

# Category B Community Impact Statement

Liquor &amp; Gaming NSW

## Part 1 Application details

### 1A Applicant details

☐ Mr
 ☐ Ms
 ☐ Mrs
 ☐ Miss
 ☒ Other

Given name

Liquorland (Australia ) Pty Ltd

Middle name

Family name

### 1B What the application is for

Please check ☒ all that apply.

- ☒ New packaged liquor licence (full)
- ☐ Removal of existing packaged liquor licence
- ☐ Extended trading authorisation for a packaged liquor licence
- ☐ New hotel licence
- ☐ Removal of existing hotel licence
- ☐ Extended trading authorisation for a hotel licence
- ☐ New club licence
- ☐ Removal of existing club licence
- ☐ Extended trading authorisation for a club licence
- ☐ New small bar licence\*
- ☐ Removal of existing small bar licence
- ☐ Extended trading authorisation for a small bar licence
- ☐ New on-premises licence for a public entertainment venue other than a cinema or theatre
- ☐ Removal of existing on-premises licence for a public entertainment venue other than a cinema or theatre
- ☐ Extended trading authorisation for an on-premises licence for a public entertainment venue other than a cinema or theatre
- ☐ Extended trading authorisation for a producer/wholesaler licence if authorisation will allow the sale of alcohol by retail between 12 midnight and 5am (not including sales to the residents of the licensed premises and their guests)

- ☐ Change of boundaries application if the original licence application required a CIS-B, or a CIS-B would currently be required for an application of this type, and the change of boundaries application is for a substantial increase in the scale of the premises (greater than 50%)

☐ Other

#### \*Note:

If you're applying for a small bar licence you don't need to attach a CIS-B if:

- ▲ development consent has been sought from the local council to use the premises as a small bar or to sell liquor during the times sought in the application, and
- ▲ police and the Secretary have been provided with notification of the development application within two working days of it and any amendments to it being lodged with the local council.

### 1C Proposed licensed premises

Premises name

Liquorland

Street address

Helensburgh Plaza  
19-33 Walker Street

Suburb/town/city

HELENSBURGH

State

N S W

Postcode

2 5 0 8

continue overleaf

~~1D Existing licensed premises (if applicable)~~

~~Premises name~~


~~Street address~~


~~Suburb/town/city~~

--

~~State~~

--	--	--

~~Postcode~~

--	--	--	--	--

## Part 2 What your local community looks like

To get a better understanding of the local community and whether special interest groups should be notified, you must consider whether community buildings, facilities or places are located near the proposed licensed premises.

Please check ☒ all community buildings, facilities or areas located near the proposed licensed premises.

☒ Hospitals or other health facilities (such as surgeries, health clinics, medical centres)

Please name and describe, including address/es; or N/A

See Attachment 1

☐ Nursing homes

Please name and describe, including address/es; or N/A

N/A

☒ Places of worship (of any faith)

Please name and describe, including address/es; or N/A

See Attachment 1

☒ Schools, universities, TAFE colleges, other educational facilities

Please name and describe, including address/es; or N/A

See Attachment 1

☐ Facilities for people who are homeless

Please name and describe, including address/es; or N/A

N/A

☐ Detoxification facilities for people with alcohol related problems

Please name and describe, including address/es; or N/A

N/A

continue overleaf

- ☒ Public parks and sporting grounds and other public facilities

Please name and describe, including address/es; or N/A

See Attachment 1

- ☒ Alcohol-free zones

Please describe the location/s; or N/A

See Attachment 1

- ☐ Any area that has been identified by the police as being a problem area in relation to public drinking

Please describe; or N/A

No comments were made by the Police. However, if the Police have any comments or wish to outline any problem areas related to drinking, crime and antisocial behaviours (if any) it can do so via the Applicant's representatives.

- ☐ Other

Please describe; or N/A

N/A

### Part 3 Stakeholders you must consult with

**3A You must notify each of the following stakeholders with a copy of FM2007 'Notice of intention to apply for liquor licence or a licence authorisation' form at least 30 days prior to completing this CIS form and before lodging your application.**

A copy of the form FM2007 can be found on our website at [liquorandgaming.nsw.gov.au](http://liquorandgaming.nsw.gov.au)

Please check ☒ to confirm notification.

- ☒ Notified

#### Local council and/or other consent authority

Please name the council and/or authority

General Manager  
Wollongong City Council  
Locked Bag 8821  
WOLLONGONG DC NSW 2500

- ☒ Notified

#### Local police

Please name the local police station/s

Licensing Sergeant  
Helensburgh Police Station  
2 Waratah Street  
HELENSBURGH NSW 2508

- ☒ Notified


#### NSW Health – Head office

Manager

Population Health and Partnerships Drug and Alcohol Clinical Program

Mental Health and Drug & Alcohol Office

 73 Miller Street, North Sydney NSW 2060


 Locked Mail Bag 961, North Sydney NSW 2059


- ☒ Notified

#### Department of Communities and Justice (FACS) – Head Office

The Secretary

Department of Communities and Justice

 4–6 Cavill Avenue, Ashfield NSW 2131

 Locked Bag 4028, Ashfield NSW 2131

*continue overleaf*

☒ Notified

**Transport for NSW (RMS) – Head Office**

The Chief Executive

Transport for NSW (RMS)

 20-44 Ennis Road Milsons Point NSW 2061

 Locked Bag 928 North Sydney NSW 2059

☒ Notified

**Recognised leaders or representatives of the local Aboriginal community in the area**

Name of community group (do not include any individual's name – general description only)

Director Illawarra Local Aboriginal Land Council 3 Ellen Street WOLLONGONG NSW 2500
--

☒ Notified

**The occupier of any neighbouring premises**

**Note:**

You must include a map as part of this form showing the neighbouring premises notified within at least a 100 metre radius of the boundary of the proposed licensed premises (i.e. don't measure from the centre).

**Neighbouring premises are:**

- any building situated on land within 100 metres of the boundary of the premises to which the proposal relates
- any building situated on land adjoining the boundary of the land on which the premises to which the proposal relates are or will be situated (or that would be land adjoining that boundary if it were not for a road separating the land).

You may wish to consider notifying premises just beyond the mandatory notification radius (e.g. 120 metres).

**For strata title buildings, notification will be to:**

- the Owners Corporation
- subject to the agreement of the Owners Corporation a copy of the notice is to be placed in the foyer (or adjacent to the foyer) of the strata title building
- individual occupiers of any premises within the building where those premises immediately adjoin the proposed premises.

We recommend obtaining proof of notification wherever possible.

☒ Notified

**Special interest groups or individuals (as identified in Part 2)**

Name of community group (do not include any individual's name – general description only)

See Attachment 1
------------------

☐ Notified

☒ N/A

**Any organisation providing gambling-related counselling or treatment services**

Name of group (do not include any individual's name – general description only)


**Note:** Only applies if you are applying for an extended trading authorisation in relation to a hotel licence.

☐ Notified

☒ N/A

**Other stakeholders as determined by L&GNSW (applicant will be notified if this is required)**

Please describe; or N/A


continue overleaf

No ☒ Go to 3C

Yes ☐

If insufficient space, please attach additional details

[illegible]☐ Additional page attached

No ☒ Go to 3D

Yes ☐

If insufficient space, please attach additional details

[illegible]☐ Additional page attached

No ☒ Go to 3E

Yes ☐

If insufficient space, please attach additional details

[illegible]☐ Additional page attached

*continue overleaf*

### 3E Were other consultation techniques used?

No ☒ Go to Part 4

Yes ☐

Describe who was consulted and how

If insufficient space, please attach additional details


☐ Additional page attached

### 4A Were any issues raised by local councils or other consent authorities?

No ☒ Go to 4B

Yes ☐

Describe those issues

If insufficient space, please attach additional details

The Council provided a response to the Application, dated 5 February 2021. Council did not object to the Application. Please refer to the Additional Statement and the Ethos Urban Assessment for a copy of the submission.

☒ Additional page attached

## Part 4 Issues raised by stakeholders during consultation

- ▲ If you have received written comments from stakeholders, you can attach a copy of these comments to this statement.
- ▲ If you choose not to attach written comments, use the space provided to describe issues raised in written advice you have received.

**Note:** You must obtain consent before identifying individual written comments.

continue overleaf

#### 4B Were any issues raised by local police?

No  Go to 4C

Yes 

Describe those issues

If insufficient space, please attach additional details

[illegible]☐ Additional page attached

#### 4C Were any issues raised by other stakeholders determined by L&GNSW?

**Note:** Applicants will be notified if this is required.

No  Go to Part 5

Yes 

Describe those issues

If insufficient space, please attach additional details

[illegible]☐ Additional page attached

*continue overleaf*

**4D Were any issues raised by the Department of Health?**

No ☒ Go to 4E

Yes ☐

Describe those issues

If insufficient space, please attach additional details


☐ Additional page attached

**4E Were any issues raised by the Department of Family and Community Services?**

No ☒ Go to 4F

Yes ☐

Describe those issues

If insufficient space, please attach additional details


☐ Additional page attached

**4F Were any issues raised by Roads and Maritime Services?**

No ☒ Go to 4G

Yes ☐

Describe those issues

If insufficient space, please attach additional details

Transport for NSW provided a response to the Application, dated 25 January 2021. Transport for NSW did not object to the Application. Please refer to the Additional Statement and the Ethos Urban Assessment for a copy of the submission.

☒ Additional page attached

**4G Were any issues raised by recognised leaders or representatives of the local Aboriginal community in the area?**

No ☒ Go to 4H

Yes ☐

Describe those issues

If insufficient space, please attach additional details


☐ Additional page attached

*continue overleaf*





If **No**, describe why you were not able to resolve issues, concerns and objections raised by stakeholders. Describe any undertakings, concessions or modifications to your proposed application that you offered to stakeholders that were not accepted.

If insufficient space, please attach additional details

Please refer to the Additional Statement and the Ethos Urban Assessment for the Applicant's response to the issues raised by stakeholders during the consultation period. The issues raised are largely general in nature and not capable of resolution.

☒ Additional page attached

## Part 6 Future consultation

**6A Do you propose to consult with stakeholders in the future to ensure any concerns they have raised during the preparation of this CIS-B have been satisfactorily addressed?**

☒ Yes

☐ No

☐ Not applicable, as no issues were raised

If **Yes**, describe the steps you will take in the future.

If insufficient space, please attach additional details

Liquorland will maintain open lines of communication with the Local Area Command, Council and the Local Liquor Accord to ensure it can quickly resolve any specific concerns.

☐ Additional page attached

*continue overleaf*

If insufficient space, please attach additional details

[illegible]

**6B Do you propose to consult with stakeholders in the future to address any future concerns that may arise?**

Yes 

If insufficient space, please attach additional details

Liquorland will continue its close links with the local community through participation in the Local Liquor Accord and ongoing discussions with the Local Police and Council as and when required. These initiatives will enable Liquorland to quickly resolve any issues and to ensure management is kept informed of local issues and can respond accordingly. When notified of a specific issue, the licensee of the premises will meet with the relevant stakeholder in conjunction with the Liquor Accord to discuss the issue and appropriate strategies in response.

## Part 7 Potential impacts: Your view

- Include any potential negative impacts, as well as benefits for stakeholders.
- If you think your application will have minimal impact, include a statement with reasons why.

If insufficient space, please attach additional details

We refer you to the Additional Statement annexed to this CIS and the extensive Ethos Urban Assessment which appears at Attachment 4.

*continue overleaf*

**7B Do you hold a hotel licence that offers gambling activities (e.g. TAB, Keno or poker machines)?**

No  Go to Part 8

Yes ☐

~~If Yes, is this application for an extended trading authorisation?~~

~~No~~  ~~Go to Part 8~~

~~Yes~~ 

~~Describe the overall social impact from the authorisation and any planned measures for ensuring the responsible conduct of gambling by patrons during the proposed authorisation period.~~

If insufficient space, please attach additional details

[illegible]☐ Additional page attached

## Part 8 Additional information

Please add any other information you feel is relevant to this CIS-B.

If insufficient space, please attach additional details

The Notice of Intention was distributed to the relevant stakeholders, special interest groups and neighbouring premises and a copy is annexed to this CIS.


☐ Additional page attached

*continue overleaf*

## Part 9 Declaration

- ▲ I declare that the contents of this CIS-B including attachments are true, correct and complete and that I have made all reasonable enquiries to obtain the information required to complete the application.
- ▲ I acknowledge that under section 36 of the *Gaming and Liquor Administration Act 2007* and section 307A of the *Crimes Act 1900* it is an offence to provide false, misleading or incomplete information in this document.

Signature



Date

09 / 06 / 2021

## Part 10 CIS-B – Pre-application checklist

Before you submit your application, please check your CIS document carefully:

- ☒ Have you provided a response in each required section?
- ☒ Have all mandatory stakeholders been consulted and notices provided to the addresses specified above (see Part 3)?
- ☒ Is the CIS signed and dated?
- ☒ Does it include a map showing the mandatory notification of neighbouring premises (as defined in Part 3)?
- ☒ The CIS and all related documents (including the map) must be submitted as a single file so a complete CIS is published on the L&GNSW Application Noticeboard.

Failure to comply with the above may result in your CIS and application being invalid which could result in you having to start the process again.

STAKEHOLDERS AND SPECIAL INTEREST GROUPS

<p><b>Mandatory Stakeholders:</b></p> <p>Manager - Department of Health Population Health &amp; Partnerships, Drug &amp; Alcohol Clinical Program, Mental Health &amp; Drug &amp; Alcohol Locked Mail Bag 961 NORTH SYDNEY NSW 2059</p> <p>The Chief Executive Roads &amp; Maritime Services Locked Bag 928 NORTH SYDNEY NSW 2059</p> <p>The Director General Department of Family &amp; Community Services Locked Bag 4028 ASHFIELD NSW 2131</p> <p><b>Council:</b></p> <p>General Manager Wollongong City Council Locked Bag 8821 WOLLONGONG DC NSW 2500</p> <p><b>Police:</b></p> <p>Licensing Sergeant Helensburgh Police Station 2 Waratah Street HELENSBURGH NSW 2508</p> <p><b>Local Aboriginal Land Council:</b></p> <p>Director Illawarra Local Aboriginal Land Council 3 Ellen Street WOLLONGONG NSW 2500</p>	<p><b>Local Community Services Centre:</b></p> <p>Director Wollongong Community Sydney Centre Locked Bag 8400 WOLLONGONG NSW 2500</p> <p><b>Local Health District:</b></p> <p>Director Illawarra Shoalhaven Local Health District PO Box 238 PORT KEMBLA NSW 2505</p> <p><b>Hospital/Medical/Health clinics:</b></p> <p>Director Wollongong Hospital Locked Bag 8808 SOUTH COAST MAIL CENTRE NSW 2521</p> <p>The Practitioners Park Street General Practice 129 Parkes Street HELENSBURGH NSW 2508</p> <p>The Practitioner Dr Annette Beaufills 4/131 Parkes Street HELENSBURGH NSW 2508</p> <p>The Practitioners Equilibrium Healthcare 18/61-63 Walker Street HELENSBURGH NSW 2508</p> <p>The Practitioners Helensburgh Family Practice 61-63 Walker Street HELENSBURGH NSW 2508</p>	<p>The Practitioners Walker Street Family Medical Street 32-34 Walker Street HELENSBURGH NSW 2508</p> <p><b>Schools &amp; Educational Facilities:</b></p> <p>Director Helensburgh Community Preschool   Big Fat Smile 26B Walker Street HELENSBURGH NSW 2508</p> <p>Director Robertson Street Kindy 1 Robertson Street HELENSBURGH NSW 2508</p> <p><b>Places of Worship:</b></p> <p>Director Helensburgh Anglican Church 77 Parkes Street HELENSBURGH NSW 2508</p> <p>Director Uniting Church Helensburgh 94 Parkes Street HELENSBURGH NSW 2508</p> <p><b>Parks, Reserves &amp; Sport/Public Facilities:</b></p> <ul style="list-style-type: none"><li>• <b>Rex Jackson Oval</b> – Walker St, Helensburgh</li><li>• <b>Helensburgh Skatepark</b> – Park Ave, Helensburgh</li><li>• <b>Helensburgh Pool</b> – Elliot Street, Balmain</li></ul> <p><b>Alcohol Free Zones:</b></p> <ul style="list-style-type: none"><li>• Blackwell St – Walker St,</li><li>• Parkes St – Short St</li><li>• Heathcote St – Laurina Ave</li></ul> <p><b>Nursing Homes/Aged Care, Homeless/Detoxification Centres – nil.</b></p>
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**KEY:**

- Proposed premises
- 120m+ distribution radius



# Notice of intention to apply for a new liquor licence, or to apply for a change to an existing licence



**Notice date:** 15 January 2021

**Applicant name:** Liquorland (Australia) Pty Ltd

**Intends to apply to Liquor & Gaming NSW (L&GNSW) for:**

**New Packaged Liquor Licence**

**Proposed premises address, trading hours, licensed floor area (m<sup>2</sup>), patron capacity (if applicable):**

**Licence:** Liquorland

**Address:** Helensburgh Plaza, 19-33 Walker Street, Helensburgh NSW 2508

**Proposed Trading Hours:**

- **Monday to Saturday: 08:00am to Midnight; and**
- **Sunday: 10:00am to 10:00pm**

**Licensed Floor Area:** 172sqm

**Patron Capacity:** There is no limit on patron capacity

~~If existing licence: Licence number, current premises address, trading hours (specify if different areas / types), licensed floor area (m<sup>2</sup>), patron capacity (if applicable), existing authorisations:~~

**Proposed business model:**

The application relates to a proposed new packaged liquor licence for Liquorland to be situated within Helensburgh Plaza located at 19-33 Walker Street, Helensburgh.

Helensburgh Plaza is anchored by a full line Coles supermarket and a variety of specialty retail stores. Being the only shopping centre in Helensburgh, the Plaza provides an important service to the local community.

The proposed Liquorland store will collocate with the existing Coles supermarket. It is intended to offer full-line, convenient, modern and pleasant shopping facilities to service the needs of the local and broader community. The location of the proposed Liquorland store, within the existing Helensburgh Plaza, will provide shoppers with the convenience of a one stop shopping experience which is currently lacking in Helensburgh. Significantly, there are no packaged liquor outlets accompanying a supermarket in all of Helensburgh.

The primary purpose of the proposed Liquorland store will be the sale of packaged (sealed) liquor. The proposed premises will showcase the revamped "Black and White" Liquorland format and will offer a diverse range of both domestic and imported wines, beers and spirits. The dimensions and layout of the proposed Liquorland store will provide for a clear view of the range of the competitively priced liquor products, as well as sufficient space for shoppers with grocery trolleys. The Liquorland store will have a total area of approximately 172sqm.



# Notice of intention to apply for a new liquor licence, or to apply for a change to an existing licence



The trading hours for the proposed Liquorland store will be 08:00am – Midnight Monday to Saturday and 10am to 10pm on Sunday. However, actual trading hours may be reduced according to seasonal demand.

The store will ensure experienced personnel are available at all times of operation comprising of full time, part time and casual team members. Team member numbers will increase during peak trading periods such as Christmas and holidays. All team members will have extensive product knowledge and will be trained in the responsible service of alcohol procedures.

All team members will undergo rigorous Responsible Service of Alcohol training and be required to strictly adhere to Liquorland RSA practices when serving patrons. The exceptional and industry leading procedures adopted by Liquorland include: \* all team members will ask for proof of age if a customer looks under the age of 25; \* a state of the art CCTV system will be installed; \* regular face to face and online training ensuring all team members are familiar with the conditions of the licence, the Liquor Act 2007 and in particular responsible service of alcohol.

No entertainment will be provided at the proposed Liquorland store. No alcohol can be consumed at the Proposed Premises other than for product tasting.

Liquorland is committed to adhering to the provisions of the relevant legislation including the Liquor Act, Liquor Regulations and the Australian Consumer Law.

## HAVE YOUR SAY

Community members can provide feedback or seek additional information from the applicant regarding the above proposal via email, post, phone, or face to face; within 30 days of the date of this notice. If you don't want your contact details published, please clearly state this in your submission.

Feedback will be used to create a **Community impact statement (CIS)**; if the application is lodged, the CIS will be published on the L&GNSW electronic noticeboard at [liquorandgaming.nsw.gov.au](http://liquorandgaming.nsw.gov.au) while the application is considered. Further submissions can be lodged directly with L&GNSW during this time.

