Restricted licence (1.4km) – modern British themed pub, with bistro, live music and outdoor seating.

Neither of these venues offer Area 51's product.

- 14. As shown in Annexure C, there is very limited choice in liquor services similar to those proposed by the Applicant.
- 15. It is submitted that the Precinct and the surrounding area will be most likely area to be affected by the application due to the Venue's location within the Precinct. The area surrounding the Venue has its own special features as it is situated within a Business Zone, with medium density traffic flowing through the area and major traffic routes which largely separates the Precinct from residential areas, as can be seen on Figures 1 – 3 and 5 above.
- 16. The Precinct with its growing number of businesses and services is a destination attraction for many living in the City, particularly for those residential areas that surround the Precinct who visit for food, hospitality and recreational purposes. (Refer to Figures 2 & 5 above)
- 17. The primary functions and features of Precinct and the Locality in general should be taken into consideration when determining this application.

### **Public Transport**

- 18. Bus Route No. 468 travels along Wanneroo Road near the Venue. This bus route provides service between Whitfords Station and Joondalup Station via Wanneroo Central Shopping Centre and therefore connects to Yanchep Line. Bus Route No 467, 390 and 391 also have bus routes/stands within a short walk from the Venue.
- 19. Patrons will also have taxi and ride share services readily available in the area.

### **Local Government Authority**

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



## City of Wanneroo

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

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

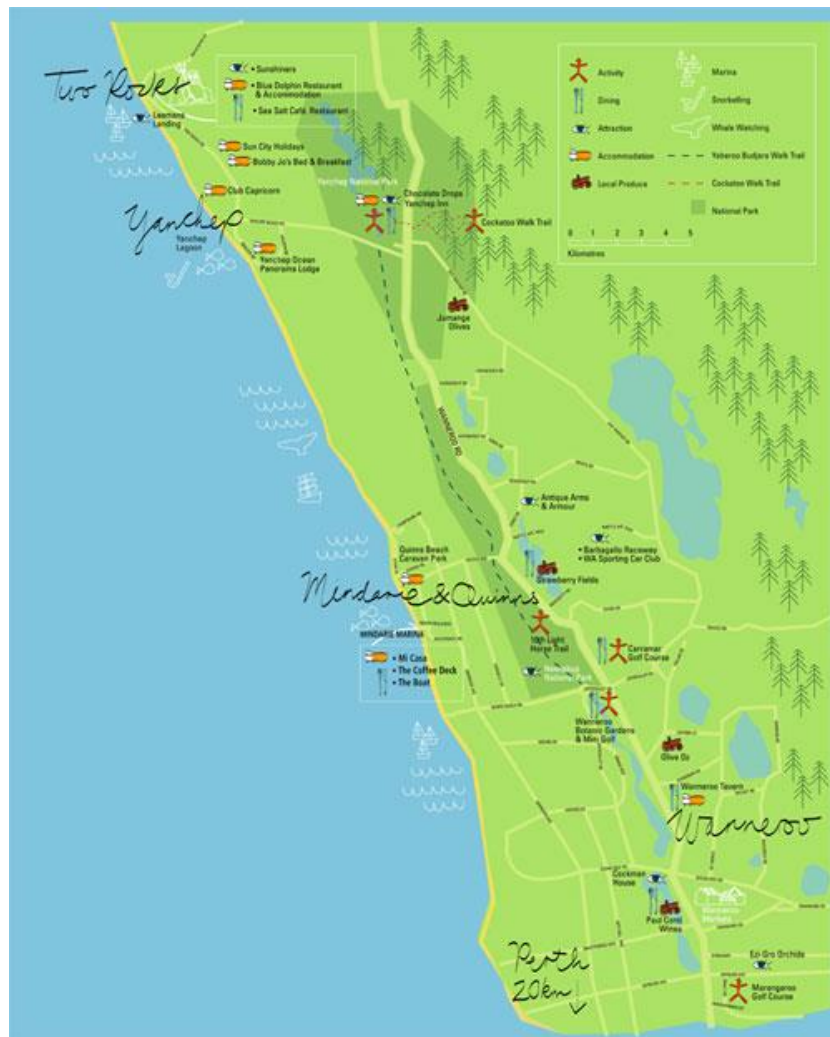


FIGURE 7: CITY OF WANNEROO ATTRACTIONS

22. The City is bounded by the Shire of Gingin in the north, the Shire of Chittering and the City of Swan in the east and the City of Stirling and City of Joondalup in the south. The Indian Ocean is to the west, with 32kms of stunning coastline contained within the City's boundary. Significantly, it is the largest LGA in Australia.