## Applicant contact details for feedback:

Email: [n.beath@jdklegal.com.au](mailto:n.beath@jdklegal.com.au)  
Postal Address: **GPO Box 3758, Sydney NSW 2001**  
Phone: **02 9236 8588**  
Website:

**Public consultation meeting** (if applicable): \_\_\_\_\_

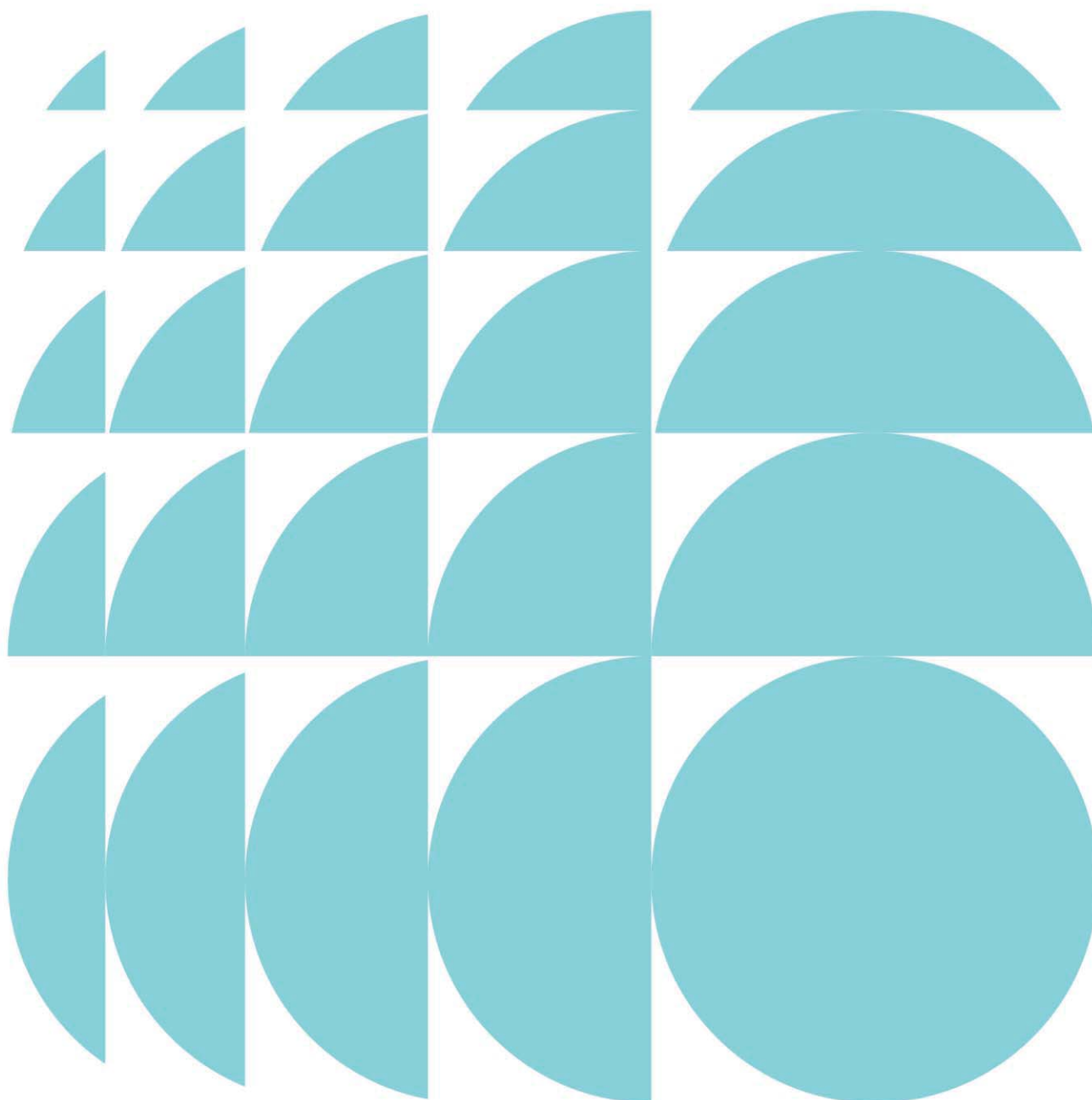
# ETHOS URBAN

**Social and Economic Review,  
Liquorland Helensburgh**

19-21 Walker Street, Helensburgh, NSW 2508

On behalf of Liquorland Australia Pty Ltd

3 June 2021 | 2210138



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#### CONTACT

Sean Stephens	Group Director Economics	ssstephens@ethosurban.com	0415 361 784
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Sean Stephens

3 June 2021

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VERSION NO. 1

DATE OF ISSUE 24 MAY 2021

REVISION BY SEAN STEPHENS

APPROVED BY SEAN STEPHENS

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# Contents

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Executive Summary	3
The Proposal	3
Consideration of Relevant Matters	3
Social Impact	3
Consideration of Economic and Social Benefits	5
Conclusion	6

---

1.0	Background to the Application	7
1.1	The Application	7
1.2	Site Context	8

---

2.0	Assessment of Social Indicators	9
2.1	Context for Consideration of Social Indicators	9
2.2	Geographies Used in this Report	10
2.3	Socio-Demographic Assessment	10
2.4	Liquor Licences Audit	15
2.5	Outlet Density Research	17
2.6	Alcohol-Related Crime	18

---

3.0	Assessment of Economic and Social Benefits	23
3.1	Description of Proposed Liquorland Store	23
3.2	Current Packaged Liquor Stores	23
3.3	Liquor Consumption and Packaged Liquor Stores	25
3.4	Supermarket and Liquor Store Synergies	25
3.5	Consideration of Existing Liquor Store Provision	26
3.6	Other Community Benefit Considerations	26
3.7	Summary	26

---

4.0	Summary of Response to Submissions	27
-----	------------------------------------	----

# Contents

## Figures

Figure 1	Local site context	8
Figure 2	Index of Relative Socio-economic Disadvantage – Wide View (2016), SA1s	14
Figure 3	Index of Relative Socio-economic Disadvantage – Close View (2016)	14
Figure 4	Location of Licensed Premises in Helensburgh	16
Figure 5	Location of Licensed Premises, Helensburgh Local Context	16
Figure 6	Historic Rate of Alcohol-Related Domestic Assault (per 100,000 residents)	18
Figure 7	Historic Rate of Alcohol-Related Non-Domestic Assault (per 100,000 residents)	19
Figure 8	Alcohol-Related Assault, Helensburgh	19
Figure 9	Alcohol-Attributed death in Wollongong LGA	20
Figure 10	Alcohol-Attributed hospitalisation in Wollongong LGA	21

## Tables

Table 1	Matters of Social Impact	3
Table 2	Population Projections, Helensburgh and Wollongong City Council, 2021 to 2036	11
Table 3	Socio-Economic Characteristics of Helensburgh and City of Wollongong, 2016	12
Table 4	Index of Relative Socio-Economic Advantage and Disadvantage (IRSAD) 2016	13
Table 5	Index of Relative Socio-Economic Disadvantage (IRSD) 2016	13
Table 6	Licensed Packaged Liquor Premises – Helensburgh and City of Wollongong	15
Table 7	Relevant Liquor Premises in Helensburgh	24
Table 8	Summary of Responses to Notice of Intention	27
Table 9	Price Comparison	32

## Executive Summary

This Social and Economic Assessment considers a proposal to establish a new packaged liquor licence at 19-33 Walker Street, Helensburgh NSW 2508. The proposed tenancy is part of the Helensburgh Plaza shopping centre.

### The Proposal

Liquorland Helensburgh is proposed for a store tenancy of 172m<sup>2</sup> at Helensburgh Plaza which is located in Walker Street, Helensburgh. Walker Street, including the site of the proposed Liquorland, accommodates the prime retailing precinct in the Helensburgh town centre.

The proposed Liquorland Helensburgh is in immediate proximity to the existing Coles Helensburgh supermarket which is the dominant grocery shopping destination in the town. The proposed Liquorland store will provide shoppers at the Coles supermarket with convenient access to packaged liquor products in a manner that reflects contemporary consumer expectations, and which enhances choice and amenity for local residents and visitors.

### Consideration of Relevant Matters

Assessing the potential social impacts relevant to alcohol, and particularly licensed premises, is a consideration in the establishment of new packaged liquor licences in NSW. Section 48 of the *Liquor Act 2007* specifically requires the consideration of the impact that the granting of a licence will have on the local community.

Ultimately, the Liquor and Gaming Authority (the Authority) is not to grant a licence, unless it is satisfied that:

*the overall social impact of granting the licence, authorisation or approval will not be detrimental to the well-being of the local or broader community.<sup>1</sup>*

In considering new licence applications some level of potential risk from the sale of liquor will always exist. That is, the risk of a patron abusing alcohol cannot be eliminated, only minimised.

As such, the primary objective of the *Liquor Act 2007* is harm minimisation. The key issue is whether or not an unreasonable risk of social detriment to the community arises from an application.

This assessment of the proposed Liquorland Helensburgh application considers the key social and economic issues, having regard to the principles and approach set out in the Independent Liquor and Gaming Authority *Guideline 6*.

### Social Impact

The following provides a summary of matters relevant to consideration of social impact arising from the proposed Liquorland Helensburgh application.

**Table 1 Matters of Social Impact**

Issue	Summary comment
<b>Socio-Demographic Indicators</b>	<ul style="list-style-type: none"> <li>The median age in both Helensburgh (36.7 years) and City of Wollongong (38.7 years) is younger than that of Regional NSW (42.0 years).</li> <li>The Aboriginal and Torres Strait Islander population accounts for 2.7% of the total population of Helensburgh which is on par with Wollongong City Council (2.6%).</li> <li>Helensburgh has experienced an increase in the resident population of +580 persons in the period from 2011 to 2021.</li> <li>The population of Helensburgh is projected to reach 8,180 persons by 2036, an increase of +1,110 persons from the current 2021 level.</li> </ul>

<sup>1</sup> NSW Independent Liquor and Gaming Authority. 2018. *Guideline 6, Consideration of Social Impact Under Section 48(5) of the Liquor Act 2007*.

Issue	Summary comment
	<ul style="list-style-type: none"> <li>Households in Helensburgh have a relatively high median annual income of \$110,020 according to 2016 ABS Census data. Around 54% of households in Helensburgh are high income households compared to 26% in the City of Wollongong and 44% of households in Greater Sydney.</li> <li>Analysis of SEIFA index (2016) data identifies some pockets of relative disadvantage in semi-rural areas immediately outside the urban area of Helensburgh, while the urban area of Helensburgh has generally lower levels of relative disadvantage.</li> <li>Helensburgh has a score of 1067 for Index of Relative Socio-Economic Advantage and Disadvantage (IRSAD) and 1078 for Index of Relative Socio-Economic Disadvantage (IRSD). This places Helensburgh within the top 10% of areas in Australia in terms of relative socio-economic performance.</li> </ul>
<b>Liquor Licence Density</b>	<p>Helensburgh suburb has a total count of 9 liquor licences, just two of which are a packaged liquor licence.</p> <p><b>If the application for the proposed packaged liquor licence is approved:</b></p> <ul style="list-style-type: none"> <li>The overall rate of packaged liquor licences for <b>Helensburgh would increase to 0.42 per 1,000 population.</b></li> <li>The rate of packaged liquor licences for the <b>City of Wollongong would increase to 0.24 per 1,000 population</b></li> </ul>
<b>Alcohol-Related Crime</b>	<p>The most recent rate – to December 2020 - of alcohol-related domestic violence assault <b>per 100,000 persons</b> in Helensburgh (59.3) is lower than that of the City of Wollongong (122.3), and for Inner Regional Australia (92.2) and New South Wales (112.7).</p> <p>The alcohol-related domestic violence assault rate in the year to December 2020 for the suburb of Helensburgh of 59.3 is lower than the year to December 2019 (74.2). The rate in City of Wollongong of 95.1 in the year to June 2020 was also lower the rate of 96.7 in the year to June 2019.</p> <p>The rate <b>per 100,000 persons</b> of alcohol related non-domestic assault in Helensburgh for the calendar year to December 2020 was significantly lower (14.8) relative to the City of Wollongong (93.5). In Helensburgh alcohol related non-domestic assault rates are also significantly lower than the NSW average of 91.3 per 100,000 people.</p> <p>Alcohol-related non-domestic assault rates in Helensburgh and the City of Wollongong have declined since December 2018.</p> <p>No geographic areas of high concentration of alcohol-related assaults (both DV and non-DV related) are located in the suburb of Helensburgh according to the BOCSAR “hotspot” crime map.</p>
<b>Health</b>	<p>The alcohol-attributable death rate in the City of Wollongong is 21.3 per 100,000 persons, as represented on the Liquor and Gaming LiveData tool. This rate is slightly greater than that for Major Cities of Australia (18.8) and marginally higher than the NSW benchmark (20 per 100,000 persons).</p> <p>The alcohol attributable hospitalisation rate in the City of Wollongong (524.6 per 100,000 persons) is significantly lower than the averages for both Major Cities of Australia (580.3 per 100,000 persons) and NSW (542.1 per 100,000 persons).</p> <p>The rate of alcohol attributable hospitalisation has increased across all relevant study areas (City of Wollongong, Major Cities of Australia and NSW), however the City of Wollongong has consistently had the lowest rate of all three since 2015/2016.</p>

Issue	Summary comment
	<p>A link between the amount of alcohol consumed, either in the short or long-term, and the level of harm that results has been reported by NSW Health, the Royal Australasian College of Physicians and the Royal Australian and New Zealand College of Psychiatrists. However, what is not clear is the relationship between outlet density to the level of hospitalisation reported within local health districts. The empirical link between density of liquor premises and alcohol attributable hospitalisations is not definitively established.</p> <p>The review of the NSW State liquor laws by the Hon. Ian Callinan AC, QC clearly identifies support by the medical profession for the reduction in liquor trading hours, relating to the impact this can have in reducing the incidents of alcohol-related violence.</p> <p>Some individuals can consume alcohol to excess and consequently result in bringing harm to themselves or others. However, as stated by Mr Chris Sidoti, the former Independent Liquor and Gaming Authority Chairperson<sup>2</sup>, in Australian society liquor is a legal product that is enjoyed by adult Australians in a responsible manner. While some individuals in communities across Australia will be vulnerable to alcohol addiction, the legislative objectives of the liquor laws recognise the potential dangers yet consider applications in a balanced assessment of the public interest.</p>

### Consideration of Economic and Social Benefits

The proposed Liquorland Helensburgh is located in close proximity to a long-standing and successful major chain supermarket (Coles) also located within the Helensburgh Plaza. As such, the proposed Liquorland Helensburgh will operate in a manner complementary to the role and function of the existing Coles as the dominant food and grocery shopping destination in Helensburgh.

Helensburgh Coles is the only supermarket located within Helensburgh (identified as grocery stores over 500m<sup>2</sup> in size) and offers a range and scale of food and grocery products critical to meeting the day-to-day needs of most consumers. This is reflected in trading patterns for this supermarket that include regular shopping visits from Helensburgh residents, as well as people in surrounding semi-rural areas and townships for whom Helensburgh is a key service centre.

An audit of existing liquor premises has been undertaken, including site visits. According to this audit four existing outlets in Helensburgh suburb are of at least some relevance to consideration of the proposed Liquorland. Two packaged liquor licenses operate in Helensburgh, both located on Walker Street, namely Helensburgh Premium Liquor and the smaller Helensburgh Cellars.

Most importantly, the proposal provides shoppers in Helensburgh with significantly greater convenience in combining a major supermarket shopping trip with the purchase of packaged liquor in a single visit.

Historic population levels in Helensburgh have been relatively stable, with some modest increase in resident numbers since 2011 (+580 persons) to a current population of 7,070 persons in the suburb.

Population growth is projected to continue, with the population of Helensburgh projected to reach 8,180 persons by 2036, an increase of +1,110 persons from 2021. Similarly, Wollongong City Council's resident population is projected to reach 256,990 persons by 2036, an increase of +34,650 persons from 2021.

The proposed Liquorland and the existing packaged liquor outlets in Helensburgh will serve complementary functional roles.

Liquorland Helensburgh will be the only Liquorland-branded store for approximately 17km (Liquorland Bulli). Liquorland is a well-known and established liquor brand across Australia, with a product mix well-suited to the average packaged liquor consumer.

<sup>2</sup> Independent Liquor and Gaming Authority. 2015. *ILGA Annual Report for 2014 – 2015*.



This proposed Liquorland store will have a primary focus on serving customers seeking a 'one-stop shop' in association with the nearby Coles supermarket, noting the proximity to the supermarket entrance and convenient access to the pedestrian ramp connecting to the associated carpark at the rear of Helensburgh Plaza.

In contrast, other liquor stores in Helensburgh will continue to serve a customer base for whom this is not as relevant a consideration. This includes customers visiting the wider Helensburgh town centre who are not visiting the Coles, but still may wish to make a packaged liquor purchase during their visit. Customers may also be making a quick top-up or convenience packaged liquor purchase for whom existing outlets are more suitable than the proposed Liquorland, or seeking a product not typically stocked at Liquorland.

In addition to consumer benefits, the proposed Liquorland store will directly generate approximately 6 to 8 jobs in the local area.

## **Conclusion**

As is appropriate, indicators of risk to the local and broader community are seriously considered by the Authority in assessing packaged liquor licences in New South Wales. However, these risks are also balanced against community interests and mitigation measures.

Overall, this analysis has found no reason to suggest the proposed Liquorland licence at Helensburgh, if approved, would give rise to significant detrimental harm to the local and broader community.

We are also of the view that the proposed Liquorland licence at Helensburgh will provide the community with the enhanced ability to integrate their supermarket and packaged liquor purchases in a one-stop shop environment that is to the benefit of consumer choice and convenience, under the new Liquorland store model.

Overall, approval of the Liquorland Helensburgh would result in the achievement of a net community benefit.

## 1.0 Background to the Application

This Chapter provides background to the Application, including an outline of the proposed packaged liquor outlet.

### 1.1 The Application

Liquorland is seeking to establish a packaged liquor licence at Helensburgh Plaza which is located at 19-21 Walker Street, Helensburgh NSW 2508. Helensburgh Plaza is anchored by a Coles supermarket and includes three specialty retail stores, one of which is a former green grocer proposed to be converted to Liquorland. The proposed Liquorland will co-locate with the existing Coles supermarket located just 20 metres to the south, with both having convenient access to a ramp providing pedestrian and trolley access to a car park at the rear. A butcher and bakery (pie shop) are also located adjacent to the Coles and proposed Liquorland.

In accordance with the requirements of the *Liquor Act 2007*, specifically Section 48, the Authority is to consider the impact that granting a certain licence will have on the local community.

The Coles supermarket at Helensburgh Plaza is the only major supermarket in Helensburgh. As such, Coles Helensburgh has a particularly important role in meeting the day-to-day grocery shopping and other retail needs of the community.

The proposed Liquorland will offer a convenient shopping facility for packaged liquor, delivering a 'one stop' liquor and grocery shopping option for shoppers that is superior to that currently available in the town given the greater distance and reduced convenience to existing packaged liquor outlets.

A standard format Liquorland store is proposed for the sale of packaged liquor, with a total licensed floorspace area of 172m<sup>2</sup>. This size is typical of packaged liquor outlets (such as Liquorland) in a shopping centre environment which are overwhelmingly between around 150m<sup>2</sup> and 250m<sup>2</sup> in size.

The proposed Helensburgh store will offer a diverse range of domestic and imported wines, beers and spirits that is comparable to the Liquorland product range popular with consumers across Australia.

Liquorland Helensburgh will be one of the first new stores in Australia to be delivered with a new branding and store model that will subsequently be rolled-out across the national Liquorland network. Residents of Helensburgh and the surrounding region will therefore benefit from access to a leading practice packaged liquor outlet.

The proposed trading hours for the Liquorland store are:

- 8:00am – 10:00pm Monday to Saturday; and
- 10:00am – 10:00pm on Sundays.

These proposed hours are in accordance with the *Liquor Act 2007* and reflect a reduction in hours from the midnight closing hours (Monday to Saturday) originally proposed in the application..

Other than for product tasting, no alcohol can be consumed at the proposed premises, and the store will operate strictly in accordance with Liquorland RSA practices.

We understand that Liquorland RSA practices are generally considered leading practice in the industry, and are regarded as a comprehensive and systematic mitigation measure against negative social impacts associated with the abuse of alcohol in the community.

## 1.2 Site Context

The proposed site for Liquorland Helensburgh 19-21 Walker Street on the south-east corner with Short Street (refer to **Figure 1**). The site forms part of Helensburgh Plaza, which is anchored by a Coles supermarket and includes a bakery (pie shop), butcher and former green grocer (now proposed for Liquorland). Walker Street is the primary street-based retail environment in the Helensburgh town centre and provides a range of retail and other services to local residents, people from surrounding semi-rural areas and visitors.

A pedestrian access ramp connects the car park at the rear Helensburgh Plaza to the Coles and retail speciality stores at Helensburgh Plaza. The proposed entrance to Liquorland Helensburgh is just 20 metres north of the entry to Coles from Walker Street, and customers will be able to easily access both stores as part of an integrated single shopping visit. This includes protection provided by an awning during inclement weather.



**Figure 1** Local site context

Source: Nearmap and Ethos Urban, 2021

Helensburgh is located in the north of the City of Wollongong and is a town almost entirely surrounded by the Royal National Park to the north. The town and surrounding area is relatively self-contained, with access to Wollongong and Sydney primarily provided by the Princes Motorway and South Coast Railway Line.

## 2.0 Assessment of Social Indicators

This Chapter assesses key social indicators of relevance to the application for a packaged liquor licence for the proposed Liquorland Helensburgh.

### 2.1 Context for Consideration of Social Indicators

Some level of potential risk of social harm arises from the sale and consumption of liquor. That is, the risk of a patron abusing alcohol cannot be eliminated, although it can be minimised.

As a result, the primary objective of the *Liquor Act 2007* relates to harm minimisation. The issue for consideration is whether or not an unreasonable risk of social detriment to the community exists if an application is approved.

Guideline 6 under section 48(5) of the *Liquor Act 2007* indicates that the Authority is required to assess the overall social impact of a licence being granted, and then “*determine whether it is satisfied that the impact will not be detrimental to the well-being of the community*” (Guideline 6 11b).

Specifically, the Guideline stipulates that:

*‘in a practical sense it is incumbent upon an applicant to provide the Authority with sufficient evidence or other material to satisfy it that the test prescribed by section 48(5) of the Act is satisfied with respect to both the local and broader communities, or the Authority must refuse the Relevant Application’.*<sup>3</sup>

It is therefore relevant for applicants to provide details of the liquor licence proposal in relation to the following:

- The type of licensed premises
- The scale of licensed premises (size, layout, patron capacity, entertainment)
- The trading hours of the licensed premises (standard hours or extended trading)
- The location of the licensed premises (including taking into account the density of licensed premises, cumulative impact of the additional licence with consideration of type, scale and trading hours, and the relationship to matters of anti-social behaviour, proximity to ‘hot spots’ and proximity to other pedestrians)
- Other specific measures which will be implemented to reduce potential social detriment (relevant to the matters listed above). This can include a Plan of Management and Security Management Plan.

Clause 18E of the (now repealed) *Liquor Act 1982* Regulation established a number of demographic indicators of potentially heightened ‘social risk’ from alcohol-related harm. Applicants for the grant of a new liquor licence were previously required to address these indicators in a Social Impact Assessment.

While the current requirements of the *Liquor Act* no longer require applicants to complete a comprehensive assessment of the social impacts of a proposal, these demographic indicators of risk are still of some relevance to the assessment of potential harm in relation to liquor licensing proposals in NSW. As outlined in Guideline 6, the Authority may apply general propositions from available literature in relation to social indicators of potential harm.

The following propositions are relevant for the consideration of a new packaged liquor licence in Helensburgh as proposed, and may be applied by the Authority in determining a new packaged liquor licence proposal:

- *High levels of outlet-density have been shown to be positively associated with higher levels of alcohol-related harm (Campbell, 2009).*
- *High levels of packaged liquor outlet-density have been shown to be positively associated with higher rates of alcohol attributable morbidity and mortality (Richardson, 2015).*
- *Socio-economically disadvantaged communities are at greater risk of alcohol-attributable chronic disease or accident or injury (NSW Chief Health Officer, 2016).*

<sup>3</sup> Independent Liquor and Gaming Authority. March 2020. *Guideline 6 Consideration of social impact under section 48(5) of the Liquor Act 2007*.



- *Higher levels of packaged liquor outlet-density have been shown to be positively associated with higher rates of alcohol-related DV assault (Donnelly, Menendez and Mahoney, 2014).*

In determining a new packaged liquor licence proposal for Helensburgh, matters the Authority may consider include:

- Domestic and international public health and other relevant research regarding demographic indicators linked to a population's vulnerability to alcohol-related harm
- Domestic or international research in relation to alcohol outlet density and outlet clustering
- Recent and historical crime statistics and analysis, including the NSW Roads and Maritime Services data on alcohol-related road accidents
- NSW Department of Health information on alcohol-related deaths, hospitalisations and ambulance call outs, relevant to the community

It is also important to recognise that although a locality may already be well-served by liquor businesses, that is not of itself, a basis for refusing a new licence application.

The consideration of density is only relevant as it relates to the assessment of potential harms arising from an application, and is not determined based on the previous "needs" test, which was replaced by the State Parliament through the *National Competition Policy Liquor Amendments (Commonwealth Financial Penalties) Act 2004*.<sup>4</sup>

The primary role of the social indicators is to provide context on aspects of relative social advantage and disadvantage and, in turn, potential susceptibility to social harm arising out of a new licensed premises.

## 2.2 Geographies Used in this Report

In assessing the proposed new Liquorland at Helensburgh, following catchment areas are considered:

- **Local catchment:** Helensburgh suburb
- **Total catchment:** Wollongong City Council

It is our view – based on typical expectations of customer trading draw – that Helensburgh suburb represents a sensible basis for assessing the social and economic implications of the Liquorland Helensburgh application.

In reality, the proposed Liquorland will draw some patronage from areas adjoining Helensburgh, including Otford and Stanwell Park, although this will be at a lower level of frequency than for residents of Helensburgh.

## 2.3 Socio-Demographic Assessment

No definition exists of what constitutes either a high or low risk community in the literature, or what deviation from the NSW average constitutes a high risk for each particular 'indicator'.

Therefore, the concept of risk is a relative term: one community may be of generally higher or lower risk than another community.

Research identifies a general correlation between social disadvantage and heightened risk of alcohol-related problems (refer: NDRI and Centre for Adolescent Health (2004), *The Prevention of Substance Use, Risk and Harm in Australia: A review of the Evidence*. This research notes that risk factors act in a cumulative way over time and that patterns of drug use and related harms are not distributed randomly across the population – there are defined groups that are over-represented in the statistics of alcohol-related harm. In addition to risk factors, protective factors also exist which moderate and mediate the risk of alcohol harm.

Further, while the NDRI 2004 review identified a general correlation between social disadvantage and heightened risk of alcohol-related problems, social disadvantage is not associated with, or is necessarily an indicator for, all social problems.

<sup>4</sup> Independent Liquor and Gaming Authority. March 2020. *Guideline 6 Consideration of social impact under section 48(5) of the Liquor Act 2007*. Clause 45.

## Population Trends and Projections

The resident population of Helensburgh has increased from 6,490 persons in 2011 to approximately 7,070 persons in 2021. This represents a total net increase of +580 persons over the decade at an average annual rate of 0.8% per annum.

The population of the City of Wollongong has also increased by +20,070 persons since 2011 to reach 222,340 persons in 2021, at an average annual growth rate of 1.0%.

Population growth is projected to continue for the foreseeable future, with the population of Helensburgh forecast to reach 8,180 persons by 2036, an increase of +1,110 persons from 2021.

The City of Wollongong's resident population is also projected to increase over the period to 256,990 persons by 2036, an increase of +34,650 persons from 2021.

Population projections have been prepared with reference to this historic growth, as well as recent residential building activity, and official projections prepared by the NSW Department of Planning, Industry, and Environment, and Transport for NSW.

No specific allowance has been made for impacts to population associated with the COVID-19 pandemic given that regional areas have experienced continued population growth, and that population growth in Helensburgh is driven by lifestyle and affordability factors rather than international migration.

The population projections prepared for Helensburgh and the City of Wollongong are shown in **Table 2**.

**Table 2 Population Projections, Helensburgh and Wollongong City Council, 2021 to 2036**

Population	2021	2026	2031	2036	2021 to 2036
Helensburgh	7,070	7,450	7,840	8,180	+1,110
Wollongong City Council	222,340	234,270	246,160	256,990	+34,650
Rest of NSW	2,819,990	2,899,260	2,967,630	3,015,420	+195,430
Greater Sydney	5,486,870	5,992,660	6,463,600	6,923,120	+1,436,250
<b>Annual Growth</b>					
Helensburgh		+80	+80	+70	+70
Wollongong City Council		+2,390	+2,380	+2,170	+2,310
Rest of NSW		+15,850	+13,670	+9,560	+13,030
Greater Sydney		+101,160	+94,190	+91,900	+95,750
<b>Annual Growth Rate</b>					
Helensburgh		1.1%	1.0%	0.9%	1.0%
Wollongong City Council		1.1%	1.0%	0.9%	1.0%
Rest of NSW		0.6%	0.5%	0.3%	0.4%
Greater Sydney		1.8%	1.5%	1.4%	1.6%

Source: ABS, *Estimated Resident Population, 2020*; Ethos Urban

In this context, it is apparent that Helensburgh has experienced, and will continue to experience, moderate rates of population growth. This reflects increased levels of local demand for packaged liquor products, and implies a community benefit associated with enhanced facilities to meet this increased demand.

## Socio-Economic Characteristics

A summary of the socio-economic characteristics of residents in Helensburgh and City of Wollongong City Council are compared with the Regional NSW and Greater Sydney benchmarks in **Table 3**. This data is sourced from the ABS Census of Population and Housing 2016.

**Table 3      Socio-Economic Characteristics of Helensburgh and City of Wollongong, 2016**

Category	Helensburgh	City of Wollongong	Regional NSW	Greater Sydney
<u>Income</u>				
Median household income (annual)	\$110,020	\$70,020	\$61,200	\$92,200
Variation from Rest of NSW median	79.8%	14.4%	na	na
% of Households earning \$2,500pw or more	38.0%	22.0%	16.2%	31.8%
<u>Household income</u>				
Low	8.7%	21.3%	23.1%	14.1%
Medium	36.7%	44.3%	49.5%	39.6%
High	53.9%	33.1%	26.3%	44.3%
<u>Age Structure</u>				
Median Age (years)	36	39	43	36
<u>Country of Birth</u>				
Australia	89.6%	78.6%	89.3%	61.9%
Aboriginal and Torres Strait Islanders	2.7%	2.6%	5.5%	1.4%
Other Major English Speaking Countries	7.2%	7.2%	5.5%	7.6%
Other Overseas Born	3.1%	14.3%	5.2%	30.5%
<u>Household Composition</u>				
Couple family - Total	74.0%	56.9%	56.6%	61.3%
One parent family	10.9%	12.1%	11.9%	11.1%
Other families	0.1%	1.0%	0.8%	1.3%
Family Households - Total	85.0%	70.0%	69.2%	73.7%
Lone person household	13.8%	25.6%	27.6%	21.7%
Group Household	1.1%	4.5%	3.2%	4.6%
<u>Dwelling Structure (Occupied Private Dwellings)</u>				
Separate house	84.1%	70.1%	82.9%	57.2%
Semi-detached, row or terrace house, townhouse etc.	3.3%	12.4%	9.2%	14.0%
Flat, unit or apartment	12.2%	16.9%	6.4%	28.2%
Occupancy rate	93.6%	92.0%	86.8%	92.3%
Average household size	3.0	2.6	2.4	2.8
<u>Tenure Type (Occupied Private Dwellings)</u>				
Owned outright	29.8%	35.9%	38.7%	30.0%
Owned with a mortgage	55.8%	32.1%	31.6%	34.2%
Rented	14.1%	31.2%	28.9%	35.1%
State or territory housing authority	1.4%	7.3%	3.8%	4.2%
Housing co-operative/community/church group	0.0%	0.4%	0.6%	0.5%
<u>Car Ownership per Dwelling</u>				
None	9.3%	6.9%	7.6%	11.4%
One	2.6%	1.5%	4.0%	38.5%
Two	10.0%	10.7%	12.5%	34.0%
Three or more	29.0%	29.7%	29.3%	16.2%

Source: ABS, *Census of Population and Housing, 2016*

Note: Helensburgh has been defined using SA1s that intersect with the suburb of Helensburgh

Key socio-economic features of residents living in Helensburgh and the City of Wollongong are summarised below:

- **High levels of household income:** Households in Helensburgh have high median annual income at \$110,020 compared to the Regional NSW benchmark of \$61,200, and also above the Greater Sydney median of \$92,200. Similarly, 53.4% of households in Helensburgh are high income households compared to 26.3% in the City of Wollongong and 44.3% of households in Greater Sydney.
- **Younger population:** The median age in both Helensburgh (36 years) and Wollongong (39 years) is younger than that of Regional NSW (42 years) and likely reflects proximity to Greater Sydney (36 years).
- **High levels of housing ownership:** the share of housing ownership is well above the Regional NSW benchmark, with approximately 85.6% of households owning their own homes outright or with a mortgage, compared with the Regional NSW average of 70.3%. By contrast, the share of housing ownership in the City of Wollongong was slightly below the Regional NSW benchmark.
- **Housing costs:** the median monthly mortgage repayment for households in Helensburgh was \$2,280, which was well above the Regional NSW benchmark of \$1,600. However, the share of median household income dedicated to mortgage repayments in Helensburgh (24.9%) is well-below the Regional NSW benchmark (31.4%) and Wollongong City Council (33.6%).
- **Car Ownership:** Rates of car ownership are high in Helensburgh with 98.2% of households owning one or more cars; this is above the 93.7% of households in Regional NSW reflecting a heavy reliance on private vehicles for transport.

These socio-economic factors indicate that the population of Helensburgh is relatively young and living in high income households. The population of Helensburgh has socio-economic characteristics more similar to Greater Sydney than Regional NSW given its location immediately south of the metropolitan area.

No socio-economic characteristics have been identified which indicate a specific concern in relation to the potential for harm arising from a new packaged liquor outlet in Helensburgh.

### Socio-Economic Indexes for Areas (SEIFA)

The ABS has developed four Socio Economic Indexes for Areas (SEIFA) which provide an indication of the relative socio-economic conditions of people living in an area.

With a score of 1067 for the Index of Relative Socio-Economic Advantage and Disadvantage (IRSAD) and 1078 for the Index of Relative Socio-Economic Disadvantage (IRSD), and decile of 9 for both IRSAD and IRSD, Helensburgh is within the top 20% of areas in Australia in terms of relative socio-economic advantage as measured by SEIFA.

The wider City of Wollongong area is slightly less advantaged than Helensburgh with an IRSAD score of 990 and an IRSD score of 989. The City of Wollongong had deciles of 8 recorded for the IRSAD and a decile of 6 for the IRSD indexes. As such, Helensburgh is among the most advantaged, and least disadvantaged suburbs, in comparison with other areas of Australia according to the SEIFA index, as indicated in **Table 4** and

**Table 5** below.

**Table 4 Index of Relative Socio-Economic Advantage and Disadvantage (IRSAD) 2016**

Area	Score	Decile	Percentile
Helensburgh	1067	9	88
Wollongong City Council	990	8	72

Source: ABS, *Socio-Economic Indexes for Areas (SEIFA)*, Catalogue number 2033.0.55.001

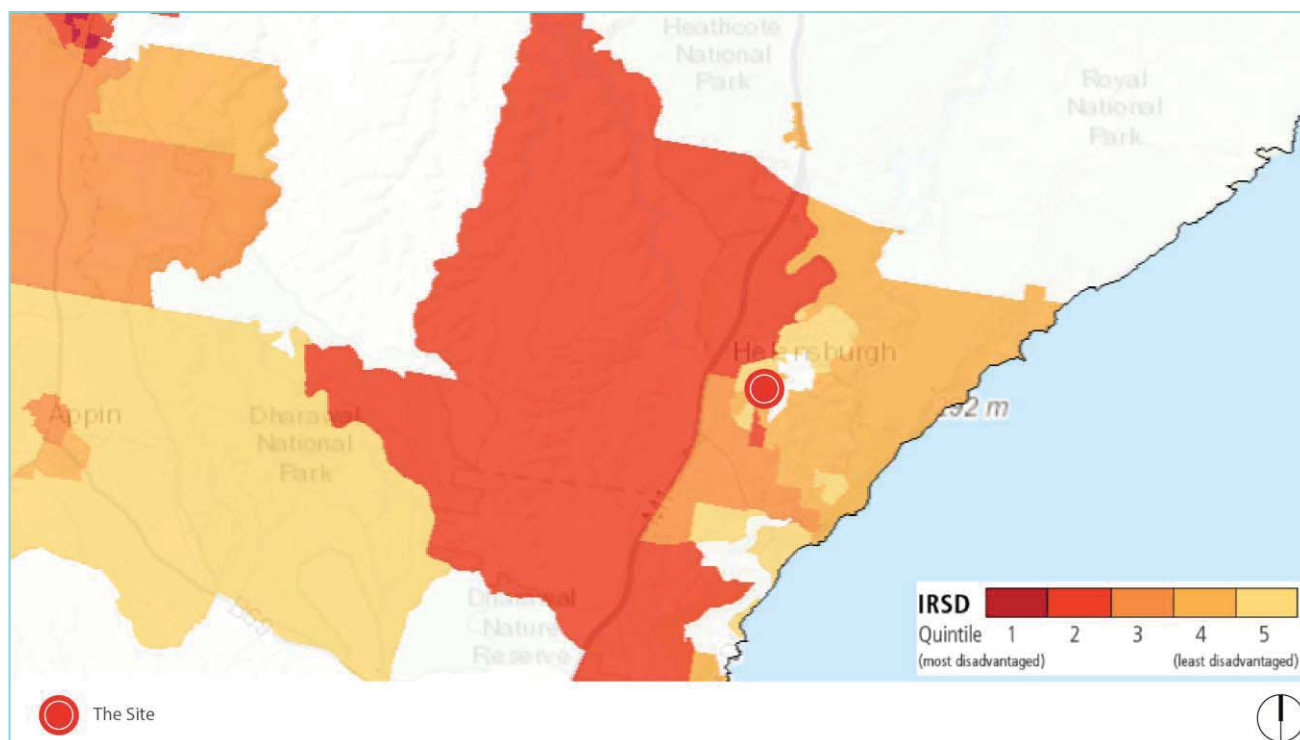
**Table 5 Index of Relative Socio-Economic Disadvantage (IRSD) 2016**

Area	Score	Decile	Percentile
Helensburgh	1078	9	90
Wollongong City Council	989	6	60

Source: ABS, *Socio-Economic Indexes for Areas (SEIFA)*, Catalogue number 2033.0.55.001

Note: the suburb boundary of Helensburgh has been used for SEIFA scores

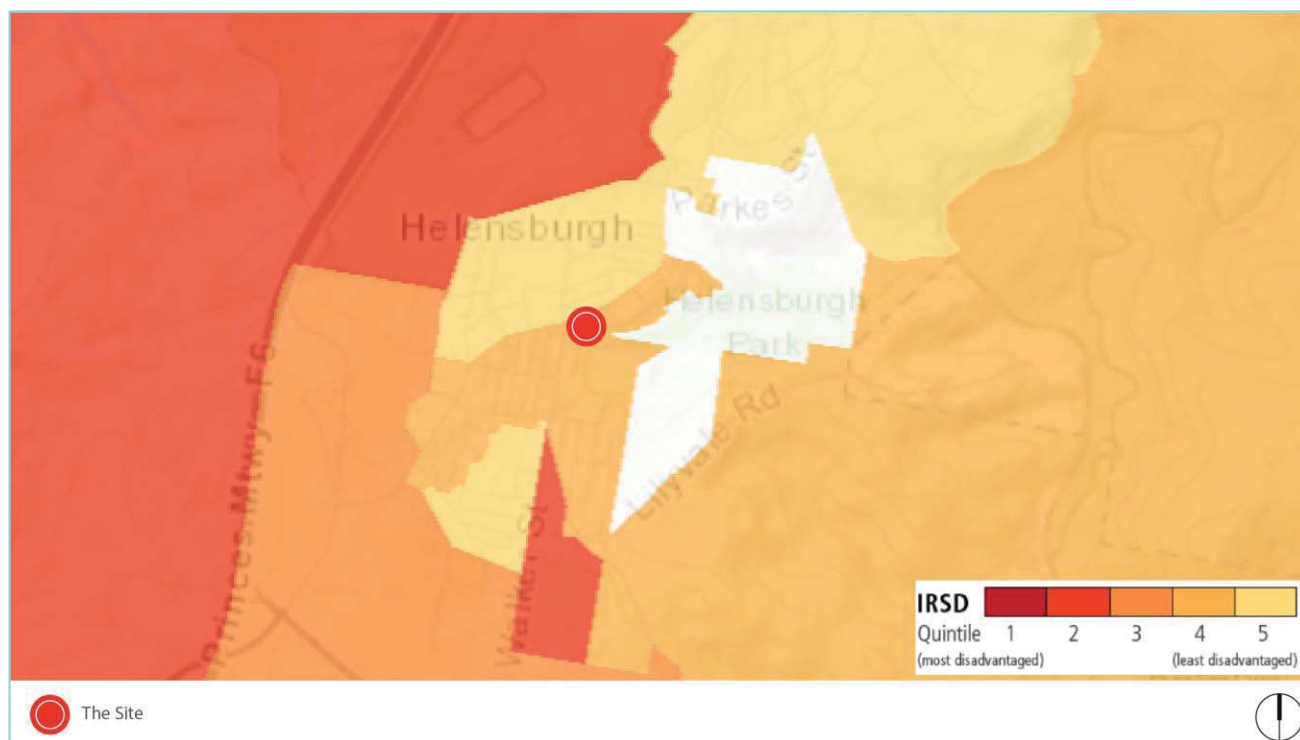




**Figure 2 Index of Relative Socio-economic Disadvantage – Wide View (2016), SA1s**

Source: ABS, Census of Population and Housing: Socio-Economic Indexes for Areas (SEIFA), Australia 2016, 2033.0.55.001

Note: scores and other SEIFA measures for state suburbs and postal areas with small populations should be used with caution.



**Figure 3 Index of Relative Socio-economic Disadvantage – Close View (2016)**

Source: ABS, Census of Population and Housing: Socio-Economic Indexes for Areas (SEIFA), Australia 2016, 2033.0.55.001

Note: scores and other SEIFA measures for state suburbs and postal areas with small populations should be used with caution.

An analysis of SEIFA within the Helensburgh and the surrounding region at the SA1 level is shown in **Figure 2** and **Figure 3**. Some pockets outside the urban area of Helensburgh have a higher level of relative disadvantage, while the urban area of Helensburgh has generally lower levels of relative disadvantage.

## 2.4 Liquor Licences Audit

The City of Wollongong has a total of 359 liquor licences, seven of which are located in Helensburgh.

Of the 359 total liquor licenses in the City of Wollongong, 52 are for packaged liquor stores, of which only two are in Helensburgh.

This data is sourced from the NSW Liquor and Gaming LiveData site (May 2021).

In Helensburgh, the two packaged stores are Helensburgh Cellars and Helensburgh Premium Liquor, both of which are located on Walker Street in the town centre.

On a per capita basis, the rate of provision for packaged liquor licences in Helensburgh is 0.28 licences per 1,000 residents, which is marginally below with the New South Wales average of 0.30 licences per 1,000 residents and just above the major cities of Australia average of 0.27 licences per 1,000 residents. For the wider City of Wollongong, current packaged liquor provision is 0.23 licences per 1,000 residents.

Approval of the Liquorland application would result in an increase in packaged liquor licence density for Helensburgh from 0.28 per 1,000 residents to 0.42 per 1,000 residents in 2021, assumed to be the first year of operation for the proposed new store.

For the wider Wollongong City Council area, the packaged liquor licence density will increase from 0.23 per 1,000 residents to 0.24 per 1,000 residents (see **Table 6**).

Note that the above figures relate to permanent residents only in 2021, and do not include visitors and temporary workers in the region. Since 2011, the population of Helensburgh has increased by +580 residents, and is projected to increase by a further +1,110 residents by 2036. This population growth will lower the rate of packaged liquor licences for Helensburgh over time.

**Table 6 Licensed Packaged Liquor Premises – Helensburgh and City of Wollongong**

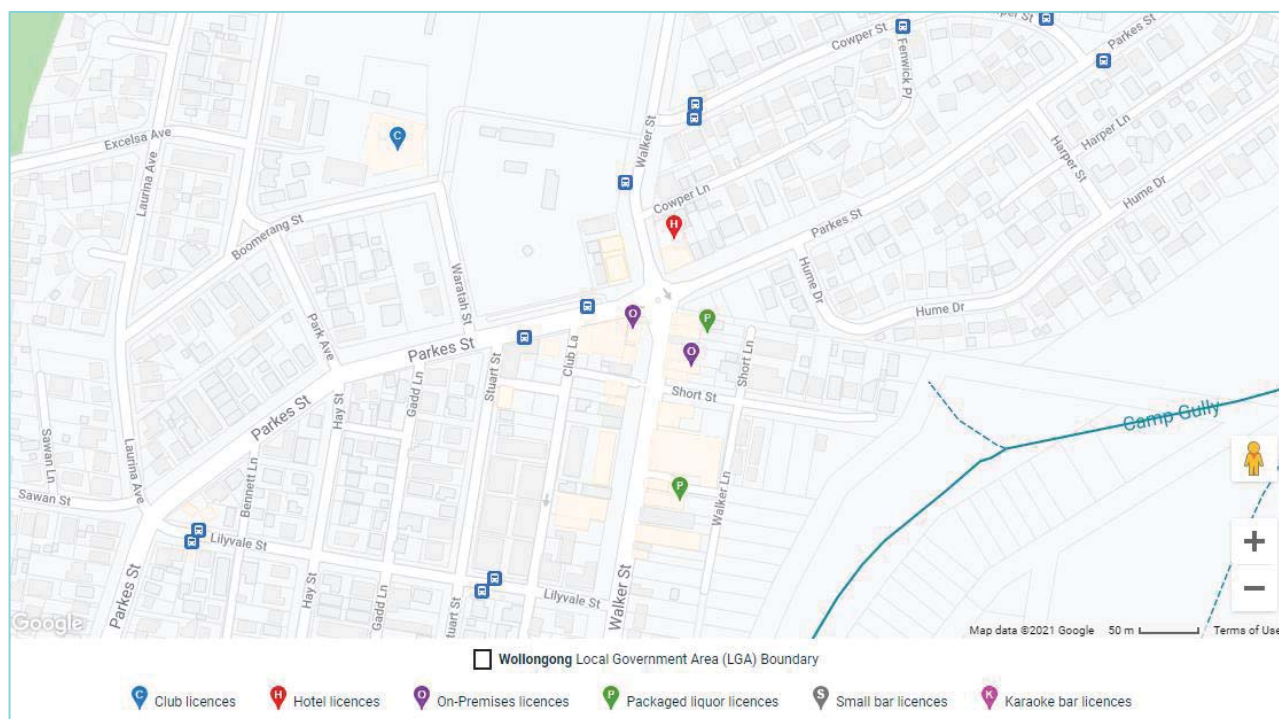
Area	Population 2021 (persons)	Packaged Liquor Licences <sup>(1)</sup>	Rate of packaged liquor licences per 1,000 population
Helensburgh	7,070	2	0.28
Helensburgh – if packaged liquor approved		3	0.42
Wollongong City Council	222,340	52	0.23
Wollongong City Council – if packaged liquor approved		53	0.24

Source: NSW Liquor and Gaming LiveData extracted as May 2021, Ethos Urban 2021 population estimate

Note: <sup>(1)</sup> 'Licences' includes the total number of liquor licences that are currently authorised within a locality. This excludes liquor licence types that do not specifically service liquor to a locality under examination (i.e. packaged liquor stores with a 'no walk-up' condition, or a producer/wholesaler without an on-premises authorisation).

The current packaged liquor licences in Helensburgh are the Helensburgh Cellars (LIQP700359226) located at 7B Walker St, Helensburgh, and Helensburgh Premium Liquor (LIQP770016690) located at 37 Walker Street, Helensburgh.

The distribution of liquor licensed premises located in Helensburgh is shown in **Figure 4** and **Figure 5**.



**Figure 4 Location of Licensed Premises in Helensburgh**

Source: NSW Liquor and Gaming LiveData site (accessed May 2021).



**Figure 5 Location of Licensed Premises, Helensburgh Local Context**

Source: NSW Liquor and Gaming LiveData site (accessed May 2021).

## Licensed Liquor Outlet Clustering

The Liquor and Gaming LiveData site provides a calculation of both saturation and clustering.

Social impacts associated with the concept of ‘saturation’ of liquor outlets are identified in some academic research.

However, the specific impact associated with clustering or proximity of liquor licences to each other (typically defined as 1km) is not well-described in the literature. No threshold has been defined by Liquor and Gaming as to the appropriate rate of clustering of packaged liquor licences, within an area, before significant harm may be reached.

### 2.5 Outlet Density Research

The provision of a new liquor premises represents an increase in the availability of alcohol in a given area.

For some time, social researchers have explored the relationship between alcohol outlet density and alcohol-related harms. A particular focus has been placed on the impact of liquor licensed premises on the rate of alcohol-related assaults.

While research findings have in certain cases established a link between outlet density and social health outcomes<sup>5</sup>, mixed results have been found in regard to *“the specifics of the relationship between outlet and violence varying markedly from place to place and from study to study. Different localities have found different effects by outlet type, with bars significant in some studies<sup>6</sup>, off premises outlets in others and both types (sometimes in differing ways) in others”*<sup>7</sup>.

Findings have also varied significantly in terms of the strength of any link between outlet density, violence and social disadvantage.

More recent investigations (Donnelly et al) into the effect of liquor licence concentrations on rates of assault in New South Wales establish a threshold of licence density above which increases in a particular licence type may have a substantial impact on assaults, both DV and non-DV assaults.<sup>8</sup>

The research shows a sharp increase in domestic violence-related assault rates once packaged liquor licence concentrations exceeded 0.75 per 1,000 residents. Similar patterns are also found with non-DV assaults increasing when the packaged liquor concentration level goes past 0.75 per 1,000 population. For hotel licences, a threshold of 2.0 per 1,000 people was identified beyond which increases in both domestic and non-domestic violence rates were identified.

The research finds that *“the effect of an increase in concentration levels on DV assault was much more pronounced for hotels than it was for packaged liquor, with the highest concentration levels predicting much higher DV assault rates than the highest concentration levels of packaged liquor licences”*.<sup>9</sup> The lower relative impact of packaged liquor licence concentration levels to non-domestic violence assault is also identified in the same research.

In this context, outlet density at Helensburgh is not a risk factor for the application in view of the limited overall provision of packaged liquor licences. If approved, the provision in Helensburgh would equate to 0.42 per 1,000 residents and 0.24 per 1,000 residents across the Wollongong Council area. Note that the research is based on local government areas, not suburbs.