23. The City is characterised by a wide range of urban, rural and industrial land uses as well as significant areas of the coast, natural bushland and state forest. The Venue is within close to proximity to the following attractions by car:
- (a) Wanneroo Botanic Gardens (4 mins);
  - (b) Carramar Golf Course (4 mins);
  - (c) Lakeside Joondalup Shopping Centre (8 min)
  - (d) Burns Beach (9 mins);
  - (e) Mindarie Beach
  - (f) Neerabup National Park (>10 mins);
  - (g) Yellagonga Regional Park(>10 mins); and
  - (h) Yanchep National Park (20 mins).
24. In the post-war years, significant development has occurred in the City, which was supported by the State Government's Corridor Plan in 1970 and the northern spread of development from Perth. The population more than trebled between 1991 and 2011, rising from 45,000 in 1991 to 149,000 in 2011. The City remains one of the fastest growing local government authorities in the nation.
25. As noted in the City's *Strategic Community Plan 2021 – 2031* ("the Strategic Plan"), extract of which are annexed and marked "**Annexure D**", the City's vision is:
- "A welcoming community, connected through local opportunities."* (Page 8)
26. The City's vision evolved from the community feedback gathered as part of its consultation process to develop the Strategic Plan. This process revealed that the

community aspired the City to be *“a place that is welcoming to all people, and provide the necessary connections for those people to live, work and participate locally, ultimately to help build a wider sense of belonging in the area..”* The Venue supports the City’s vision by providing a safe and welcoming environment where local residents can come together and socialise and foster friendships. (Page 8)

27. The City has defined its purpose as:

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

28. The Strategic Plan sets a number of clear goals and priorities aimed at fostering community participation, economic growth, and cultural vitality. A microbrewery with a tavern licence at the proposed location would align closely with these strategic goals, supporting the community's prosperity while also enhancing local experiences. Those goals and their association with the operation of the Venue in the Locality are set out below (refer to pages 22 – 25).

(a) **Goal 2: A City that Celebrates Rich Cultural Histories**

- (a) Priority 2.3 - Tourism opportunities and visitor experiences: The Venue will add to the City’s range of hospitality services by offering a unique licensed attraction where local residents and visitors can enjoy high-quality local brews in a relaxed setting. The Venue will also become a destination for those seeking to unwind after exploring the local area’s attractions, further enhancing the City’s reputation as a vibrant tourism destination.

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

The establishment of the Venue would directly contribute to the following priorities under the City’s Goal 3:

- (i) Priority 3.1 - Strong and diverse local economy: The Venue would add to the City’s diverse range of local businesses, helping to strengthen the economy and promote economic resilience. The Venue’s brewery productions will provide opportunities for collaborations with local food producers and artisans, further embedding itself in the local economy.
- (ii) Priority 3.2 - Attract and support new and existing businesses: The Venue will attract not only local customers but could also motivate other

businesses into the area, such as suppliers, distributors and other hospitality providers. This would foster further development in the Precinct and generate broader economic activity with the City.

- (iii) Priority 3.3 - Plan, develop and activate employment locations: The Venue is likely to become a new focal point in Locality, activating a key employment location in the suburb of Wanneroo. As a hospitality venue, it would generate a range of employment opportunities for local residents.
- (iv) Priority 3.4 - Develop local jobs and skills: The Venue will support the City's goal of developing local jobs and skills. By providing training and employment opportunities in brewing, hospitality, and management, it will help local residents to gain new skills and further develop their job/career prospects, supporting the overall growth of the local workforce.
- (v) Priority 3.5 - Opportunities for investment: The Venue would encourage further investment in the Precinct by enhancing the Locality's appeal investors. Its success could inspire further development and investment in local infrastructure and businesses, further boosting the City's economic profile.

29. The Venue will support the City's strategic goals by enhancing tourism, fostering local business growth, generating employment and stimulating economic activity, all while enriching the cultural and social fabric of the community.

## Tourism



30. Annexed and marked “**Annexure E**” are extracts from the City’s most current *Tourism Strategy and Supporting Actions, 2011 – 2017* (“the Tourism Strategy”), which identifies key opportunities to grow its tourism sector by enhancing the local product, improving event tourism, and promoting partnerships.



31. The Key Findings from the Tourism Strategy that were based on community engagement were:

- **Low awareness:** Currently, Wanneroo is perceived more as a rural or bush destination with limited recognition for other attractions.
- **Event-driven tourism:** Attending events is a major reason for visits, showing potential for venues that can host or complement events.
- **Opportunities for growth:** There is an identified need to expand tourism, especially in the coastal areas and by improving signage and event promotion.
- **Limitations:** The lack of accommodation options and a more diverse tourism product has constrained visitor numbers.

(Pages 3 – 4, 6 -7)

32. Key target markets that the Venue can target, which were established during the City’s consultation process were:

- (a) **Visiting Friends and Relatives:** People hosting or visiting friends and family are a significant market.
- (b) **Indian Ocean Drive travellers:** Those driving north or south on the Indian Ocean Drive are a prime group who may seek out dining services during their trip.
- (c) **Day-trippers and event attendees:** These are key demographics for local business, especially when they align with events and attractions within the Locality.



(Page 10)



33. The desired outcomes were identified as:

- (a) Grow the tourism product and diversify offerings.
- (b) Promote partnership opportunities between local businesses and stakeholders.
- (c) Increase awareness of tourism's role in the local economy.
- (d) Raise awareness of Wanneroo's attractions in key markets.

(Pages 9, 13 - 15)



34. The establishment of the Venue will support the City's outcomes by providing further tourism product in the Locality, which will in turn will increase the City's tourism profile and its attractions that visitors can experience.
35. The Venue will contribute to the City's goals in several ways:
- (a) **Growing the tourism product:** The Venue will be a locally focused microbrewery that will expand the Locality's tourism product by offering a unique experience that supports food and beverage tourism.
  - (b) **Promoting partnerships:** By aligning with local tourism initiatives and supporting regional events, the Venue will strengthen the ties between the City and the local business community operating in the Locality.
  - (c) **Raising awareness:** Marketing efforts surrounding the Venue will increase the Locality and the City's profile as destination to visit especially among target audiences like day-trippers, craft beer lovers and those attending nearby events.
  - (d) **Enhancing visitor experiences:** The Venue will provide a casual and enjoyable social space that blends licensed hospitality and entertainment services with an outdoor setting overlooking Lake Joondalup's wetlands, echoing Wanneroo's broader vision of becoming a 'beach to bush' destination.

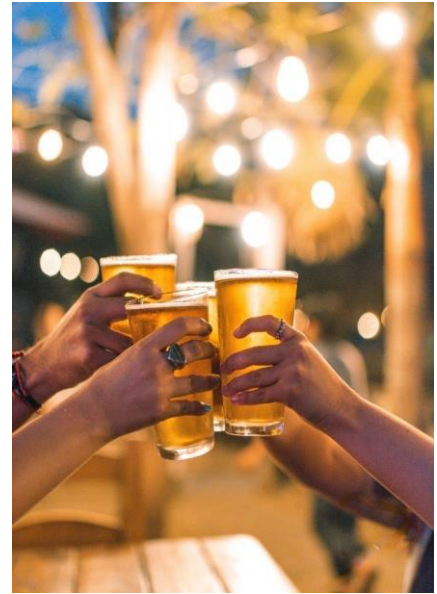
(Pages 13 – 15)

36. The Venue's facilities and services, including its own range of fresh craft beers, bar and dining services and an outdoor area, directly supports the City's Strategic Plan. The Venue's unique offerings make it a valuable addition to the local tourism product and will help the City to achieve its goals as noted above in paragraph 34.



37. The Venue aligns with the City's goal of maximising tourism opportunities by adding a new and distinctive tourism attraction in the Locality. By offering locally brewed craft

beers, quality food and entertainment the Venue will offer an inviting social environment for both locals and visitors to enjoy and will in turn enhance the region's tourism appeal. This is particularly important in the context of the City's intention to shift its image from a rural destination to a more diverse, experience-driven area. The Venue will provide a modern, vibrant attraction with licensed hospitality services that complements the City's plans for broader tourism development and appeal.



38. The Venue is an ideal example of a tourism opportunity that will encourage further investment in the Precinct and the local tourism sector through its distinctive hospitality services and setting that will take in views across Lake Joondalup's wetlands.
39. The Venue will help position Wanneroo as a diverse and vibrant destination, enhancing both local engagement and visitor appeal.