Consideration of other liquor licences in the calculation of density (in particular the hotel and club licences which are permitted to sell take-away liquor) may be relevant in the context that these outlets will also sell packaged liquor to a varying extent.

<sup>5</sup> Chikritz T, Catalano P, Pascal R, Hendrickson N (2007), *Predicting alcohol-related harms from licensed outlet density: A feasibility study*, Monograph series No. 28 National Drug Law Enforcement Research Fund, National Drug Research Institute.

<sup>6</sup> Lipton R, Gruenwald PJ. 2002. *The spatial dynamics of violence and liquor outlets*. J Stud Alcohol 2002; 63:187-95.

<sup>7</sup> Nielsen AL, Martinez R. 2006. *Reassessing the alcohol-violence linkage: results from a multiethnic city*. Justice Q 2003;20:445-69; Gruenwald PJ, Freisthler B, Remer L, LaScala EA, Treno A. *Ecological models of alcohol outlets and violence assaults; crime potentials and geospatial analysis*. Addiction 2006; 101:666-77.

<sup>8</sup> Donnelly N, Menendez P, Mahoney N. 2014. *The effect of liquor licence concentrations in local areas on rates of assault in New South Wales*, Crime and Justice Bulletin. NSW Bureau of Crime Statistics and Research.

<sup>9</sup> Donnelly et al.



However, the research is specifically based on the licence type, not whether a licensed premises is authorised to supply packaged liquor and/or the nature of the liquor offer (range, customer amenity, prices etc) associated with the operation of the liquor outlets.

As such, the research indicates a generalised link between hotel outlet density and rates of assault which cannot be systematically applied to all local circumstances.

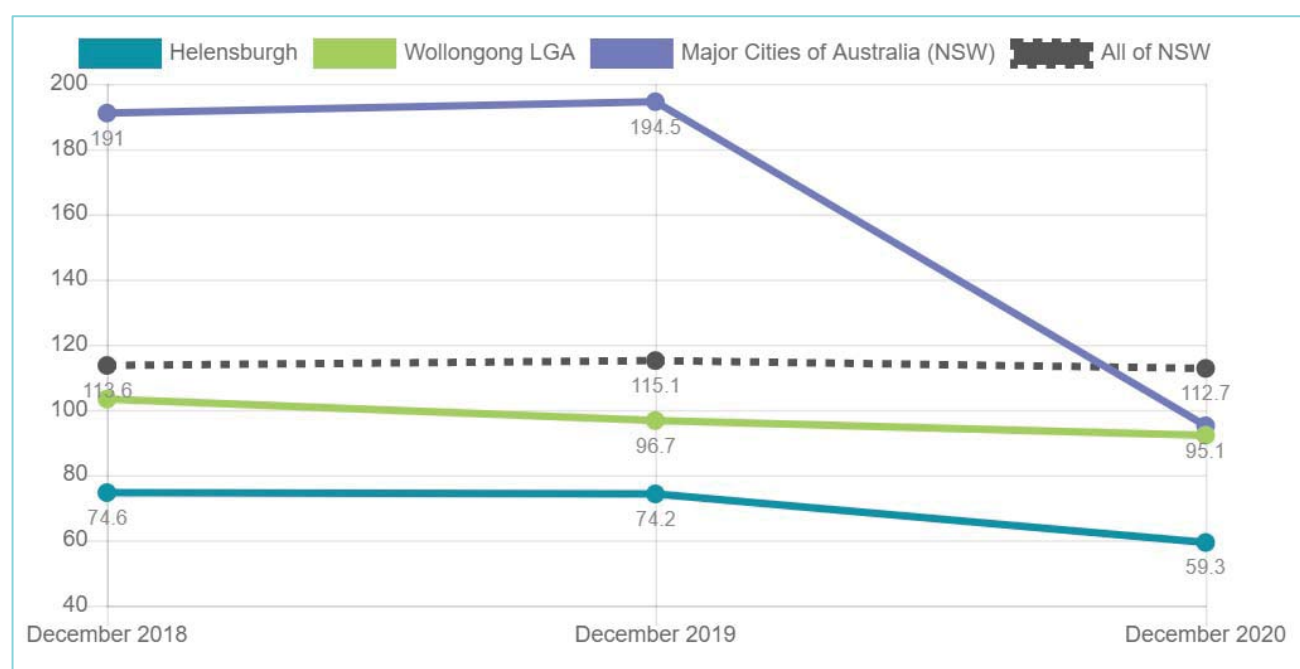
## 2.6 Alcohol-Related Crime

### Alcohol-Related Domestic Violence Assault

The rate (2018 to 2020) of alcohol-related domestic violence assault for Helensburgh, Wollongong LGA, major cities of Australia (NSW) and NSW is shown in **Figure 6**.

In the year to December 2020, the rate of alcohol-related domestic assault in the suburb of Helensburgh was 59.3 (per 100,000 residents). This was lower compared to the City of Wollongong rate of 92.2 and the rate for All of NSW (112.7).

Between 2018 and 2020 the rate of alcohol-related domestic assault in Helensburgh has declined from 74.6 per 100,000 residents to 59.3 per 100,000. The rate in the City of Wollongong has also been consistently below the NSW average over the same period.



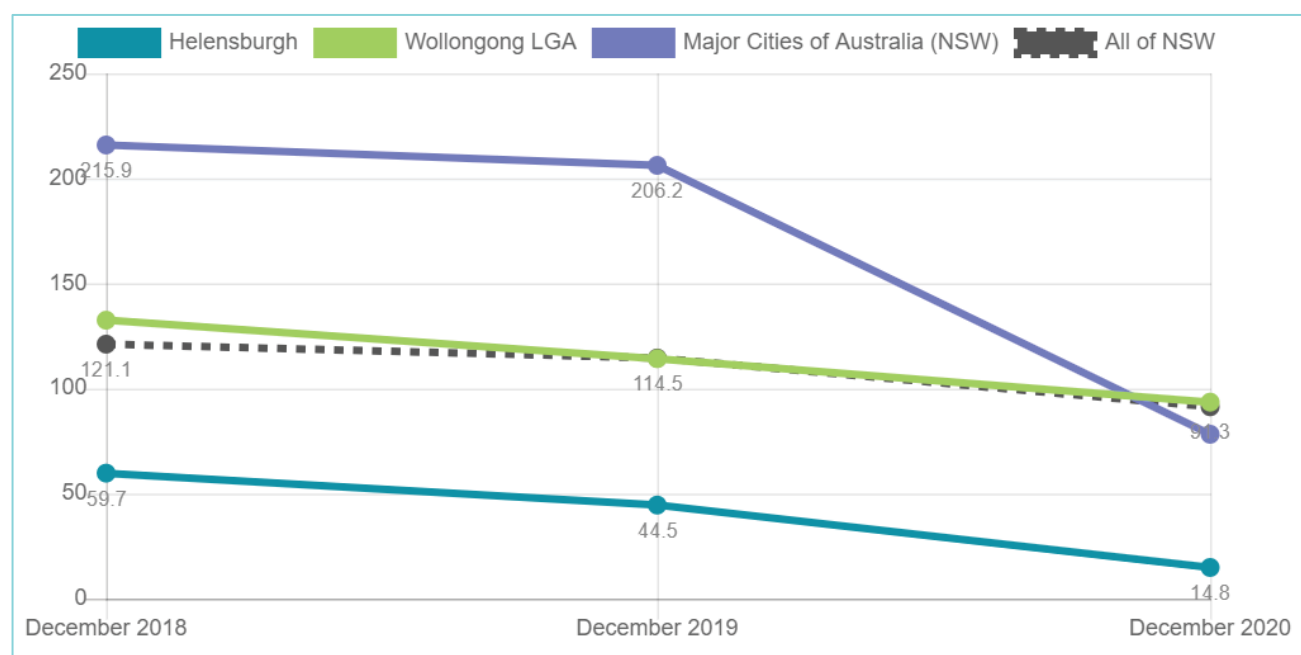
**Figure 6** Historic Rate of Alcohol-Related Domestic Assault (per 100,000 residents)

Source: NSW Liquor and Gaming, LiveData tool, December 2020

### Alcohol-related Non-Domestic Assault

The rate of alcohol related non-domestic violence assault in Helensburgh for the calendar year to December 2020 was significantly lower (14.8 per 100,000 persons) than for the City of Wollongong (93.5 per 100, 000 persons). Helensburgh is also significantly lower than the NSW average (91.3).

Alcohol-related non-domestic assaults in Helensburgh and City of Wollongong have declined steadily since December 2018. A significant decline from a rate of 44.5 at December 2019 to a rate of 14.8 at December 2020 has occurred and is shown in **Figure 7**.

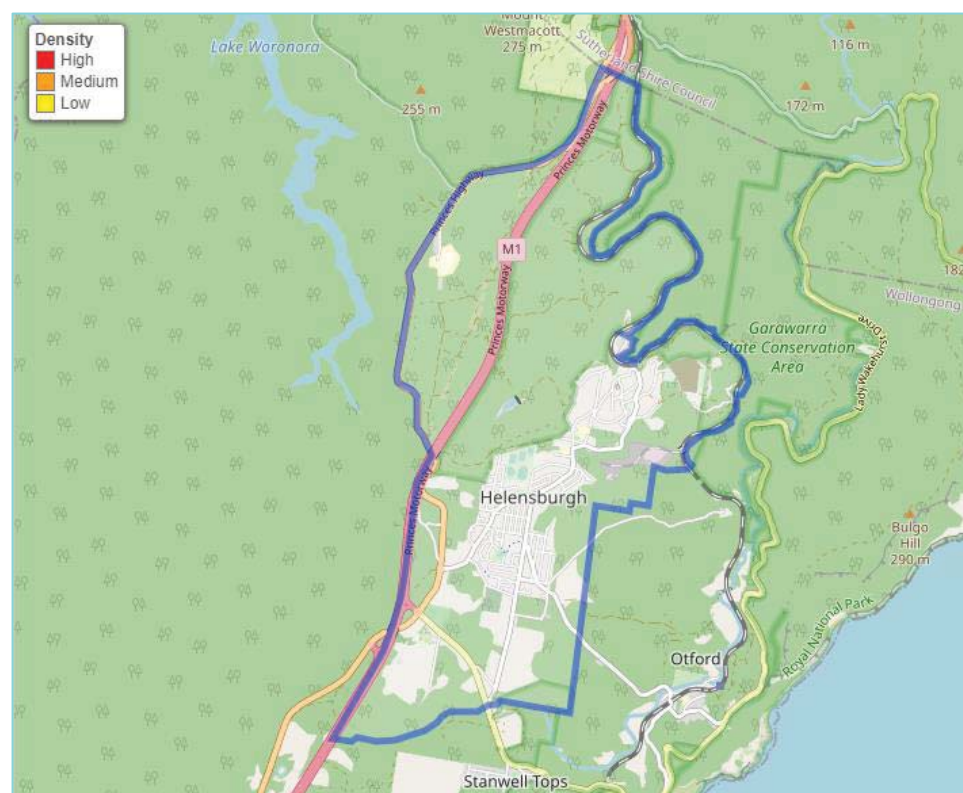


**Figure 7 Historic Rate of Alcohol-Related Non-Domestic Assault (per 100,000 residents)**

Source: NSW Liquor and Gaming, LiveData tool, December 2020

### Alcohol-related Assault Hotspots

No concentration of alcohol-related assaults (either DV or non-DV related) is reported by BOCSAR for the suburb of Helensburgh and is therefore of relevance to the Liquorland Helensburgh application.



**Figure 8 Alcohol-Related Assault, Helensburgh**

Source: NSW Bureau of Crime Statistics and Research, December 2020

## Alcohol-Related Health Considerations

As stated by NSW Health, “excessive alcohol consumption is one of the main preventable public health problems in Australia”.<sup>10</sup>

Low levels of alcohol consumption, involving of up to two standard drinks per day, have been shown to reduce the risk of some cardiovascular and cerebrovascular disorders, such as coronary heart disease.<sup>11</sup> Similarly, the National Health and Medical Research Council guidelines to reduce health risks from drinking alcohol, state that the lifetime risk of alcohol-related disease or injury can be reduced by drinking no more than two standard drinks on any day.

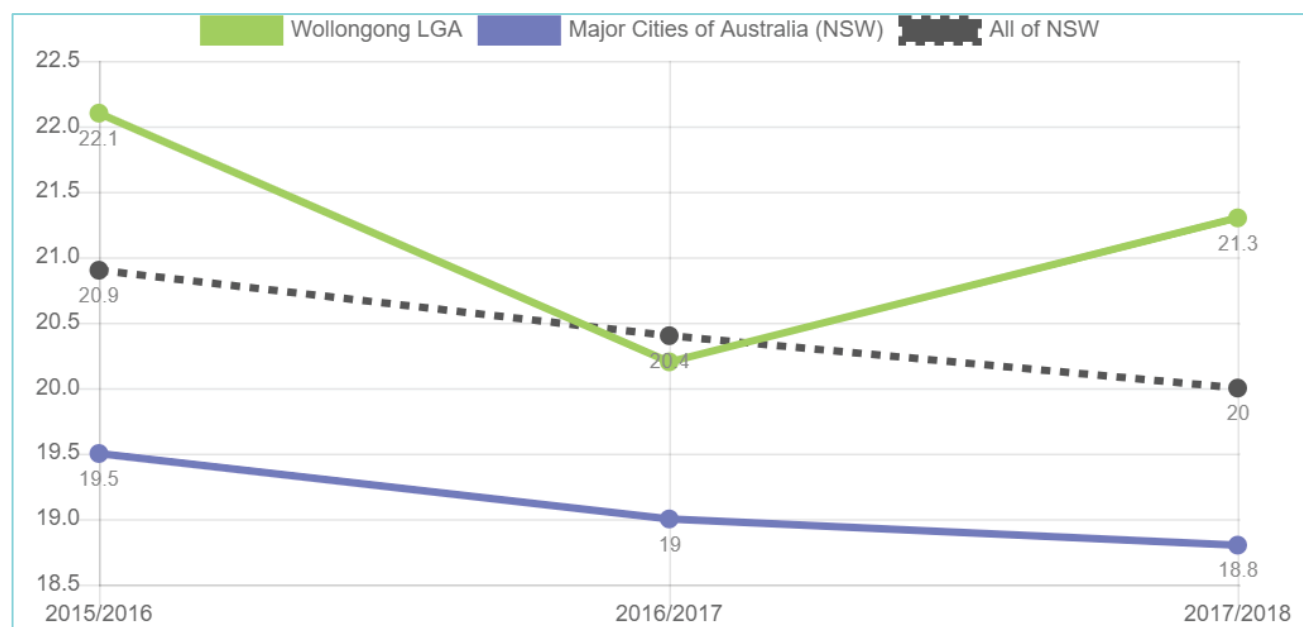
In the review of the NSW State liquor laws by the Hon Ian Callinan AC, QC, support by the medical profession for the reduction in trading hours is identified. This review relates to the impact reduced trading hours can have on the incidence of alcohol-related violence. While the Callinan report concludes that the more alcohol that is sold and consumed, the greater the consequences for consumers and the public, curbing excessive consumption of alcohol through prohibition has been unsuccessful.<sup>12</sup>

It is acknowledged that some individuals who consume alcohol can drink to excess and consequently result in harm to themselves or others. However, as stated by Mr Chris Sidoti, the former Independent Liquor and Gaming Authority Chairperson<sup>13</sup>, liquor – in Australian society – is a legal product that is enjoyed by many millions of Australians in a responsible manner.

In communities across Australia, some individuals are more vulnerable than others to various forms of addiction. While the objectives of Liquor laws recognise the potential dangers of addiction and excess consumption, new applications for licensed premises are considered in a balanced assessment of the overall public interest.

## Health Trends for City of Wollongong

The alcohol-attributable death rate in the City of Wollongong is 21.3 per 100,000 persons, as represented on the Liquor and Gaming LiveData tool. This rate is slightly greater than that for Major Cities of Australia (18.8 per 100,000 persons) and marginally higher than the NSW benchmark (20 per 100,000 persons), as shown in **Figure 9**.



**Figure 9 Alcohol-Attributed death in Wollongong LGA**

Source: NSW Liquor and Gaming, Live Data July 2020

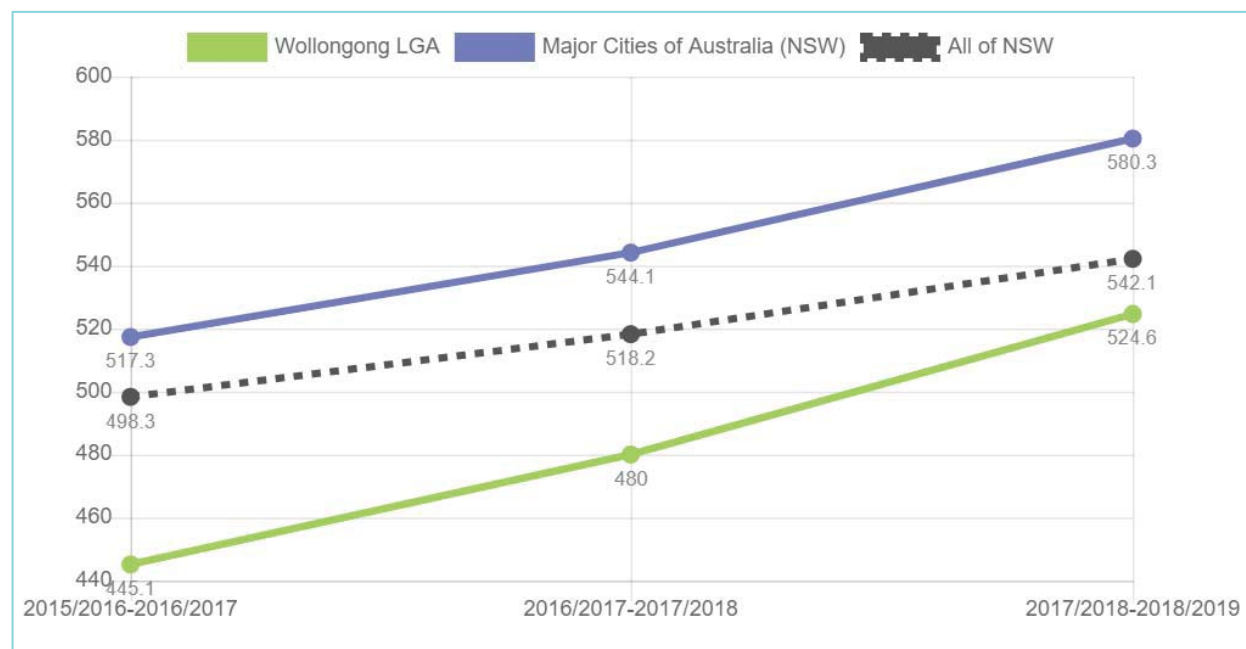
<sup>10</sup> NSW Ministry of Health, Centre for Epidemiology and Evidence, Health Stats NSW, Accessed October 2017.

<sup>11</sup> Kenneth J. Mukamal, M.D., M.P.H, M.A. and Eric B. Rimm, Sc.D. 2001. *Alcohol's Effects on the Risk for Coronary Heart Disease*. Alcohol Research and Health Vol. 25, No.4 2001.

<sup>12</sup> IDF Callinan AC. 2016 *Review of Amendments to the Liquor Act 2007 (NSW)* p.131.

<sup>13</sup> Independent Liquor and Gaming Authority. 2015. *ILGA Annual Report for 2014 – 2015*.

The alcohol attributable hospitalisation rate in the City of Wollongong is 524.6 per 100,000 persons. This rate is significantly lower than the averages for both Major Cities of Australia (580.3 per 100,000 persons) and NSW (542.1 per 100,000 persons), as shown in **Figure 10**. It is evident that the rate of alcohol attributable hospitalisation has increased across all study areas (Wollongong, Major Cities of Australia and NSW) in recent years. However, the City of Wollongong has consistently had a lower rate than the other benchmarks since 2015/2016.



**Figure 10 Alcohol-Attributed hospitalisation in Wollongong LGA**

Source: NSW Liquor and Gaming, Live Data July 2020

## Alcohol-Related Health Research

Research findings have generally identified a link between outlet density and social health outcomes<sup>14</sup>, as previously noted. However, mixed results have been identified with respect to “the specifics of the relationship between outlet and violence varying markedly from place to place and from study to study. Different localities have found different effects by outlet type, with bars significant in some studies<sup>15</sup>, off premises outlets in others and both types (sometimes in differing ways) in others”<sup>16</sup>. Study findings have also varied in terms of the strength of any link between outlet density, violence and social disadvantage.

NSW Health recognises that alcohol-related deaths and hospitalisations in Australia are preventable<sup>17</sup> and that 30% of adults drink at levels that increase their long-term risk of harm. Although alcohol consumption at levels that pose a long-term health risk have been in decline over the last 10 years, an overall public policy goal to reduce alcohol-related harm remains in New South Wales.

Intervention strategies include educating young people on the risks of binge drinking and public drunkenness. The NSW Health publication “Reducing Alcohol – Related Harm Snapshot 2017” lists areas for action to reduce alcohol-related harm in NSW in order of priority as follows:

- Education programs, with a focus on ensuring healthier choices are made by people
- Prevention and early intervention programs to minimise the impact of people at risk of harm
- Enhance harm reduction efforts to lessen the burden of disease on individuals
- Provide support for families to assist with the management of impact of alcohol on the family

<sup>14</sup> Chikritzhs T, Catalano P, Pascal R, Hendrickson N. 2007. *Predicting alcohol-related harms from licensed outlet density: A feasibility study*. Monograph series No. 28 National Drug Law Enforcement Research Fund, National Drug Research Institute.

<sup>15</sup> Lipton R, Gruenewald PJ. 2002. *The spatial dynamics of violence and liquor outlets*. J Stud Alcohol 2002; 63:187 – 95.

<sup>16</sup> Nielsen AL, Martinez R. 2006 *reassessing the alcohol-violence linkage: results from a multiethnic city*.

<sup>17</sup> NSW Health. 2017. *Reducing Alcohol Related Harm Snapshot*.



- Support whole of government priorities, including the development of a tool to support Local Health District services to comment on liquor licence applications.

As reported by NSW Health, the Royal Australasian College of Physicians and the Royal Australian and New Zealand College of Psychiatrists note a clear link between the amount of alcohol consumed, either in the short or long-term, and the level of harm that results.

**However, what is not clear is the relationship between outlet density and the level of hospitalisation reported in local health districts. The empirical link between density of packaged liquor premises and alcohol attributable hospitalisations is yet to be established.**

The World Health Organisation has investigated the cost effectiveness of policy interventions to reduce alcohol-related harm, including awareness-raising, health sector responses for heavy drinkers, community action, drink driving laws and enforcement, reduced availability of outlets, alcohol marketing, and pricing and taxation.<sup>18</sup> The study found the effectiveness of reduced availability of outlets was in the middle of a suite of seven interventions examined. That is, less effective than drink driving laws and enforcement, and far less effective than pricing and taxation interventions.

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<sup>18</sup> Anderson P. *Evidence for the effectiveness and cost-effectiveness of interventions to reduce alcohol-related harm*. Copenhagen: World Health Organisation; 2009.

### 3.0 Assessment of Economic and Social Benefits

This Chapter provides an assessment of Economic and Social benefits associated with the proposed packaged liquor premises, including a description of the proposed site and location, the number and location of existing packaged liquor stores, packaged liquor consumption trends, and other community considerations.

#### 3.1 Description of Proposed Liquorland Store

The proposed Liquorland Helensburgh store will be a standard sized tenancy of 172m<sup>2</sup> located in Helensburgh Plaza, and in immediate proximity to the existing Coles Helensburgh supermarket which is the dominant grocery shopping destination in Helensburgh.

This store size is broadly comparable with the typical size of Liquorland stores adjacent to major supermarkets (often, but not necessarily Coles), as well as other comparable packaged liquor stores operated by competing brands.

A standard liquor store located adjacent to a major supermarket is fully consistent with consumer and industry expectations.

The proposed store location is prominent and accessible from across Helensburgh and is also readily accessed by customers living across the surrounding region. By locating in direct proximity to a long-stranding and successful Coles supermarket, the proposed Liquorland Helensburgh will complement the role and function of the supermarket as the dominant food and grocery shopping destination in Helensburgh and the immediately surrounding region.

The proposed Liquorland, in combination with the adjacent Coles, will assist in meeting the day-to-day packaged liquor and grocery shopping requirements of surrounding residents, as well as visitors. This one-stop shopping capability is popular with consumers across Australia as it is highly convenient and delivers benefits to shoppers in terms of time and travel savings.

Helensburgh Liquorland will achieve this by locating in a convenient location to the Coles store entrance and the pedestrian access ramp to the car park at the rear of Helensburgh Plaza. Customers of both stores will be able to make purchases as part of a single shopping visit, with a flat and unobstructed distance of just 20 metres between shop entry points. The connection between Coles and Liquorland Helensburgh will also be weather protected by the existing awnings.

It is also noted that the proposed new Liquorland Helensburgh will be one of the first stores in Australia to operate under a new store model. This re-branding and new store layout includes:

- A new colour scheme and store branding/presentation
- Additional dedicated space for locally-sourced boutique and craft products
- Adjustments to product mix that better reflect contemporary consumer demand (e.g. enhanced craft beer choice, reduced cask wine).

The residents of Helensburgh and the City of Wollongong will therefore have access to a packaged liquor outlet that, in many respects, is superior to that provided to consumers in other comparable locations.

This is in contrast with the experience of many other regional towns where the range and quality of packaged liquor facilities is often behind that of major urban areas.

#### 3.2 Current Packaged Liquor Stores

As identified in Section 2.4, seven licensed premises operate in the suburb of Helensburgh (at May 2021). A small number of these licenses are, at least in some sense, relevant to the packaged liquor facilities offered by the proposed Liquorland store.

The existing seven licences are identified as follows:

- One club licence applies to Tradies Helensburgh at Boomerang Street. Clubs typically do not provide a packaged liquor store type offer and are not relevant to the proposed Liquorland in terms of customer profile and requirements.
- Three on-premises licences relate to cafés, restaurants and other facilities which serve alcohol as part of a sit-down meal service offering. These premises are not relevant to the Liquorland Helensburgh proposal.

- One hotel licence at Centennial Hotel (Helensburgh Hotel) which has a small bottle shop attached. This bottle shop was not trading as at the time of visit in April 2021, although a May 2021 phone call to the hotel indicates it is currently operating.
- Two packaged liquor licences operate from premises in Walker Street and these are generally of most relevance to the retail offer and customer base which would be served by the proposed Liquorland.

In addition to the above, two limited licences are operated by local sports clubs which are of no relevance to the proposed Liquorland Helensburgh.

A summary of the hotel, club and packaged liquor premises is provided in **Table 7**, including the type of licence, type of premise, and the distance from the subject site.

**Table 7 Relevant Liquor Premises in Helensburgh**

Licence Name	Licence Type	Premises Type	Distance from Proposed Liquorland
Helensburgh Cellars	Packaged liquor licence	General store – limited range	60 m
Helensburgh Premium Liquor	Packaged liquor licence	General store – limited range	80 m
Helensburgh Hotel	Hotel licence	Hotel with counter service and bottle shop	125 m
Tradies Helensburgh	Club licence	Club with counter service. No bottle shop.	300 m

Source: NSW Liquor and Gaming, LiveData tool, accessed May 2021; Google Maps; Ethos Urban and in-store visits April 2021

Site visits indicate that the Centennial Hotel (Helensburgh Hotel) has a bottle-shop attached to the pub, facing Parkes Street. This is a small store ancillary to the hotel operations.

Helensburgh Cellars is a small bottle shop with a convenience or top-up focus located approximately 60 metres north of the proposed Liquorland Helensburgh. The store provides a very basic range of products which is not comparable in terms of scale or range of relative to the proposed Liquorland Helensburgh (and most liquor stores). Despite the main street location, the product range and overall quantity of products is at the lower end of expectations. On street parking only is provided.

Access from Coles to the Helensburgh Cellars is compromised by the distance, lack of easy trolley access, lack of weather protection and the need to cross Short Street,

The other packaged liquor premises is Helensburgh Premium Liquor which is a relatively large and well-presented store approximately 80 metres south of the proposed Liquorland Helensburgh. This store has the closest functional role to the proposed Liquorland Helensburgh of existing outlets in the town, with a reasonably strong range of wines, spirits and beers. Helensburgh Premium Liquor provides some customer parking at the rear of the premises, with on-street parking also available.

The ability for Helensburgh Premium Liquor to serve Coles supermarket shoppers in a single shopping visit is compromised by the relative distance (45 metres entry to entry), need to cross two driveways – including the truck exit from Coles, and lack of continuous weather protection. Nonetheless, some Coles customers may still continue to visit this store regularly if that is their own personal preference.

It is important to recognise that competition is a normal part of the retail sector, and that it is not of itself grounds for consideration in relation to licencing matters. Consumers and the economy both benefit from a competitive retail environment, for reasons which are as relevant to Helensburgh as they are for any other part of Australia.

Further, Liquorland has a national pricing model which means that pricing is set consistently across the store network (with some very minor change in some limited circumstances). As such, Liquorland does not engage in predatory pricing or other unfair trading practices which target specific competitors. In virtually all markets in which a Liquorland operates competition is provided by a range of chain and independent liquor outlets. Helensburgh will simply be another example of the healthy competition between retail outlets to the benefit of the local community.

### 3.3 Liquor Consumption and Packaged Liquor Stores

Approximately 79% of adult Australians consume alcoholic beverages within a 12-month period, according to the ABS Australian Health Survey (Cat. No. 4364.0.55.001).

Total spending in Australia on take-home liquor sales is approximately \$16 billion per year. On this basis, liquor retailing forms an important part of the overall retail sector that meets the needs of the community for access to the products and services required to support lifestyle and living requirements.

The following factors are of relevance to the proposed operation of Liquorland Helensburgh:

- **Declining per capita alcohol consumption.** The take-home liquor industry is being impacted by a decline in overall levels of per capita alcohol consumption over recent decades (ABS Cat. No. 4307.0.55.001). This is balanced by an increased preference for lower alcohol liquor brands and mixes (mid-strength beer etc), which means that total spending and volume of sales for alcoholic drinks can remain steady despite lower levels of overall alcohol consumption.
- **Competition.** Take-home liquor retailing is a highly competitive market, with many major brand and independent retailers competing on the basis of price, service and convenience.
- **Shifts in consumer tastes and demand.** Consumer tastes are evolving rapidly. For example, the beer market is experiencing growth of boutique and imported brands at the expense of previously dominant key national or regional brands.
- **Online sales channels.** The online sale of alcohol is still a relatively small share of overall liquor sales (less than 5%), although this is slowly changing as wine is now identified as a product category particularly well-suited to online sales channels.
- **Convenience.** Liquor stores still overwhelmingly locate in a manner which emphasises convenience to consumers, whether this is in the form of passing trade or sales through co-location with a complementary land use, such as a supermarket. Approximately 50% of all Liquorland stores Australia-wide are directly associated with a major supermarket (source Liquorland website), and in New South Wales approximately 70% of Liquorland stores operate in association with a supermarket.

Overall, an important consideration is the provision of an appropriate network of liquor stores that meet the contemporary expectations of consumers and the interests of the general community in having convenient access to take-home liquor products. This includes delivering a diversity of liquor outlets that enable individual consumers and households to access take-home packaged liquor products in a manner that is safe, convenient and minimises costs in terms of both time and money.

### 3.4 Supermarket and Liquor Store Synergies

A contemporary feature of the retail sector is the co-location of liquor stores and supermarkets, and this pattern reflects the following key factors:

- Approximately 75% of sales of fresh food and groceries in Australia is directed to supermarkets.
- No other retail format is visited more often by a higher share of the population than supermarkets.
- Supermarkets are recognised throughout the retail and property industry as a key 'anchor tenant' that drives significant customer traffic and which, in turn, can support the presence of adjacent specialty shops and other retail/commercial/community uses.
- Supermarkets are open for extended and predictable business hours relative to some other retail formats.
- Strong synergies exist between liquor sales and grocery shopping for people seeking to undertake a convenient shopping trip for their day-to-day and other retail needs.

The Coles at Helensburgh Plaza is a busy store which is the dominant supermarket serving Helensburgh and the surrounding region.

This consistent level of visitation of the general public to Coles at Helensburgh Plaza has the potential to generate sales at the proposed Liquorland store. In particular, these sales would be to people seeking convenient access to

packaged liquor in the same shopping visit. The proposed Liquorland store has excellent locational attributes which support single-purpose visits relative to the other existing packaged liquor outlets in Helensburgh.

For this reason, the proposed Liquorland will be highly convenient for people wishing to combine supermarket and basic grocery shopping with liquor shopping at a single, integrated location. By co-locating a Liquorland store with Coles Helensburgh, a high share of local residents will have enhanced access to take-home liquor relative to the current situation, and this accessibility would be provided in a manner consistent with the reasonable expectations of consumers.

### **3.5 Consideration of Existing Liquor Store Provision**

The proposed Liquorland at Helensburgh has the potential to generate benefits for consumers and the general community associated with the convenient access to take-home liquor facilities. This is informed by an understanding of the existing liquor store provision supported by site visits which indicate the opportunity for a modern and new format Liquorland store.

### **3.6 Other Community Benefit Considerations**

Liquorland is a well-known brand providing a strong mix of product categories. The proposed Liquorland store will provide in the order of 800 wine stock keeping units (SKUs) and also sell a wide range of popular spirit brands, as well as major brand and boutique beers, plus ciders and other specialty beverages. A total of approximately 1,400 SKUs across the store will be available for sale.

In addition to consumer benefits, the Liquorland store would directly generate approximately 6 to 8 jobs in the local area.

The proposed co-location of a liquor outlet with a major supermarket is of benefit to segments of the population for whom 'just in time' shopping is their contemporary expectation. For example, time-poor or mobility-limited segments of the population will be able to make purchases of take-home liquor in association with other day-to-day shopping trips to the adjacent Coles supermarket; this provides considerable lifestyle benefit in terms of time, accessibility and convenience.

### **3.7 Summary**

As is appropriate, indicators of risk to the local and broader community are seriously considered by the Authority in assessing packaged liquor licences in New South Wales. However, these risks are also balanced against community interests and mitigation measures.

Overall, this analysis has found no reason to suggest the proposed Liquorland licence at Helensburgh, if approved, would give rise to significant detrimental harm to the local and broader community.

We are also of the view that the proposed Liquorland licence at Helensburgh will provide the community with the enhanced ability to integrate their supermarket and packaged liquor purchases in a one-stop shop environment that is to the benefit of consumer choice and convenience, under the new Liquorland store model.

Overall, approval of the Liquorland Helensburgh would result in the achievement of a net community benefit.

## 4.0 Summary of Response to Submissions

It is understood that 42 submissions have been received in relation to the application, including Wollongong City Council, Transport for NSW and 40 submissions from the public. Of the submissions, 36 public submissions indicated objection, four public submissions indicated support and Wollongong City Council and Transport for NSW indicated no objection.

A summary of the submissions and a short response to each on the basis of information in this report is provided in **Table 8**.

**Table 8 Summary of Responses to Notice of Intention**

Submission	Position	Reason	Comment
1	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
2	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
3	Objection	Concern about additional competition for existing outlets. A lack of detail on the proposed Liquorland has been made available.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers. Information is available in the Notice of Intention regarding the proposal.
4	Objection	Concern about additional competition for existing outlets and the potential rise of alcohol related domestic violence.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers. No evidence that the proposed Liquorland is of specific concern in relation to an increase in alcohol related domestic violence.
5	Objection	Concern about additional competition for existing outlets, potential increase in crime and traffic generation.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers. No indication an additional packaged liquor licence is of specific concern to local crime rates. Traffic is not a relevant matter of consideration for a packaged liquor license and is determined through the planning application process.
6	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
7	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.



Submission	Position	Reason	Comment
8	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
9	Objection	Concern relating to potential health impacts, unemployment driven by the mine and lack of police presence.	While alcohol related health issues may exist, it is not clear that the proposed license would of itself result in a material increase in alcohol related health issues relevant to identifying social harm. The applicant will generate up to 8 additional local jobs. No evidence that the proposal will give rise to anti-social behaviour and the applicant is eager to work with NSW Police.
10	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
11	Objection	Concern relating to hours of operation, noise and exacerbate drug deals in the car park.	No evidence that hours of operation (which are standard for Liquorland) leads to alcohol related anti-social behaviour and increased noise. Hours of trading no later than 10pm. No indication that the proposal would give rise to greater risk to younger people participating in anti-social behaviours in the car park.
12	Objection	Concern relating to hours of operation and competition.	No evidence that hours of operation (which are standard for Liquorland) leads to alcohol related anti-social behaviour and increased noise. Hours of trading no later than 10pm. A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
13	Objection	Concern relating to hours of operation and competition.	No evidence that hours of operation (which are standard for Liquorland) leads to alcohol related anti-social behaviour and increased noise. Hours of trading no later than 10pm. A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
14	Objection	Concern relating to hours of operation and competition.	No evidence that hours of operation (which are standard for Liquorland) leads to alcohol related anti-social behaviour and increased noise. Hours of trading no later than 10pm. A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
15	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail

Submission	Position	Reason	Comment
			market and generates benefits of choice and convenience for consumers.
16	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
17	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
18	Objection	Concern in regard to competition, lack of police presence and potential increase in alcohol related crime.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers. No evidence that the proposal is of specific concern to crime levels and the applicant is eager to work with NSW Police.
19	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
20	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
21	Objection	Concern in regard to competition, lack of police presence and threat of increase in underage drinking.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers. No evidence that the proposal is of specific concern to crime levels and the applicant is eager to work with NSW Police.. No indication this proposal would contribute to a rise in underage drinking and harm to younger populations. Liquorland has industry leading practices to prevent underage drinking.
22	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
23	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
24	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.

Submission	Position	Reason	Comment
25	Objection	Concern in regard to competition, potential increase in alcohol related crime and drink driving.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers. No evidence that the proposal is of specific concern to crime levels and the applicant is eager to work with NSW Police. No specific link exists between the proposal, which will follow responsible service of alcohol requirements, and drink driving levels.
26	Support	Opportunity for job creation, healthy competition and current liquor outlets have exorbitant prices.	Noted. Proposed Liquorland will generate local jobs and enhance choice and convenience for local consumers.
27	Support	Current liquor outlets have exorbitant prices.	Liquorland provides competitive prices following a national pricing model.
28	Support	One stop shop for shoppers and healthy competition.	The proposed new Liquorland is specifically targeting shoppers seeking quick and convenient access to packaged liquor in combination with a supermarket shopping trip.
29	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
30	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
31	Objection	Concern in regard to competition and hours of operation.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers. No evidence that hours of operation (which are standard for Liquorland) leads to alcohol related anti-social behaviour and increased noise. Hours of trading no later than 10pm.
32	Support	One stop shop for shoppers and healthy competition.	The proposed new Liquorland is specifically targeting shoppers seeking quick and convenient access to packaged liquor in combination with a supermarket shopping trip.
33	Objection	Concern in regard to competition and threat of increase in underage drinking.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers. No indication this proposal would directly contribute to a rise in underage drinking and harm to younger populations.
34	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.

Submission	Position	Reason	Comment
35	Objection	Concern in regard to competition and disbelief in the one-stop-shop model.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers. The proposed Liquorland provides a 'one stop' liquor and grocery shopping option that is superior to that currently available in the town given the greater distance and reduced convenience to existing packaged liquor outlets. Co-location of packaged liquor and supermarkets is a contemporary feature of the retail sector across Australia.
36	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
37	Objection	Concern in regard to competition, hours of operation and potential increase in alcohol related crime and alcoholism.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers. No evidence that hours of operation (which are standard for Liquorland) leads to alcohol related anti-social behaviour and increased noise. No evidence the proposal will lead to an increase in alcohol related crime or alcoholism.
38	Objection	Concern regarding the negative social and health impacts of alcohol.	There is no evidence the proposal will exacerbate the current social status of the community. While health issues may exist, specifically related to alcohol harms, it is not clear that the proposed license would of itself result in a material increase in alcohol related health issues relevant to identifying social harm.
39	Objection	Concern regarding competition, the potential increase in alcohol related health issues and alcohol related violence.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers. No evidence the proposal will increase alcohol related health issues and violence.
40	Objection	Concern about additional competition for existing outlets.	A needs test is not a basis for determination of a liquor license in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers.
41	No Objection	No objection raised. Recommended the applicant ensures that all RSA principles are applied and people purchasing, and all staff are trained.	Noted and agreed.
42	No Objection	Recommended that the applicant join the local liquor accord.	Noted and agreed.

In summary, 85% of public submissions identified competition as a concern. However, as outlined in **Table 8** above, that a locality may already be well-served by liquor businesses is not a basis for refusing a new license application. The consideration of density is only relevant as it relates to the assessment of potential harms arising from an application and is not determined based on the previous “needs” test, which was replaced by the State Parliament through the *National Competition Policy Liquor Amendments (Commonwealth Financial Penalties) Act 2004*<sup>19</sup>. Further, no indication has been provided by existing operators that the proposed packaged liquor license would undermine financial viability – even allowing that this is of no direct relevance to consideration of the application.

Some public submissions raised concern regarding alcohol related anti-social behaviour, specifically identifying the potential for increased under-age drinking, noise and crime. However, no indication exists that this proposal would contribute to a rise in underage drinking and harm to younger populations. A consistent trend in data Australia-wide is for reduced levels of youth drinking and risky drinking behaviour by younger age cohorts.

This report has assessed BOCSAR crime data (December 2020) which found that the rate of alcohol related domestic assault and alcohol non-domestic assault (per 100,000 residents) has been declining since December 2018 and historically been below Wollongong LGA, major cities of Australia and NSW. Further, no hotspot of alcohol related assault is identified in Helensburgh.

Some public submissions raised concern with health and alcoholism. In response, while health issues specifically related to alcohol harm is within the community, it is not clear that the proposed license would of itself result in a material increase in alcohol related health issues relevant to identifying social harm.

The one-stop-shop model was also raised in public submissions, highlighting that existing liquor stores are in proximity to Coles supermarket and car parking. As noted in the report, this is inferior to the convenience offered by the proposed Liquorland for supermarket shoppers. The co-location of packaged liquor and supermarkets is a contemporary feature of the retail sector across Australia, and these benefits are as relevant for shoppers in Helensburgh as they are in any other location.

Of the four public submissions in support of the proposal, matters relating to job creation and the benefit of the one-stop-shop model were identified. Each submission in support also indicated that prices in the existing packaged liquor stores in Helensburgh are high, identifying a need for healthy market competition.

In response to this, a price comparison was undertaken of the Helensburgh Premium Liquor outlet and the nearest Liquorland and BWS outlets, both located in Bulli. This price comparison was for four popular brands across the beer, spirit, red wine and white wine categories chosen on the basis they were likely to be sold by the three outlets and were not on special at either BWS or Liquorland at the time. The brands were chosen prior to undertaking the price comparison. A sparkling white wine which was initially chosen to be included in the price comparison was subsequently excluded as it was not stocked by Helensburgh Premium Liquor at the time.

A summary of the price comparison is provided in **Table 9**, and indicates a preliminary observation consistent with the pricing in Helensburgh identified in the submissions in support. Across the four items, shoppers in Bulli would be saving approximately 20% relative to the price paid by shoppers in Helensburgh for the same basket of products.

**Table 9 Price Comparison**

Product	Liquorland Bulli	BWS Bulli	Helensburgh Premium Liquor
VB Cans Carton (24)	\$53.00	\$52.00	\$61.99
Johnnie Walker Black blended scotch (700ml)	\$47.00	\$45.00	\$59.99
Lindemans Bin 65 Chardonnay	\$8.00	\$8.00	\$9.99
Penfolds Koonunga Hill Shiraz	\$17.00	\$19.00	\$18.99
<b>Total</b>	<b>\$125.00</b>	<b>\$124.00</b>	<b>\$150.96</b>

Source: Phone call to stores to price check items 2 June 2021, cross checked with web site pricing where available (for BWS and Liquorland)

<sup>19</sup> Independent Liquor and Gaming Authority. March 2020. Guideline 6 Consideration of social impact under section 48(5) of the Liquor Act 2007. Clause 45.

## Category B CIS

### Liquorland Helensburgh

#### (the "Proposed Premises")

#### 1. BACKGROUND

##### 1.1 Description of Application and the Proposed Premises

The application relates to a proposed new packaged liquor licence for Liquorland within the Helensburgh Plaza (the "Plaza"). The street address for the premises is Helensburgh Plaza, 19-33 Walker Street, Helensburgh NSW 2508 (the "Proposed Premises").

The Plaza is anchored by a Coles supermarket and a variety of speciality retail stores. Being the only shopping centre in Helensburgh, the Plaza provides an important service to the local community.

The proposed Liquorland store will be co-located with the existing Coles Supermarket in the Plaza and is intended to offer full-line, convenient, modern and pleasant shopping facilities to service the needs of the local and broader community. The primary purpose of the proposed Liquorland store will be the sale of packaged (sealed) liquor.

The Proposed Premises will showcase the recently announced transformation of Liquorland and will feature the brand new Liquorland store design, amenity and ranging improvements. At a high level this involves:

- (a) A re-created brand which conveys Liquorland's specialist role - understanding its products and connection to the land (hence the topographical overlay). Reset the colourways (store look and feel / POS / fixtures / signage / uniforms etc) to remove noise and distraction and opted for a black and white colourway that allows the product to be the hero of the store.
- (b) Improved primary, secondary and tertiary navigation in store to assist customers ease of shop - and callout important product attributes (for example the regions of Scotland for Whiskey, wine varietals, local wine regions etc).
- (c) Aligned macro store space to allow range expansion in key growth nodes (e.g. gin/craft).
- (d) Decluttered store - removed noise in terms of ticketing & POS which detracted from the product and our value messaging (much of which has now rolled out to the broader fleet).
- (e) Created spaces to feature locally sourced, craft and boutique products to make the Liquorland business more locally relevant.

**Annexure A** provides an overview of Liquorland's new store design, including an artist's impression and outline of the key design measures. Coles Liquor believes that, not only will this increase consumer convenience, but it will also promote the responsible consumption of alcohol as it encourages the consumption of packaged liquor with food. The proposed store also endeavours to ensure that its range (including locally sourced products) and refined new design will help Liquorland become a more accessible, local, drinks specialist. The proposed store will be operated by Coles Liquor as part of its national chain of Liquorland stores. The store will continue to have the following facilities common to, Liquorland stores:

- a good selection of beers, wine and spirits available at competitive prices;
- a cool room with glass door access for the storage and selection of cold beers, wine, and ciders;
- shelving, as used by all Liquorland stores, will line the walls and carry a comprehensive range of



- products;
- display units, including for Liquorland advertised specials, will be located within the floor display area;
- the fit out will be customer friendly, designed to allow for easy browsing and selection of purchases;
- cash registers to accept purchases, with EFTPOS and all major credit card facilities;
- appropriate staffing levels to ensure a high-quality service at all times, particularly during peak trading periods; and
- regular wine tasting sessions will be held in the store.

A site and floor plan showing the location of the Proposed Premises appears at **Annexure B**.

The Applicant originally sought trading hours until midnight. However, in response to the feedback received during the consultation period the Applicant has agreed to reduce the closing time to 10:00pm, 7 days a week. The trading hours of the proposed Liquorland store will be 8:00am to 10:00pm (Monday to Saturday) and 10:00am to 10:00pm (Sunday). However, actual trading hours may be reduced according to seasonal demand.