### Economic Profile



40. Annexed and marked "**Annexure F**" is a copy of the City's *Economic Development Strategy, 2022 – 2032* ("the Economic Strategy").
41. As one of the fastest-growing LGAs in the nation, the City is forecast to become the largest LGA by population in the State by 2041. The estimated resident population has increased from 84,323 in 2001 to 215,878 in 2021 and is forecast to reach 370,273 by 2041. This rapid growth presents opportunities for economic growth. (Page 8)



42. The City's economic development is centred around six focus areas to ensure sustainable and inclusive growth. Those areas that are relevant to this application are:

(a) **Job Creation and Diversity**

Addressing the current lag in local job creation relative to population growth by enabling businesses to offer diverse, high-quality employment opportunities in various sectors such as healthcare, education, and professional services.

(b) **Sustainable Economic Growth**

Facilitating long-term, environmentally sustainable economic growth by promoting investment in infrastructure and employment lands, while balancing climate change and sustainability concerns.

(c) **Tourism Development**

Developing the City as a key tourism destination through the "Discover Wanneroo" brand. This focus involves capitalising on its coastal, natural, and agri-tourism assets, as well as establishing strong regional collaborations.

(d) **Investment Attraction**

Leveraging the City's available and affordable land, vibrant employment centres, and strategic locations to attract public and private investment, fostering opportunities in industries such as construction, manufacturing, and beverage production.

(e) **Infrastructure Development**

Optimising employment and ensuring the provision of key economic infrastructure to support both current and future growth, fostering a supportive business environment.

(Page 14 – 31)

43. The approval of a Tavern licence for the Venue will positively support the local economy and align with the City's Strategic Community Plan in variety of ways:

(a) **Local Job Creation**

The Venue will create direct employment opportunities in hospitality, management, and event coordination, contributing to the City's goal of job diversity and local job growth.

(b) **Tourism Attraction**

the Venue with a focus on entertainment, dining, and the sale of local products (e.g., craft beer) will bolster Wanneroo's tourism offerings, aligning with the "Discover Wanneroo" brand. It will help position the City as a destination for both locals and visitors.



(c) **Community Engagement and Vibrancy**

The Venue will serve as a social hub, enhancing the vibrancy of the local community by providing a space for residents to gather and enjoy events, entertainment, and social activities. This supports the City's focus on fostering a strong community connection through social and environmental benefits.

(d) **Support for Local Businesses**

The Venue will support surrounding businesses by attracting more foot traffic to the area, promoting further economic activity and private investment in the Precinct.

(e) **Strategic Growth Alignment**

The development of hospitality venues like Venue fits into the broader economic strategy of enhancing key employment centres and promoting a vibrant economy, ensuring the City's growth is sustainable and diverse.

44. Through these contributions, the Venue will not only drive economic activity but also enhance the quality of life for the City's growing Wanneroo resident community, helping to achieve the City's long-term strategic objectives.

## **Demographics**

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

- (a) *Australian Bureau of Statistics, 2021 Quickstats - LGA Wanneroo* - "**Annexure G**" ("the Quickstats LGA"); and
- (b) *Australian Bureau of Statistics, 2021 Quickstats Wanneroo-Sinagra* - "**Annexure H**" ("the Quickstats Wanneroo-Sinagra").

46. The Quickstats LGA records that 1.9% of residents described themselves as Aboriginal or Torres Strait Islander, which equates to 3,971 persons out of a total population of 209,111 people. The State median of Indigenous residents was recorded at 3.3% of the population therefore, within the City there is a significantly lower number of Indigenous residents when compared to WA as a whole.

47. Other key features from Annexures G & H that are relevant to this application are noted below:

## **City of Wanneroo**

- (a) Total resident population of 209,111, with an even split of genders;
- (b) A median age of 35 years;

- (c) People aged over 65 years made up 12.1% of residents;
- (d) Children aged between 15 – 19 years made up 6.6% of the population;
- (e) 48.6%, of residents were married, while those who had never married and over the age of 15 years made up 35.9% of the population;
- (f) Couples without children made up 31.3% of the population;
- (g) The most common country of Birth in the City was Australia (55.1%), the other top 3 locations were:
  - (i) England (12.5%);
  - (ii) New Zealand (3.4%); and
  - (iii) South Africa 3.2%.
- (h) 74.7% of the population speak only English at home;
- (i) In relation to employment status, the City's working population included:
  - (i) Full-time workers (56.3%);
  - (ii) Part time workers (32.2%); and
  - (iii) Unemployed (5.7%).
- (j) The three (3) main occupations in the City were:
  - (i) Technicians and Trades Workers (17.4%);
  - (ii) Professionals (16.5%); and
  - (iii) Community and Personal Service Workers (12.3%).
- (k) The median household income for the City's residents was higher than the State and National averages.