No entertainment will be provided at the proposed Liquorland store. No alcohol can be consumed at the Proposed Premises other than for product tasting. Ancillary products such as low alcohol and soft drinks, ice, chips, nuts and chocolates and all the advertised Liquorland specials will be available.

## 1.2 **Team Members and Training**

The store will ensure experienced personnel are available at all times of operation, comprising of full-time, part time and casual team members. Team member numbers will increase during peak trading periods such as public holidays. All personnel will have extensive product knowledge gained from formal training, information received from Liquorland and dealings with suppliers. All team members will be trained in responsible service of alcohol procedures.

Training:

- RSA: All team members are required to complete an approved course in responsible service of alcohol (RSA) before starting with Coles Liquor.
- All team members complete an online induction covering their responsibilities for serving alcohol in a packaged liquor store.
- Online training modules - to provide the team with an in-depth understanding of their RSA obligations in a packaged liquor environment. The modules are:
  - Liquor & Tobacco Obligations - to understand key obligations for packaged liquor and tobacco,
  - ID 25 Obligations - to understand key obligations and strategies to implement ID25 policy in store,
  - Secondary Supply and Minors - to understand key obligations and strategies to deal with the issue of secondary supply and minors on premises. This includes the Coles Liquor School Uniform Policy.
  - Licensee and Approved Manager Obligations - to enable store managers and team members in charge of a premises to understand their licensing responsibilities.
- A suite of online training modules and in-store induction programs also develop staff skills in:
  - how to handle aggressive customers;
  - how to act in armed hold-ups;
  - how to recognise if someone may be intoxicated,
  - face-to-face theft and refusal of service training
  - controlling store loss and security; and
  - Serve up product knowledge.

## 1.3 **Identification of the local and broader community**

The local community of the Proposed Premises could reasonably be taken to be the suburb

Helensburgh. The broader community comprises Wollongong local government area. Please refer to paragraph 2.2 (Geographies Used in this Report) of the Ethos Urban Assessment.

## 2. ISSUES RAISED DURING CONSULTATION ON THE CIS (PART 4)

### 2.1 Notification of Additional Stakeholders

As a precaution extensive additional notifications were given to special interest groups within the local and broader community as appears in **Attachment 1 of the CIS**. 42 submissions were received from local stakeholders and redacted copies of those submissions appear at **Annexures C to RR**.

The Applicant commissioned Ethos Urban to review the submissions and to address them in the Ethos Urban Assessment. Having carefully considered the issues raised and assessed them in the context of the prevailing social and economic circumstances Ethos Urban conclude:

*“Overall, this analysis has found no reason to suggest the proposed Liquorland licence at Helensburgh, if approved, would give rise to significant detrimental harm to the local and broader community.*

*We are also of the view that the proposed Liquorland licence at Helensburgh will provide the community with the enhanced ability to integrate their supermarket and packaged liquor purchases in a one-stop shop environment that is to the benefit of consumer choice and convenience, under the new Liquorland store model”.*

The individual submissions are specifically considered and address at Table 8 of the Ethos Urban Assessment.

## 3. OTHER ISSUES CONSIDERED IN ASSESSMENT

Whilst not raised by stakeholders, Liquorland has considered the potential for other issues and adverse impacts in reaching its conclusion which are set out below.

### 3.1 Liquor Sales Area Requirement

Before considering the potential for adverse impacts, section 30 of the Act must be addressed. Section 30 requires:

- If the primary purpose of the business carried out on the premises to which a packaged liquor licence relates is not the sale of liquor for consumption away from the licensed premises, liquor may only be sold under the licence in an area of the licensed premises (the liquor sales area) that is adequately separated from those parts of the premises in which other activities are carried out.
- The principal activity carried out in any such liquor sales area must be the sale or supply of liquor for consumption away from the licensed premises.

The Authority’s Guideline 10 provides a threshold test for determining whether the abovementioned requirement is applicable:

- A packaged liquor department adjoining a supermarket is a liquor sales area for the purpose of section 30 if that department can be entered into from within the supermarket, **AND** products **TAKEN** from the supermarket can be paid for in that department (emphasis added).

The Applicant submits that section 30 **does not** apply to the Application because:

- (a) The primary purpose of the business carried out on the Liquorland premises will be the sale of liquor for consumption off the premises.

- (b) This is a separate business activity from that conducted by the Coles Supermarket.
- (c) The Liquorland business is not part of the Coles Supermarket business. Put another way, the Liquorland business is not a department of the Coles Supermarket.
- (d) Liquorland and Coles are distinct businesses including separate:
  - licensee;
  - applicant;
  - business owner, business name and company directors;
  - financial reporting, bank accounts and sales receipts;
  - employment entity and staff;
  - business units; and
  - policies and procedures.
- (e) The Coles Supermarket is physically separate from the proposed Liquorland, including a separate entrance.
- (f) The Liquorland store and Coles Supermarket are subject to separate lease arrangements and rental contributions.
- (g) Products taken from the Coles Supermarket **will not** be able to be paid for in the Liquorland.
- (h) The proposed Liquorland will have its own cash registers, solely for products being sold by Liquorland.
- (i) Liquorland products cannot be purchase in the Coles Supermarket.

The Applicant submits that section 30 of the Act is not applicable, nor is the Guideline 10 threshold test satisfied. Accordingly, the primary purpose of the Liquorland business is the sale of liquor for consumption away from the licensed premises, negating the requirement for a liquor sales area.

### 3.2 **Outlet Density**

Packaged liquor outlet density in both the local and broader community is comparatively similar to the NSW state average.

Please refer to paragraphs 2.4 (Liquor Licences Audit) and 2.5 (Outlet Density Research) of the Ethos Urban Assessment for an overview of the Application's impact on outlet density.

### 3.3 **Potential for Increase in Alcohol Related Crime and Alcohol Related Harm**

Generally, rates of crime in both the local and broader communities are declining. Further, after careful review of the data, Ethos Urban conclude that the existing rates of crime are not a matter of significant concern in relation to the Application.

Please refer to paragraph 2.6 (Alcohol Related Crime) of the Ethos Urban Assessment for an overview of the Application's impact on alcohol related crime.

Licensee management practices, including the responsible service of alcohol, will minimise the likelihood of the Proposed Premises contributing to crime and antisocial behaviour in the local community. Strategies of the Liquor Accord will be adopted. Given the RSA policies, alcohol will not be sold to those who are intoxicated, nor underage drinkers.

### 3.4 **Alcohol Related Hospitalisations and Deaths**

The alcohol attributable rates of hospitalisations in Wollongong LGA are lower than average.

The alcohol attributable death rates in Wollongong LGA are marginally higher than the state average.

Please refer to paragraph 2.6 (Alcohol Related Health Considerations), (Health Trends for City of Wollongong) and (Alcohol Related Health Research) of the Ethos Urban Assessment for an overview of the Application's impact on health.

### **3.5 At-Risk Groups**

Helensburgh is relatively less disadvantaged and more advantaged in comparison with other areas of Australia according to the SEIFA index.

Please refer to paragraph 2.3 (Socio-Demographic Assessment) of the Ethos Urban Assessment for an overview of the Application's impact on potential at-risk groups within the local and broader community. When considered in the context of low levels of outlet density, comparatively low and declining rates of crime, comparatively low rates of alcohol attributable hospitalisation and the tangible benefits identified in Ethos Urban Assessment, the Applicant submits that the levels of disadvantage are not a significant concern for this particular Application.

### **3.6 The Potential Adverse Amenity Impacts of the Proposal**

As it will be co-located with a large supermarket within an existing retail plaza, there will be no residences affected by the Proposed Premises. It is anticipated that patrons will, in the main, access the Proposed Premises by private vehicle or by foot. Customers are more likely to be purchasing for consumption at home or in restaurants and are not likely to remain in the surrounds.

Many of the patrons of the Proposed Premises will most likely be utilising the Plaza for other purchases and services. These patrons will already be parking and shopping in the retail precinct.

The potential patronage of the Proposed Premises was taken into account in approving the Proposed Premises development consent.

All traffic noise and amenity impact were assessed in connection with the original approval for the Plaza. Car parking provision, traffic and noise generation were considered during the approvals process for the Plaza, which was found to comply with required standards. The operation of the Proposed Premises is in keeping with these retail surroundings.

The area around the Plaza may be subject to some level of littering and vandalism, simply by virtue of the foot traffic it will experience from people walking to and from it. However, such activities will be an impact of the Plaza itself and not of the Proposed Premises which will be located within the Plaza.

Liquorland concludes that the Proposed Premises will have no noticeable effect on the amenity of the surrounds.

### **3.7 Potential Impact on Community Buildings, Facilities and Places**

The Proposed Premises will be contained within a retail and commercial shopping precinct. As such, the operation of the Proposed Premises will have very little impact, if any, on facilities internal and external to the centre itself.

### **3.8 Liquor Pricing and Promotions**

Like any packaged liquor operator, from time to time, Liquorland will offer specials on individual product lines. However, for mainstream products Liquorland's pricing is likely to be consistent with other operators in the local government area.

Liquorland recognises there are significant responsibilities when promoting and advertising alcohol. Coles Liquor is committed to operating at the highest standard and further than the minimum regulatory requirements to ensure we are industry leaders with a best-practice approach at all levels of the business.

Liquorland has developed a set internal policy guideline on the responsible advertising and promotion of alcohol products. The guidelines form the state regulatory guidelines and industry code standards. Promotions and advertising are checked against the principles and the principles are placed in the store team standards guide to ensure team members are aware of their responsibilities.

### 3.9 **Young People**

There is no evidence that the Proposed Premises will increase the allurements of young people passing by the site. It is entirely appropriate in a shopping centre location that young people will pass by a packaged liquor premises. Parents accept that this will occur. Signage for the Proposed Premises will be comparable to signage for other retail outlets in the Plaza. Further, a range of mitigative measures will be in place to address underage drinking, as detailed in the document entitled "NSW Management Strategies".

Security arrangements which will operate at the Plaza will ensure, amongst other things that the Proposed Premises does not become a place where congregation or anti-social behaviour could occur.

Further, any potential for adverse impacts in this regard can be mitigated. The design of the Proposed Premises will eliminate access by unaccompanied minors. The Proposed Premises will be operated by a highly reputable licensee. The Responsible Service of Alcohol (RSA) procedures detailed in the document entitled "NSW Management Strategies", outlines specific measures which will be adopted.

There is no evidence to suggest that the approval of this application will directly affect rates of underage drinking or exacerbate problems with young people and alcohol. As such it is not considered that the application will create unreasonable social risk for young people.

## 4. **THE BENEFITS OF THE PROPOSED PREMISES**

The issues considered above, do not make reference to the potential benefits of the Proposed Premises. In order to form an overall view of the likely impact of the Proposed Premises on the local and broader community, the various concerns of the stakeholders must be weighed and balanced with potential benefits to arise from the Proposed Premises.

The Ethos Urban Assessment has considered economic and social benefits of the Proposed Premises at paragraph 3 (Assessment of Economic and Social Benefits).

In summary, the expected benefits include:

### 4.1 **Co-located Convenience**

The Proposed Premises will be co-located with the Coles Supermarket and in close proximity to other retail outlets. It will offer greatly increased shopping convenience by providing a larger range of competitively priced goods for sale as part of regular grocery shopping trips. Patrons shopping within the Plaza reasonably expect and demand that a convenient and readily accessible liquor outlet be situated within close proximity to the Coles supermarket and other retail outlets.

The Ethos Urban Assessment includes the following finding:

*"The proposed store location is prominent and accessible from across Helensburgh and is also readily accessed by customers living across the surrounding region. By locating in direct proximity to a long-standing and successful Coles supermarket, the proposed Liquorland Helensburgh will complement the*

*role and function of the supermarket as the dominant food and grocery shopping destination in Helensburgh and the immediately surrounding region.”*

#### **4.2 Modern, Safer Facilities**

The fit out and presentation of the store will be sophisticated and modern. The lay out will be customer friendly, designed to allow at for easy browsing and selection of purchases whilst at the same time incorporating enhanced designing out crime features to offer a safer shopping experience. Photographs of the typically high standard fitout appear at **Annexure A**.

#### **4.3 Revamped Liquorland Format**

The Proposed Premises will reflect the recently announced transformation of Liquorland and will feature the brand new Liquorland store design and amenity and ranging improvements. The store will offer a genuine point of difference for consumers with an adjusted product mix which better reflects contemporary consumer demand.

#### **4.4 The Brand and an Improved Product Range.**

The Liquorland brand is well known and has specific appeal to a wide range of customers. Liquorland stores stock a large range of products that are exclusive to businesses owned by Coles. The Proposed Premises will fill a gap in the provision of a Liquorland branded store in this local community.

#### **4.5 Loyalty Program and Customer Service.**

Customers who are members of its rewards programs benefit from exclusive, targeted offers in line with their preferred products based on their buying patterns. This program provides a benefit to many loyal Liquorland shoppers. Coles also invests heavily in training programs to educate its staff on customer service skills and product knowledge, as well as various safety and compliance matters. The local community will have the benefit of a modern retail liquor store where the service and staff knowledge is exceptional.

#### **4.6 Increased Competition**

The Liquorland store will undoubtedly place itself in a situation where it can compete with established retail outlets in the local and broader community. The public will benefit from this increased competition.

#### **4.7 Increased Employment**

The Proposed Premises will employ regular team members with additional team members employed during peak periods. This will generate approximately 6 – 8 new employment opportunities within the local community. This contribution to the employment market is significant in terms of jobs and employment stability. Liquorland will assist team members to access training in the responsible service of alcohol if required. Formal training of team members and on-the-job training will make a small, but positive contribution to the skill base of the local community.

#### **4.8 Economic Benefits**

Economic benefits of the Proposed Premises will arise from several sources. The opening of a Liquorland store in the Plaza is likely to attract more people and increased expenditure in the local community. In addition, expenditure in the local community by team members of the Proposed Premises will contribute to the local economy. The Proposed Premises will lead to increased competition in the sale of packaged liquor from all outlets in the local community. Shareholders and workforce of Liquorland and companies involved in the operation of the Proposed Premises should derive economic benefit from the Proposed Premises, if the application is granted.



The economic benefits are specifically considered and identified as part of the Ethos Urban Assessment, particularly from paragraph 3 onwards.

#### 4.9 **Potential Contributions to Local Community Groups and Sports**

The Proposed Premises may lead to support for local community groups and sports. Liquorland, as part of Coles operations, may respond to community needs in and expectations by contributing in ways additional to the benefits flowing from a successfully run business. Local organisations will be able to approach Liquorland for support.

### 5. **HARM MINIMISATION MEASURES**

Liquorland takes its responsibilities regarding the sale of liquor extremely seriously and arguably does so at the highest and safest level in circumstances where liquor is not consumed at the premises. Liquorland has a notable level of success in this regard from a safety and responsible service of alcohol point of view.

In recent decisions the Authority has held that: “The Authority is satisfied that the Applicant is a particularly experienced operator of packaged liquor facilities, and that the various responsible service of alcohol measures prescribed in its POM, along with the special licence conditions imposed on the licence, will adequately mitigate the risk of access to alcohol by minors”.

Liquorland is a national retailer with a comprehensive set of policies and guidelines to minimise harm, including:

- Coles Liquor NSW Management Strategies including ID25;
- Coles Liquor House Policy for the Responsible Service of Alcohol
- Coles Liquor Refusal of Service Guidelines

Other strategies include:

- A responsible alcohol product ranging policy to ensure that products do not encourage the rapid and/or excessive consumption of alcohol; appeal to minors or people under the age of 25; or promote inappropriate or offensive behaviour.
- Responsible Promotion and Advertising of Alcohol to ensure all team members understand their obligations when promoting and advertising alcohol. Coles Liquor also seeks to ensure that liquor advertising does not encourage the rapid and/or excessive consumption of alcohol; does not appeal to minors or people under the age of 25; and does not promote inappropriate or offensive behaviour.
- Licensing Checklists - practical checklists are provided to ensure that all required documentation within the stores is held and up to date and ensures compliance with all licence conditions.

#### Training

RSA: All team members are required to complete an approved course in responsible service of alcohol (RSA) before starting with Coles Liquor.

All team members complete an online induction covering their responsibilities for serving alcohol in a packaged liquor store.

Online training modules - to provide the team with an in-depth understanding of their RSA obligations in a packaged liquor environment. The modules are:

- Liquor & Tobacco Obligations - to understand key obligations for packaged liquor and tobacco,
- ID 25 Obligations - to understand key obligations and strategies to implement ID25 policy in store,

- Secondary Supply and Minors - to understand key obligations and strategies to deal with the issue of secondary supply and minors on premises, this includes the Coles Liquor School Uniform Policy.
- Licensee and Approved Manger Obligations -to enable store managers and team members in charge of a premises to understand their licensing responsibilities.

A suite of online training modules and in-store induction programs also develop staff skills in:

- how to handle aggressive customers;
- how to act in armed hold-ups;
- how to recognise if someone may be intoxicated,
- face-to-face theft and refusal of service training
- controlling store loss and security; and
- Serve up product knowledge.

#### Harm minimisation

Harm minimisation is also considered in store design and layout. A risk rating for each store is used to ensure the right level of security to ensure minimal impact on the local community and management of theft and anti-social behaviour.

Coles Liquor has analysed the proposed site of the store and has considered the locality in which the store will be located, particularly the store's proximity to any sensitive premises. Coles Liquor is committed to implementing the following site-specific security measures to ensure that any impact on the community is minimised:

- security film on external glass;
- bright lighting throughout the store;
- an alarm system which is monitored off-site; and
- state of the art CCTV cameras covering the entire store.

The extensive active mitigation measures stipulated in the "NSW Management Strategies" and "House Policy for the Responsible Service of Alcohol" which are annexed, and the additional initiatives identified above will be used to minimise any potential negative impacts in relation to the granting of the application.

## **6. CONCLUSION**




The range of active mitigation measures outlined in the "NSW Management Strategies" and "House Policy for the Responsible Service of Alcohol" which are annexed, have been proposed to ensure that any social impacts identified as potentially arising from the Proposed Premises are eliminated or managed such that the grant of the application will not involve an unreasonable risk of social detriment to the community.

It is understood that a separate review of social and demographic statistics will be undertaken by the Authority as part of the assessment of this application. Liquorland strongly considers that such a review will support the findings of this assessment. The research and consultation undertaken for this statement, outlined above, indicates that:

- (a) The Proposed Premises will result in tangible benefits identified in the Ethos Urban Assessment.
- (b) The Proposed Premises form part of the existing Plaza, which is in a prominent location, accessible from across Helensburgh and is also readily accessed by customers living across the surrounding region. The Plaza forms an important part of the Helensburgh CBD.
- (c) The Plaza contains the only supermarket in Helensburgh. No other retail store in Helensburgh

offers anything close to the range and scale of food and grocery products offered by the existing Coles supermarket.

- (d) No significant opportunity is currently provided for shoppers in Helensburgh to conveniently combine a major supermarket shopping trip with the purchase of packaged liquor in a single visit. Co-located with the Coles Supermarket, the Proposed Premises will meet an obvious consumer need for one-stop shopping capability in Helensburgh. The Proposed Premises will be highly convenient and deliver benefits to shoppers in terms of time and travel savings.
- (e) The Proposed store will offer a genuine point of difference for consumers with a revamped Liquorland design and layout and an adjusted product mix which better reflects contemporary consumer demand.
- (f) The local community's counts of alcohol related crime, alcohol related hospitalisations and outlet density are low and generally the rates are declining.
- (g) As a result of community feed back, and as an additional mitigative measure, the Applicant has agreed to reduce its proposed closing time to 10:00pm, 7 days a week.
- (h) The Proposed Premises will benefit the local community by providing 6 – 8 employment opportunities, increased expenditure in the Wollongong LGA and increased competition.
- (i) The range of active mitigation measures outlined in the document entitled "NSW Management Strategies", have been proposed to ensure that any social impacts identified as potentially arising from the Proposed Premises are eliminated or managed such that the grant of the application will not involve an unreasonable risk of social detriment to the community.
- (j) The Applicant is a vastly experienced and highly regarded operator of many packaged liquor licences across New South Wales, each of which conforms to the business model outlined in this application, including the effective implementation of the management strategies.
- (k) All factors being considered, the net impact of the Proposed Premises is likely to be positive.

<p>The new black and white aesthetic appearance of the store will continue to be immediately recognisable as a 'Liquorland'.</p>	
<p>The new design conveys are more distinguished brand than previously and appeals to today's more discerning customer.</p>	
<p>The store will have re-designed signage such as the 'Beer District' and 'Spirits Trail', allowing consumers to easily identify where their preferred varieties of product are located</p>	



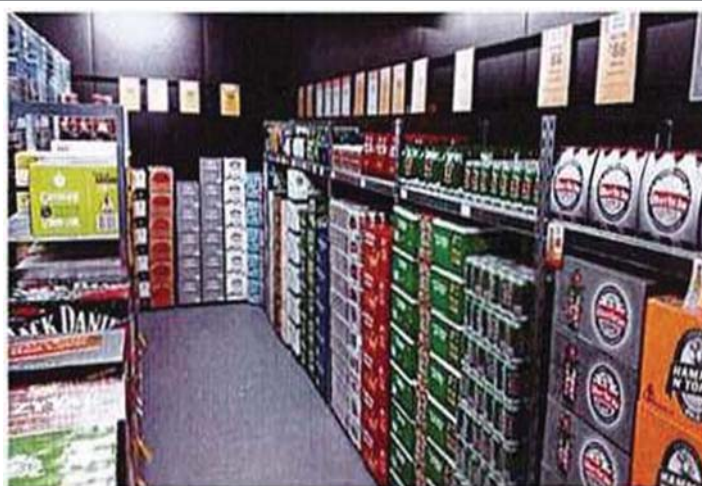
This re-modelled 'Wine Region' signage improves customers' ability to navigate between red and white wine and also varieties and blends.



The new design will create dedicated spaces featuring locally sourced, craft and boutique products to make this store more locally relevant for customers and provide another avenue to market for local producers.



The cool room at the store has been specifically designed to allow easy access and navigation for consumers with trolleys as it features a wide path and accessible product lines.



The store will also ensure that consumers are aware of the benefits of certain product lines. For example, certain wines will have an 'I'm loving this one' label, which will both identify the characteristics of that line, as well as a food recommendation. Again, this performs the dual role of providing benefit to consumers as well as promoting the responsible consumption of alcohol through recommending food types be consumed with the product line.



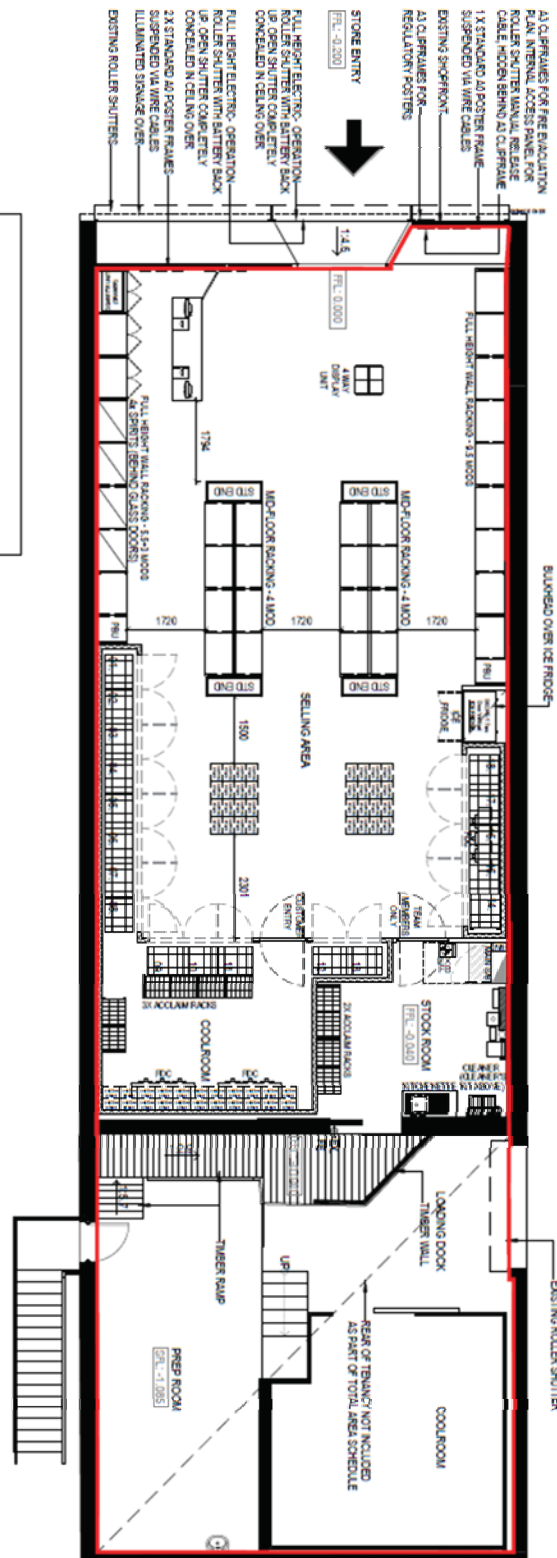


## Plan of Premises

Liquorland Helensburgh  
19-33 Walker Street, Helensburgh NSW 2508  
Licensed Area Plan

<b>THIS PLAN IS HEREBY APPROVED</b>		Date _____
PLANNING	_____ Signal	
OPERATION	_____ Signal	
SPACE PLANNING	_____ Signal	
CONSTRUCTION	_____ Signal	
SECURITY	_____ Signal	
SAFETY	_____ Signal	

LIQUOR FOOTAGES			
LIQUOR OPEN CASES MODULES	-	FT	
LIQUOR WALL COUNCIL MODULES	15-3	MOD	
LIQUOR ISLAND COUNCIL MODULES	16	MOD	
LIQUOR COUNTRON DOOR	18	DOOR	
LIQUOR AREA			
TOTAL SELLING AREA (SQM)	125.2 m <sup>2</sup>		
COOLTRON AREA	31.8m <sup>2</sup>		
STOCK AREA			
TOTAL LIQUOR AREA (SQM)	157 m <sup>2</sup>	91 %	
	15 m <sup>2</sup>	9 %	
	172 m <sup>2</sup>	100 %	
ELECTRIC PALLET JACK REQUIRED	YES		





**STORE PLAN**  
SCALE 1:100 @ A3

Page 1 of 1

**KEY:**

### Proposed Licensed Area

800 TOORAK ROAD, TOORONGA, VICTORIA, 3166 COPYRIGHT LIQUORLAND AUSTRALIA PTY LTD A.B.N. 82 007 512 414 - ALL RIGHTS RESERVED		NAME: JM	DATE: DEC 2020	SCALE: 1:100 @ A3
ADDRESS: 19, 33 WALKER STREET HELENSBURGH NSW, 2508		STONE: HELENSBURGH, NSW		
TITLE: REDLINE PLAN		SHEET: 1 OF 1		
REV. BY: AMENDMENT		REV. -		
DATE				
				



**WOLLONGONG CITY COUNCIL**

**Address** 41 Burrell Street Wollongong **Post** Locked Bag 8821 Wollongong DC NSW 2500  
**Phone** (02) 4227 7111 • **Fax** (02) 4227 7277 **Email** [council@wollongong.nsw.gov.au](mailto:council@wollongong.nsw.gov.au)  
**Web** [www.wollongong.nsw.gov.au](http://www.wollongong.nsw.gov.au) **ABN** 63 139 525 939 • GST Registered



016

Independent Liquor & Gaming Authority  
GPO BOX 7060  
SYDNEY NSW 2001

## APPLICATION

Date

DE-2021/6

5 February 2021

Dear Sir/Madam

## Notice of Liquor Licence Application

Thank you for your notice received by Council on 20-Jan-2021 for Liquor Licence Application

Development	Liquor Licence - Liquorland
Location	Lot 2 DP 1047082 23-33 Waller Street, HELENSBURGH NSW 2508

Council has considered this application and following comments are provided.

In principle Council has no objections to the proposed new packaged liquor licence for Liquorland to be situated within Helensburgh Plaza located at 19-33 Walker Street, Helensburgh.

It's recommended the applicant ensures that all RSA principles are applied to this development and people purchasing and all staff are trained appropriately.

Please be informed that Council received a submission on the proposed use and operating hours within this Plaza.

If you have any questions please contact me on the telephone number below.

This letter is authorised by:

Brigit Mathai  
Development Project Officer  
Wollongong City Council  
Telephone (02) 4227 7111

LIS|LAP|DAC|LL02|04259700.docx

**Nicole Beath**

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**From:** Melanie Grant <Melanie.Grant@transport.nsw.gov.au> on behalf of Development Southern  
<development.southern@rms.nsw.gov.au>  
**Sent:** Monday, 25 January 2021 1:40 PM  
**To:** Jon Martin; Nicole Beath  
**Subject:** Re: Application for a New Packaged Liquor Licence - Liquorland - Helensburgh Plaza - 19-33  
Walker Street, Helensburgh  
**Attachments:** 20210121-CE OFFICE-100272.pdf  
**Saved:** 0

I refer to the attached application.

Whilst TfNSW does not object to the application in principle, it is recommended that the applicant join the local liquor accord (if they have not already joined).

**Chris Millet**  
Manager, Land Use Southern  
Community and Place | South Region  
Regional and Outer Metropolitan  
Transport for NSW

T 02 4221 2570  
Level 4, 90 Crown Street Wollongong



Before printing, please consider the environment

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## Nicole Beath

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**From:** [REDACTED]  
**Sent:** Sunday, 17 January 2021 9:06 AM  
**To:** Nicole Beath  
**Subject:** new liquor shop in Helensburgh  
**Saved:** 0

We have two liquor shops already and a club and pub so does this mean the other shops will close. This encourages more drinking and crime in the area. We need a good delicatessen not more liquor shop.

[REDACTED]

Sent from my Galaxy

**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Sunday, 17 January 2021 9:13 AM  
**To:** Nicole Beath  
**Subject:** Liquorland application for licence in Helensburgh

**Saved:** 0

To whom it may concern,

I am totally opposed to Liquorland moving in to Helensburgh.

We are a small community already serviced by three other bottle shops. All owned by local families. We do not wish for these family businesses to be pushed out of business by a huge corporation such as liquorland.

Furthermore Helensburgh doesn't need yet another bottle shop. If liquorland moves in it removes the opportunity for something else to move in that the town really needs like a deli or restaurant.

Lastly the he hours of operation proposed, being open until midnight is not acceptable.

We don't need more drunk patrons loitering around after dark.

Warmest Regards,

[REDACTED]

Sent from my iPhone

**Nicole Beath**

---

**From:** [REDACTED]  
**Sent:** Sunday, 17 January 2021 9:40 AM  
**To:** Nicole Beath  
**Subject:** Liquorland Proposal - Helensburgh  
  
**Saved:** 0

Good morning

I've just seen a 'Notice of intention to apply for a new liquor licence...' for the a Liquorland to be placed in the Helensburgh Plaza, within the Coles supermarket store. Asside from the fact that I feel Helensburgh is well represented in regards to liquor purchasing locations I am more concerned about what we will be losing from our supermarket. What section/department are Coles planning to sacrifice to include a Liquorland and how will this affect the entry and exit to the store. Or are Coles planning on bullying out one of the small, locally owned stores located within the plaza to include Liquorland?

Regards

[REDACTED]



**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Sunday, 17 January 2021 9:48 AM  
**To:** Nicole Beath  
**Subject:** Proposed Liquorland Helensburgh  
**Saved:** 0

I am totally opposed to Liquorland moving in to Helensburgh.

Helensburgh doesn't need another bottle. If liquorland moves in it takes the opportunity for something else to move in that the town really needs like a deli, another retail store or a restaurant.

Helensburgh already has three other bottle shops, locally owned and run by local families. Liquorland will run these family businesses out of business.

The hours of operation proposed, being open until midnight is not acceptable.

This could also create increased traffic late at night as people realise they can grab liquor on the way home if they pull off the freeway. This could lead to increased crime in our neighbourhood when out of towners come and see how isolated we are with no police presence.

This will also negatively impact our locals, with alcohol more readily available late into the night as this will increase health issues related with alcohol abuse and domestic violence.

I personally know several friends who are scared this will happen because currently their partners are cut off at 8pm.

Coles provide us with a Plan C store, which is a reduced retail experience, they took our deli off us and expect us to buy pre packaged meats and pre packaged meals and salads instead of fresh. It is insulting and now they want to insult us further by introducing a liquorland which is nothing but a grab for our money which will only cause issues in our small town.

Overall liquorland moving into Helensburgh is out of line with our community spirit, it isn't welcome.

Personally we shop out of town because of the store format we are provided as do many locals. Only shopping at coles for emergencies during the week. Hopefully if this goes ahead most people will refuse to shop there and support local and the Liquorland won't last anyway.

[REDACTED]

Sent from my iPhone

**Nicole Beath**

---

**From:** [REDACTED]  
**Sent:** Sunday, 17 January 2021 12:29 PM  
**To:** contact.us@liquorandgaming.nsw.gov.au  
**Cc:** Nicole Beath  
**Subject:** Liquorland license application Helensburgh

**Saved:** 0

I am writing to you in regard to the application made by Coles/Liquorland to establish a bottle shop for the sale of alcohol in Helensburgh and to express my concern and opposition with the process and the application.

There are already establishments and venues within Helensburgh that provide the sale of alcohol.

I am also concerned with the increased rate of crime that has occurred and that is attributed with the poor planning and over development of our local community. The last kind of business we need is another that is providing discount alcohol and that is operating from 08:00 to midnight Monday through to Saturday. I can only surmise and anticipate that with the sale of discount alcohol with extended time of trade that we will see increased rates of crime, such as drunkenness, domestic violence, vehicle accidents and increased rates of crime associated with youth and teenagers.

Such an establishment will also attract increased traffic from commuters pulling into Helensburgh to purchase and acquire alcohol as they travel to or from work and home or vice versa.

I am also very concerned with the level of secrecy surrounding this application. As I understand the application was lodged in secrecy and with utter contempt for local residents and without any prior community consultation or engagement with other stakeholders within our community. As I understand the notice of application was only posted on the intended premises today being Sunday the 17th January and after the application was made known by a person on social media who had overheard a conversation in the local massage parlour.

In my opinion if Coles and Liquorland were genuinely concerned in regard to addressing the impact that it would have upon the community it would have engaged with the community prior to making the application. By any standards the licensing process should dictate that community consultation and engagement occurs before a business can make an application for a license. This at the very least would demonstrate due diligence and procedural fairness as opposed to what appears as an attempt to circumvent basic processes and standards.

One would have thought that Coles senior management would be more concerned with providing their existing customers and the local community with a greater range of fresh food or that they would have maintained the delicatessen that was removed only a few months ago as opposed of trying to peddle booze to a community that is already contending with an increased population, a lack of infrastructure and a strain upon existing facilities in our community.

Taking into consideration the already increased rates of crime, a lack of police presence, the fact that Helensburgh already has licensed bottle shops and establishments that sell alcohol and the complete disregard by Coles/Liquorland to consult and engage with the community prior to lodging their application to sell alcohol I hereby request that consideration be made to refuse a license to Liquorland/Coles for the sale of alcohol in Helensburgh.

I look forward to and anticipate your reply.

Please do not hesitate to contact me if I can be of further assistance.

Cc: [n.beath@jdklegal.com.au](mailto:n.beath@jdklegal.com.au)

Sincerely

[REDACTED]

**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Sunday, 17 January 2021 5:40 PM  
**To:** Nicole Beath  
**Subject:** Helensburgh liquorland store objection

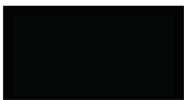
**Saved:** 0

Hi there,

I'm a resident in Helensburgh, I've lived there for 20 years. I'm keen for businesses in the area but there is no reason to have 4 bottle shops in such a small town. This would not benefits individuals or families in our area, only hurt them by encouraging alcohol usage. For individuals who struggle with addiction to alcohol I think this would be a cruel move as it would block any alternative path to the grocery store and along our Main Street you cannot get more than 50m from one as it is.

Furthermore, it would be unhealthy to our local economy for the coles group to own such a monopoly. This would draw funds away from locals and local business again hurting locals without providing any benefit.

Please do not let this go through and allow this space to be available for a store that can actually benefit our community.



**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Sunday, 17 January 2021 9:38 AM  
**To:** Nicole Beath  
**Subject:** Liquorland application Helensburgh NSW

**Saved:** 0

I write to express my strong objection to the application for a liquorland at 19-33 Walker Street, Helensburgh NSW.

The 'Notice of Intention to Apply' is not accurate in its description of Helensburgh and contains misinformation and false descriptions about Helensburgh to enhance the application.

Firstly, it states that 'Helensburgh Plaza is anchored by a Full Line Coles supermarket'. The Helensburgh Coles is most definitely NOT a full line store. Although I do not work in the supermarket industry I have heard it described as a C-Line store. It most certainly does not stock a full range of products and this continues to diminish. Many residents do their main grocery shopping online so they have a greater variety of products than what is available on the local shelf.

Secondly, the application also suggests 'Helensburgh Plaza contains a variety of specialty retail stores'. This is a blatant lie. Within the so called 'Helensburgh Plaza' (the title alone is a deceptive) the specialty retail stores mentioned include .... 1 butcher and 1 bakery. That is all! No other store. The only other store would be the proposed liquorland.

Thirdly, it states 'the location of the proposed Liquorland store, within the Helensburgh plaza will provide shoppers with the convenience of a one stop shopping experience which is currently lacking in Helensburgh'. This surely must be a joke! Helensburgh is a small town. If you turn left from the Coles supermarket exit door and take approximately 30 regular adult steps you will be in a liquor store. Alternatively if you turn right from the Coles exit door you can walk approximately 50 regular adult steps and be in another liquor store. The one stop shopping experience encompasses the whole of Helensburgh CBD.

As a community, we have had many tragic accidents and deaths related to Alcohol consumption. Being a small, close knit town, most locals have been personally affected by these many tragedies. Equilibrium Healthcare, a local General Practice, have done several surveys on our community's alcohol consumption and its effects and have found that the community as a whole have an alcohol problem and consume unhealthy amounts of alcohol each day. This liquorland would be the 4th liquor store in an already liquor saturated town.

If Coles is truly customer focussed they actually need to look at their customers and communities objectively to see what they do and don't need and not look at their base line profits. The existing Coles store could make more money simply by stocking more variety in store on the shelves.

This town does NOT need another liquor store. Please note my Strong Objection.

[REDACTED]

**Nicole Beath**

---

**From:** [REDACTED]  
**Sent:** Monday, 18 January 2021 12:29 PM  
**To:** Nicole Beath  
**Subject:** Helensburgh Liquorland proposal  
**Saved:** 0

Dear Nicole,

I hope you are well. I wanted to write to respond to the proposed Liquorland store in Helensburgh, 2508.

To have a fourth liquor outlet in Helensburgh is not in the best interests of the community. As a mother of 3 young boys it is deeply concerning to consider the message that this would send our children, especially given the recent research conducted by our local GPs which found troubling alcohol-related attitudes and behaviours within the community.

I deeply hope that in this instance common sense will prevail over commercial interests.

Please note that I would like my name and contact details to remain unpublished.

[REDACTED]



**Nicole Beath**

---

**From:** [REDACTED]  
**Sent:** Monday, 18 January 2021 3:48 PM  
**To:** Nicole Beath  
**Subject:** Feedback Liquorland license at Helensburgh, Walker Street

**Saved:** 0

Dear Madam, Sir,

I'd like to provide feedback on the notice of intention to apply for a new liquor license for a Liquor land Store at Helensburgh, 2508 NSW.

Helensburgh is a small regional town with 6383 people in it of all ages, the majority couples and families. At the moment there are three bottle shops present in Helensburgh, plus two hotels ( Tradies and Centennial Hotel).

Helensburgh is not a well to do area, the majority of people are blue collar workers.

According to recent research there's growing evidence that the location and density of bottleshops influences the health and well-being of the people in surrounding areas, particularly in disadvantaged areas.

Competition between nearby outlets – and the extended opening hours, increased visibility of outlets and exposure to alcohol advertising – that often goes with it can increase alcohol consumption.

The clustering of outlets can also encourage outlets to compete on price and promotions for cheaper and greater quantities of alcohol. Such promotions can lead to anti-social behaviour such as alcohol-related injury and violence. Researchers see this in both rich and poor areas.

Increasing the density of alcohol outlets exacerbates domestic violence in the postcode area, which we see across all areas, but with higher rates in areas of socioeconomic disadvantage.

In this case, if there would be a fourth liquor license, there would be three liquor stores in one street of a small regional town. That is a cluster. There will likely be price competition and an uptake in alcohol consumption purely because of the prices and the ubiquity of liquor shops in the town.



With regards to violence and domestic violence, a few weeks ago on January 6 2021, a man was charged in Helensburgh, Maidstone Street, who allegedly threatened a woman and fired a gun. There were four police cars present.

I'd like to point out that Helensburgh does NOT have a police station.

Opening a fourth liquor shop in a small town , where the local mine is laying off workers and where there is no police present is irresponsible and damaging. Wollongong council would have a lot to answer for.

I'm very happy to help attract other more community minded businesses to take up shop in empty shopfronts or come with proposals.



## Nicole Beath

---

**From:** [REDACTED]  
**Sent:** Monday, 18 January 2021 7:30 PM  
**To:** Nicole Beath  
**Subject:** Liquorland licence application Helensburgh  
**Saved:** 0

Please do not publish my contact details

I want to deliver the following feedback  
I do not think another liquor outlet is necessary in a small town. We already have three bottle shops  
The hours proposed are ridiculous and just encouraging people to drink until all hours  
There is no local police on sites which will encourage more drinking  
Helensburgh needs more food outlets-not alcohol  
[REDACTED]



20 January 2021

n.beath@jdklegal.com.au

Dear Nicole,

Objection to New Liquor License to Liquorland, Helensburgh Plaza

I live within 100m of the purposed site for Liquorland, Helensburgh. I object to the license for the following reasons:

- The opening times of Monday – Saturday 8am – Midnight, Sunday 10 am to 10pm, is absolutely ridiculous.. Who will be purchasing alcohol up until Midnight, people coming from the pub (where there is another liquor store) when it closes. The noise levels when the pub closes is really really bad. The noise levels will only increase with this liquor store being open until Midnight.
- The noise levels are too high throughout the night as it is, this will only increase if there is a liquorland open until midnight.
- Other Liquorland Stores in nearby suburbs close a lot earlier than these purposed times, Bulli – open until 9pm, Woonona open until 9pm, Woonona East open until 9pm, Corrimal open until 8pm. Why would a country town such as Helensburgh require opening times up until midnight?
- The litter levels will increase hugely, there is always broken glass bottles (from people walking home from the pub) and other litter all over the town. This blows down Short Street and on many occasions my neighbours and I have to spend time cleaning the street up. This is another constant issue which will only increase with the new Liquor store.
- Coles car park attracts people doing various deals throughout the night, which my neighbours and I have constantly called the Police about. The noise levels in this car park are really bad too. The only people parking there will be people who are visiting the liquorland, this will increase the noise levels again to my neighbours and I. My house is next to Coles carpark. Coles do not clean the carpark anyway so with this increased activity it will become even worse.
- There are already rats in and around the car park, more litter will in turn cause a larger rat problem.
- There are currently three liquor stores in Helensburgh, all within approx. 10-20 steps from the purposed site. There is no community need for this store. Some of these are family run, opening a Liquorland so close to them will gradually put them out of business. Helensburgh "Plaza" is not some big shopping centre, it is on the high street and this over the walkway to the car park, this is in no way a Plaza".
- The increased deliveries will also cause issues with the community. The lane way next to my house has a few deliveries a day, this will increase with the new liquorland and again the noise will increase. I witness delivery drivers urinate in the lane way. Complaints have been made to Coles with no success. The trucks are too big for the small laneway and the town

itself, large trucks such as this should not be going through a small town such as Helensburgh. My fence has been hit and damaged several time by various trucks in this laneway. The neighbor behind me has also been effected.

- The Helensburgh community do not want this store, we do not need this store and this will kill the local businesses built up in Helensburgh.
- Helensburgh Coles is already listed as a minor store as it does not warrant being any bigger or better due to the size of the town so why would we need four liquor stores??

Granting the liquor license to Liquorland in Helenburgh is against all of the values that Helensburgh residents hold dear. I strongly object this application and live so close to the purposed site, it will cause a detrimental effect to me and my family. My neighbours and I have already expressed our views to move to another suburb if this is granted.

I look forward to hearing from you.

Yours faithfully



**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Wednesday, 20 January 2021 3:44 PM  
**To:** Nicole Beath  
**Subject:** Helensburgh liquor land proposal council please decline  
  
**Saved:** 0

To whom it may concern

I am writing to voice my concerns around the proposal development of liqueur land in Helensburgh.

As a community member I have great concern around the introduction of another source of alcohol within the town. Currently residents already have access to 4 alcohol supply points within walking distance of each other. The potential of increasing alcohol consumption and hours of access to alcohol in such a small town could increase the rate of crimes both domestic and within the community.

I have also noted that the tradings hours will be later then any other shop and garage within the town. I don't understand why I can get alcohol but I can not get especial supplies from coles. We currently have car clubs travelling through Stanwell park on weekends I am concerned that they will start using Helensburgh as there meeting point knowing that they will be able to access alcohol and tobacco from this shop until midnight. The potential impact from the noise and reckless driving of these hoons would really destroy the quiet atmosphere of this town.

Coles in Helensburgh went through a restructure and down size within the last 12 months removed the deli and a number of other brands of food which as the only supermarket in town is very disappointing. The question then lies was this to create space and funds to build the liquor store.

I would like to thank you for taking the time to review these comments and really would like council to decline the request from Coles to put a liquor land in Helensburgh.

[REDACTED]

**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Thursday, 21 January 2021 2:33 PM  
**Cc:** Nicole Beath  
**Subject:** Coles Liquor License Helensburgh NSW  
  
**Saved:** 0

I have been a medical practitioner in Helensburgh for 43 years and I am very concerned about another liquor outlet store in Helensburgh and especially the proposed hours of operation. Helensburgh already has three liquor stores catering to a population of only 6000 people. It is totally unnecessary and is not going to benefit our small community at all, in fact I can only see it as being detrimental to the health and wellbeing of this community by having a liquor outlet that is open until midnight most nights of the week.

[REDACTED]



22 January, 2020

Dear Sir/Madam,

**Re: Applicant – Liquorland (Australia) Pty Ltd  
19-33 Walker Street, Helensburgh NSW 2508**

I wish to lodge my feedback regarding the above application for a new liquor licence.

- Coles is the ONLY supermarket in Helensburgh
- I believe the closing hours shown are too late for our small town
- We already have another three liquor outlets in Helensburgh, although having another will offer more competitive prices

Since the fruit shop vacated # 19 Walker Street (the site proposed for the Liquorland outlet) several months ago, Coles has dropped the ball by not having the supermarket fully stocked. The delicatessen has disappeared and the fruit and vegetable section has been reduced.

Every time I am shopping there are always five or six products which are not in store. This includes fresh fruit and vegetables, raw poultry, milk products, fresh pasta, cooking oils etc. When staff are asked the question about when the products will be instore, the answer is either "tomorrow, the next day or we don't stock that anymore". This is not good enough.

We have a local facebook page where residents express an array of issues/concerns in the area. There are numerous times that comments about the lack of products in Coles have been aired. If we need a product that day, we would have to drive 20 minutes to Engadine, which is totally frustrating and unacceptable.

If Coles wish to expand with the Liquorland outlet, I feel it only fair they ensure our one and only supermarket is always fully stocked, the delicatessen reinstated and the fruit and vegetable section expanded to what we used to have.

Thank you.