### Wanneroo – Sinagra

- (a) Total resident population of 14,678;
  - (b) Median age of residents was 38 years;
  - (c) There was an even split with respect to gender;
  - (d) The Indigenous population for the area was 1.8%;
  - (e) Children aged between 15 – 19 years made up 5.0% of the population;
  - (f) Unmarried residents made up 34.4% of the population;
  - (g) Couples without children made up 37.1% of residents;
  - (h) In relation to employment, residents were engaged in:
    - (i) Full-time employment (56.6%);
    - (ii) Part-time employment (31.6%); and
    - (iii) Unemployed (5.6%);
  - (i) The three (3) main occupations in the area were:
    - (i) Technicians and Trades Workers (19.3%).
    - (i) Professionals (15.9%); and
    - (ii) Clerical & Administrative Workers (13.2%).
  - (i) The most common countries of birth after Australia (60%) in the area were:
    - (ii) England 12.4%;
    - (iii) New Zealand 3.9%; and
    - (iv) South Africa 2.5%.
  - (j) 82.4% of residents only spoke English at home, those who spoke another language at home included Afrikans (1%), Vietnamese (1%) and Mandarin (0.9%).
48. The City's Profile id reveals that the City's 2021 SEIFA Index Score, which reflects a lower level of Disadvantage within the City when compared to the State. The suburbs

of Mindarie – Tamala Park had the lowest level of Disadvantage in the City with a SEIFA index score of 1,084.2, with Sinagra recording 1,039.8 and Wanneroo 988.6.

49. Annexed and marked “**Annexure I**” is a copy of the City’s most current *Our Place Community Safety and Crime Prevention Plan, 2014 – 2017* (“the Plan”). The Applicant is committed to working with the City and WA Police in supporting the Plan.



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FRASER & ASSOCIATES LAWYERS  
Solicitors for the Applicant

**ANNEXURE C (AMENDED)****AREA 51****50 MOWATT CLOSE, WANNEROO****Schedule of Existing Licensed Premises with Similar Style of Operations (Onsite Consumption) (“the Locality”)**

Venue	Address	Licence Type	Brief Services	Trading Hours	Closest Distance from the Venue (By Car)
Leapfrogs Cafe	25 Drovers Place, Wanneroo	Special Facility	Located at Wanneroo Botanical Gardens /36 Hole Mini Golf. Garden cafe with outdoor seating & casual setting, offering meals, including wood-fired pizzas and selection of beverages including craft beers.	Wed – Fri: 11am – 9pm (Coffee available from 10am) Sat & Sun: 8am – 9pm  Open Mon & Tues only during school holidays: 11am – 9pm  Public Holidays 9am – 3pm	750m
The Duke Bar & Bistro	2 Innesvale Way, Carramar	Tavern Restricted	Modern British themed pub. Selection of beer, cider, wine and spirits along with meals.  Includes bistro, outdoor seating and offers live music.	Mon: – Thu: 11am – 11pm Fri & Sun: 11am – 12am	1.4km

**Schedule of Existing Packaged Liquor Outlets (“the S36B Locality”)**

Venue	Address	Licence Type	Brief Services	Trading Hours	Closest Distance from the Venue (By Car)
Dan Murphy's Wanneroo	1389 Wanneroo Rd, Wanneroo	Liquor Store	Traditional modern liquor store. Does not have fresh craft beers on tap in growlers. Does not sell Area 51 craft beer range.		400m
The Ashby Bar & Bistro	The Ashby Bar & Bistro	Tavern	Local bar and bistro that offers meals in a modern dining space with live	Mon – Thu: 11am – 9pm Fri & Sat: 11am – 10pm Sun: 11am – 8pm	3.3km

Venue	Address	Licence Type	Brief Services	Trading Hours	Closest Distance from the Venue (By Car)
			entertainment every weekend & Bottleshop. Does sell beer in growlers – 5 tap growler station Currently sells limited supply of Area 51 one-off and experimental small batch products, which is supplied in cans.		