**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Sunday, 24 January 2021 8:41 AM  
**To:** Nicole Beath  
**Subject:** Liquorland Helensburgh

**Saved:** 0

Good morning,

I am writing to oppose the liquorland request at Helensburgh. Our community would not benefit from having another liquor store.

If you require any further information from me please do not hesitate to contact me.

[REDACTED]

Sent from my iPhone

**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Monday, 25 January 2021 12:04 PM  
**To:** Nicole Beath  
**Subject:** Community feedback liquorland helensburgh  
  
**Saved:** 0

Please do not publish my contact details.

Me and my family are against giving a liquor licence to liquor land.

There is already three places to purchase alcohol on the Main Street of helensburgh all being local businesses which we like to support.

Giving a major company another licence will hurt these businesses and lead to them closing down as they can afford to lower their prices as they are a major conglomerate.

[REDACTED]

## Nicole Beath

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**From:** [REDACTED]  
**Sent:** Monday, 25 January 2021 12:24 PM  
**To:** Nicole Beath  
**Subject:** Liquorland to Helensburgh

**Saved:** 0

Please do not publish my contact details.

My family is against giving a liquor licence to Liquorland.

There is already three places to purchase alcohol on the Main Street of Helensburgh all being local businesses which we like to support.

Giving a major company another licence will hurt these businesses and may lead to them closing down as they can afford to lower their prices as they are a major conglomerate.

Thank you

**Nicole Beath**

**From:** [REDACTED]  
**Sent:** Monday, 25 January 2021 3:21 PM  
**To:** submissions.licensing@liquorandgaming.nsw.gov.au  
**Cc:** [REDACTED]  
**Subject:** Proposed liquor licence for Liquorland store to be located at 19-33 Walker Street, Helensburgh 2508  
**Attachments:** Helensburgh-Alcohol-Free-Zone-Map.PDF  
**Saved:** 0

Sending again with corrected email address

We, the undersigned residents of Helensburgh, consider this proposal to be unnecessary, unwanted and unjustifiable for the following reasons:

The site of the proposed liquor outlet at 19-33 Walker Street was previously a fruit & vegetable store with a fresh food deli. Coles recently discontinued its deli which means Helensburgh now has no deli and no fruit and vegetable outlet apart from a limited selection of fresh fruit and vegetables available in Coles. There are already 3 liquor outlets in close proximity in Helensburgh CBD (all situated in alcohol free zone) including:

- 1) Helensburgh Premium Liquor, 37-39 Walker Street, Helensburgh NSW 2508
- 2) Helensburgh Cellars, 7 Walker Street, Helensburgh NSW 2508
- 3) Heritage Cellars located within the Helensburgh Hotel, 112 Parkes Street Helensburgh,
- 4) Tradies Helensburgh, 30 Boomerang Street, Helensburgh, NSW 2508 can be added as a fourth venue with a liquor licence.

Adding a fifth liquor outlet in a town that has only one supermarket (which is inadequate and does not meet all the needs of residents), one pharmacy, two butchers, and no fruit & vegetable outlet or deli (apart from what is available at Coles), is disproportionate and inappropriate to the needs of its population.

There is no permanent police presence and a lack of policing of alcohol free zones (see attached map) including Charles Harper park where large groups of young people are often observed drinking alcohol and displaying loud unruly behaviour.

There is a perceived increase in vandalism and alcohol fuelled unruly behaviour especially on Friday & Saturday nights in Helensburgh. This includes speeding and reckless driving, and we have all been affected by noisy unruly behaviour late at night and finding discarded alcohol cans, bottles & broken glass scattered along our streets.

With an additional source of inexpensive and easily accessible alcohol and no permanent police presence, we fear that the problems here will escalate as people know they can do whatever they like with impunity.

Thank you for considering our submission. We ask that our names and addresses be redacted in publicly available documentation regarding this submission.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Wednesday, 27 January 2021 9:17 AM  
**To:** Nicole Beath  
**Subject:** Liquorland

I am a home owner in Helnsburgh and under any circumstances not want big globalist Coles or anyone else having access to my opinion on this liquorland licence application.

1. Helnsburgh already has 3 takeaway liquor stores.
2. I am fully against Coles or liquorland using their monies to bring in another liquor store into this community. Coles does nothing to keep fresh food prices at a minimal and their services are only in line with Globalist rules, not Australians interest.
3. It is not in keeping with small communities and small business models that provide real Australian citizens choice and earning capacity opportunities.
4. It will affect the other existing stores and eventually undermine them so they are not able to compete. They will close down.
5. Liquorland is already in Engadine Miranda and every other same old town.
6. Liquorland is nothing special and should not be able to dominate with their globalist business models.
7. Alcohol continues to be a major problem that does not promote healthy family values, sound decision making, or any value to anyone.

License application needs to be shut down and denied.

**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Thursday, 28 January 2021 9:55 AM  
**To:** Nicole Beath  
**Subject:** Proposed Liquour Land in Helensburgh  
**Saved:** 0

Hello Nicole,

I wish to object to this proposal.

Helensburgh's reputation would be tarnished by having yet another seller of alcohol. May as well call it Boozetown.

As I'm sure its already been pointed out, there is already the Cellars bottle shop, Heritage bottle shop, and the very large Premium Liquour. A 4th bottle shop would be quite ridiculous. All four would be within 100m of each other not to mention the Centennial pub and 400m further on there is the massive Tradies.

From a commercial sense I don't see the demand existing for an additional liquor shop and my predicted result is that the Cellars and/or Premium Liquor would end up closing (if not Liquor Land itself). That would be a shocking betrayal of local entrepreneurs by council. The proprietors of Liquor Land are yet to invest and can walk away searching for another area.

I understand the owners of the commercial space need a shop installed and successive fruit shops have failed at that location. There are plenty of other options if the owners do their due diligence. A pool shop or a kids play centre would be worth some research.

Thank you for taking my comments.

Regards

[REDACTED]

## Nicole Beath

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**From:** [REDACTED]  
**Sent:** Friday, 29 January 2021 6:51 PM  
**To:** Nicole Beath  
**Subject:** Proposed New Liquorland Licence at Helensburgh  
**Saved:** 0

**I am writing to add my protest against COLES Liquorland opening shop in Helensburgh.**

We are a small town. There are enough premises selling alcohol in the town.

Tradies

Helensburgh Hotel. bar and Bottle shop

1 other small bottle shop and a larger bottleshop in Walker Street.

1. Longer opening hours will probably make it easier for young people to drink more.
2. People will be more likely to come from out of town and Hoon around being able to buy alcohol and there is a lot of open road north and south of the town. We don't need to share our roads with more inebriated people.
3. There is not enough Police presence in Helensburgh, most of the time already.
4. The Local businesses have strived to build businesses in the community. COLES does not need to take business away from the townspeople.
5. I see a Liquorland Bottle shop as a backwards step for our Community

COLES in Helensburgh is far from a 1st grade Supermarket. I and my friends find the choice of product on the shelves ever diminishing all the time.

Thank you for the opportunity to voice my opinion.

[REDACTED]

**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Saturday, 30 January 2021 7:27 AM  
**To:** Nicole Beath  
**Subject:** Proposed Liquorland Helensburgh

To whom it may concern.

We would like to object to the above proposal of a Liquorland in Helensburgh.

There are already 3 bottle shops, 1 hotel and 1 club, the club also supplies takeaway alcohol which is more than enough for the town.

Maybe it would be in the interests of Coles to upgrade their store to a better store rather than a second rate one and bring back the Deli department and good quality fruit and vegetables.

There are other services this town could benefit from rather than another bottle shop like a full time bank.

Thank you for taking the time to read this. It would be appreciated if you did not publish our names.

[REDACTED]

**Nicole Beath**

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From: [REDACTED]  
Sent: Tuesday, 2 February 2021 1:12 PM  
To: Nicole Beath  
Subject: Proposed Liquorland in Helensburgh  
Saved: 0

We hereby wish to protest to the new proposed Liquorland here in Helensburgh.

We already have 3 outlets to buy liquor from. Three (3) too many.

Coles is a big company, and it would hurt the local small businessmen in 2508. They don't need any more opposition, when they had it tough and still are, with covid19.

So many companies have gone belly up, we don't need any more of that in Helensburgh.

We don't have any banks here, so why would we need another place to buy alcohol.

It will only increase the problem of drinking by having another point of sale.

We have a pub, Tradies Club, 3 bottle shops. NO need for Liquorland to come into the area.

We are a small town, and Coles doesn't need to take over.

Yes, the place is empty, so is other places around the place.

Yes, it will create job opportunities, so would a bank, a laundromat, a locksmith, a bookshop. Any new place will create jobs. Anything but a new grog shop.

There have been studies carried out by a local medical practice, and we wish to add our names to their protest.

There is a song, we don't need another hero. We need heroes, but we don't need another place to buy alcohol. Three (3) is enough for a small nice place like Helensburgh.

Let's keep 2508 how it is.

Yours sincerely

**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Wednesday, 3 February 2021 2:40 PM  
**To:** Nicole Beath  
**Subject:** Objection to proposed Liquorland store in Helensburgh  
  
**Saved:** 0

To whom it may concern,

I am writing to express my objection and concern at the proposal for a Liquorland store in Helensburgh. Our small town already has 3 bottle shops and is in no need of another. If the Liquorland store was to go ahead it would be taking valuable shop space away from potential other needed shops/services in the town. The hours of operation are also a big concern for me and the impact that may have on the town.

I hope the concerns of the town are duly heard.

Regards,

[REDACTED]



**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Thursday, 4 February 2021 12:57 AM  
**To:** Nicole Beath  
**Subject:** proposed liquorland at Helensburgh

**Saved:** 0

To whom it may concern

I think it's totally horrific that you want to put a fourth liquor store in Helensburgh, on the same street. It is defiantly wrong to have four liquor stores, don't you think that is an awful idea?

Also, if you decide to put a fourth liquor store in the town don't you think that will a really bad influence and make our town look terrible?

A town that has four liquor stores will make you think everyone here drinks and thats not true. Helensburgh is a nice, caring town and you putting one more liquor store at Helensburgh will make people think differently.

If we have four liquor stores then it will put other businesses down, and who needs FOUR liquor stores anyway?  
NO ONE!

Other local business will get run down, and won't have enough money to even own a business.  
See how one liquor store impact a whole town, in an unpleasant way?

If the liquor store opens till late, then that will lead to people to drink late, fighting on the streets, and most of all drinking and driving. If there's fighting on the streets that will be a safety hazard for kids and teenagers. Also, drinking and driving is a high risk of car accidents.

It's clear to see that Helensburgh dose NOT need a fourth liquor store, for many reasons.

[REDACTED]  
Age 9

4th February 2021

Attention : n.beath@jdklegal.com.au  
Postal Address : GPO Box 3758, Sydney NSW 2001  
Phone : 02 9236 8588

Dear Sir/Madam,

**Re: Applicant - Liquorland (Australia) Pty Ltd  
19-33 Warket St Helensburgh NSW 2508**

Hi, as a landowner in the area, I wish to provide feedback with respect to your proposed new packaged liquor licence for Liquorland to be situated within Helensburgh Plaza.

I think it is fantastic that more investment, and most importantly , job creation, will be as a result. Additionally, Helensburgh desperately needs more competition in the area. Some of the prices being charged in the area are exorbitant, as is the limited product range available.

The proposed location in the old fruit store is also advantageous due to its proximity to the Coles Supermarket, and the abundance of parking at the rear. It will make life extremely easy as a one stop shopping point.

My only request is that you try to employ as many people from the local area.

Thank you.



**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Friday, 5 February 2021 7:38 AM  
**To:** Nicole Beath  
**Subject:** PROPOSED LIQUOR LICENCE - NOS. 19-33 WALKER STREET, HELENSBURGH  
**Attachments:** 19-33 Walker Street letter.pdf

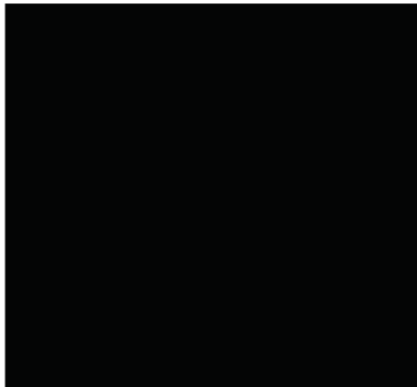
**Saved:** 0


To whom it may concern,

I refer to a notice for the proposed liquor licence for a Liquorland at the above mentioned address and express my support for this proposal.

Please find attached my letter of support. Should you wish to discuss this matter further, please do not hesitate to contact me.

Regards,



  
5 February 2021

[n.beath@jdklegal.com.au](mailto:n.beath@jdklegal.com.au)  
GPO Box 3758  
Sydney NSW 2001

Dear Sir/Madam,

**RE: PROPOSED LIQUOR LICENCE FOR LIQUORLAND AT  
NOS. 19-33 WALKER STREET, HELENSBURGH**

I refer to a notice for the proposed liquor licence for a Liquorland at the above mentioned address and express my support for this proposal.

While I do not reside in the area, I frequently drive through Helensburgh on my way to and from the South Coast. I usually stop at Helensburgh to do my shopping for the weekend away or stop for lunch, on the way to the South Coast.

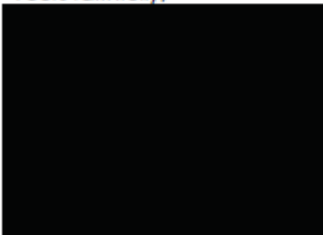
I drove past a few days ago and while shopping at Poppa's Pies and noticed the sign for the proposed liquor licence.

I don't normally randomly write to comment in respect of such cases, but given my knowledge and love for this area, I felt it was important to write and express my support.

As you might be aware there are only couple of bottle shops in the area, but these are very expensive. Given the lack of competition of reasonably priced bottle shops, the prices are very high. I can imagine this is an issue for residents but also for travellers who seek to stop at Helensburgh for a meal or some shopping. As indicated, I will frequently stop for shopping or a meal at Helensburgh, but go elsewhere to buy wine/beer, given the high prices of the current bottle shops. I know many of my friends chose not to stop at Helensburgh at all for this reason. It is a shame that Helensburgh is missing out on this potential revenue.

Accordingly, in the interests of competition, better pricing and a more economically vibrant and sustainable centre at Helensburgh, I strongly support this proposal.

I trust this information is of assistance to you. Should you wish to discuss this matter further, please do not hesitate to contact me.

Yours faithfully,  


## Nicole Beath

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**From:** [REDACTED]  
**Sent:** Saturday, 6 February 2021 5:57 PM  
**To:** Nicole Beath  
**Subject:** Feedback for Notice re: Helensburgh Plaza 19-33 Walker Street  
  
**Saved:** 0

To whom it may concern,

I am Sutherland Shire resident who frequents the Helensburgh area, and on my latest trip to the Butcher (Christian's Premium Meats) I saw a notice that a Liquorland is planned to open just next door. I'd just like to say that this would be very a welcomed addition to the set of shops, as it would end up being a "one stop affair" for myself, especially when I'm carting around a trolley full of groceries.

The ability to grab meat, groceries and drinks with just a short roll down into the covered car park is just what the spot needs. The added competition for more competitive liquor prices and extra jobs for the community is a great bonus

Please don't hesitate to contact me if you'd like to talk about this further but I not want my contact details published.



**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Sunday, 7 February 2021 1:06 PM  
**To:** Nicole Beath  
**Subject:** Feedback proposed liquorland Helensburgh  
**Saved:** 0

To whom it may concern,

I am writing to express my concern and disapproval towards the proposed liquorland in Helensburgh. As a small town with three bottle shops already existing, a fourth bottle shop makes absolutely no sense. It causes concern as a parent that our children will grow up seeing four bottle shops in a one street span. It will also take away from small locally owned businesses.

There are many conveniences that would be wonderful in our small town, but a fourth bottle shop is not one of them.

Many thanks,

[REDACTED]

Please excuse any mistakes. Sent from my iPhone.



## Nicole Beath

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**From:** [REDACTED]  
**Sent:** Sunday, 7 February 2021 5:04 PM  
**To:** Nicole Beath  
**Subject:** bottle shop  
  
**Saved:** 0

I writing this email to protest about another bottle shop opening in Helensburgh  
I cant believe the council will pass this as there are 3 other bottle shops and we certainly do not need another  
this will encourage more underage drinking as there is enough of this already in this town  
also 2 of the other bottle shops are owned by local people and I am sure Coles will undercut their prices and  
therefore  
they will be forced to close forcing more people out of work, Then Coles will jack up the prices

[REDACTED]

**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Monday, 8 February 2021 3:30 PM  
**To:** Nicole Beath  
**Cc:** [REDACTED]  
**Subject:** Liquorland - Helensburgh  
  
**Saved:** 0

My wife and I have lived in Helensburgh for over 65 years and we would like to oppose the proposed Liquorland at Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH, NSW 2508.

The town has sufficient liquor shops in Helensburgh now and another one is not required.  
There is more than enough opportunity for people to acquire alcohol to satisfy their requirements.  
If the Liquorland did get approval at least one of the bottle shops (all locally own) would close, which is not good for the community's people and their moral.  
This would be just another big corporation concerned about making money and not about the Community.

The proposed trading hours for this proposed Liquorland to be open is too extensive.  
Monday to Saturday (8am until Midnight) and Sunday (10am to 10pm).  
We live near the local park and football fields and I'm sure these extended hours will cause more noise and disturbances than there is at present; and probably at very inconvenient times.

THERE IS NO NEED FOR A LIQUORLAND IN HELENSBURGH.

[REDACTED]

## Nicole Beath

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**From:** [REDACTED]  
**Sent:** Monday, 8 February 2021 8:11 PM  
**To:** Nicole Beath  
**Subject:** 19-33 Walker Street, Helensburgh

**Saved:** 0

To whom it may concern

I live in Miranda which is located in the Sutherland Shire and frequently visit Christian's Premium Meats due to its quality.

Whilst I'm at the butcher I usually go into Coles due to convenience and the abundance of rear parking. I noticed the now defunct fruit shop has a notice that a liquorland may be moving in.

Being pregnant the convenience of having Coles, a liquor store and butcher together is great and avoids me having to pack and unpack the stroller multiple times when I want to shop.

The added bonus of more competition and cheaper prices benefits everyone especially a new mum on maternity leave.

I fully support the proposal and think it would be beneficial for the area.

I was surprised that Coles doesn't already have a liquor store.

Please keep my details anonymous but feel free to contact me directly if you want to discuss.

Kind regards

[REDACTED]

**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Tuesday, 9 February 2021 9:24 PM  
**To:** Nicole Beath  
**Subject:** Proposed Liquorland Helensburgh

**Saved:** 0

Re - Notice of intention to apply for a new liquor licence dated 15 January 2021 by Liquorland (Australia) Pty Ltd at Helensburgh Plaza, 19-33 Walker St Helensburgh NSW 2508.

We ask that this application be rejected on the ground that Helensburgh has enough liquor outlets. There are already 4 liquor outlets (club, hotel and 2 shops) in Helensburgh.

We have been residents of Helensburgh for 47 years. Helensburgh is a small semi rural town with a population of about 6,500.

Like many towns we have our share of liquor related problems including problems with under age drinkers. Another liquor outlet could increase these problems.

Many of our businesses have either closed or are struggling. A further liquor outlet would put pressure on the existing liquor outlets to remain in business. The existing 2 liquor shops are owned by locals and employ locals.

We urge that this application be rejected



**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Wednesday, 10 February 2021 3:35 PM  
**To:** Nicole Beath  
**Subject:** Proposal for a Liquor Land Store in Helensburgh  
**Saved:** 0

Dear Mr Beath,

I am a resident of Helensburgh. My extended family have been residents for many years.

I wish to express my vehement opposition to another Liquor outlet being established in our main shopping street. There are currently 3 existing liquor stores in what is a small shopping strip. The position of the proposed liquor store is central to the shopping precinct, with a liquor store approximately 50 metres in each direction.

Another liquor store will change the character of our village main street and sends an inappropriate message to our community, our young people and the many visitors to our town.

There are many other types of businesses that would be more appropriate for the site so if Coles wants to use the space they should research into the needs of the community, rather than impose a business model that may be more appropriate elsewhere.

Yours sincerely,

[REDACTED]

11 February 2021

To

[n.beath@jdklegal.com.au](mailto:n.beath@jdklegal.com.au)

In reference to the Application for a Liquor licence

by Liquorland

to trade at "Helensburgh Plaza" 19-33 Walker St Helensburgh

I object to Liquorland being granted a licence to operate the retail outlet.

I object to Liquorland being granted the licence on the basis that I do not feel it is morally or ethically suitable to hold the licence. I have formed this observation based on the wording of the letter of notice as well as the method under which "community consultation" was made.

I make the following observations and objections:

- Other than a few notices delivered to local businesses and a notice on the building I do not believe you have made a suitable attempt to consult with local interest groups. The health, church and community groups I have spoken to have not had any formal advice. A local business that had the letter delivered to it was told that no action was required and the "consultation" was non-existent and greatly downplayed. The organisation is not really making any attempt to prepare a Community Impact Statement. It is trying to get the application through as secretly as possible.

I believe that the lack of ethics and morals shown in the advice process and the application / notice itself goes to show the lack of ethics and morals under which the business would be operated.

- The proposed business model description is misleading on the following basis
  - Helensburgh Plaza exists of 4 shop fronts and a carpark. All with street frontage and currently blend into the landscape as much as any other business in the main high street. To describe this as being the "only shopping centre in Helensburgh" and providing "an important service to this local community" is certainly an exaggeration and overreach for the sole purpose of misleading to gain a successful application
  - To say that the Coles supermarket is a "full line Coles supermarket" is also misleading as it is definitely a smaller Coles store without many of the lines and departments you would see in a full store.



- To state that "It is intended to offer full-line, convenient, modern and pleasant shopping facilities to service the needs of the local and broader community" is also an overreach. At present the Coles store has been downgraded and the Deli removed. Stock lines have also been removed. There is nothing "full-line" about this application. The provision of this service does nothing to fulfil the needs of the "local and broader community"
- Again misleading, is the description that the location is "within the existing Helensburgh Plaza" providing "shoppers with the convenience of a one stop shopping experience which is currently lacking in Helensburgh". The Plaza is 4 street shopfronts. To access each you walk on and off the high street. There is no internal plaza access. The bottle shop will be separated from Coles with the 2 existing shops between them. There are currently 3 bottle shops in Helensburgh. 2 being on the same high street. One approximately 20m to the South and one approximately 30m to the north. The third is part of the local Hotel approximately 50m to the north of Coles. Each an easy walk. This is just a convenient and far from "lacking".
- The statement "Significantly, there is no packaged liquor outlets accompanying a supermarket in all of Helensburgh" is a little amusing, but more importantly enormously misleading. One this not "accompanying" and offers nothing the currently 3 already do. Helensburgh is a small community well serviced by the currently 3 bottle shops, Hotel and Club.
- In reference to the size of the supermarket and bottle shop. It would not be a large store and may indeed be smaller than one of the existing liquor shops. If you look at the Engadine Coles which is a larger store there is no Liquorland associated with it. Engadine also has a significantly larger population and a similar number of existing bottle shops.

#### I object to the opening of another liquor shop in Helensburgh

There is no need for a fourth bottle shop in Helensburgh (in addition to the Club and Pub)

Looking at the population of Helensburgh approximately 29% is in the 19 and under age group. The total population is approximately 9000 people. That leaves approximately 6500 people who are 20 plus. I realise that 18 and 19 year olds can legally drink but feel that the statistics would not vary greatly. I feel that 3 bottle shops, a Hotel and a Club are sufficient to serve this population. To date I have never seen, nor experienced, a lack of supply, lack of

availability, nor significant wait time in any of these establishments. To add an additional licence / bottle shop to the area will flood the local market place with alcohol.

There is already a wait at each of the local medical practice, there is no permanent police presence and there is an increase in crime occurring in the area. To add an additional liquor licence to this mix will cause a detriment to people's health and well being. Local studies performed by Health officials have shown the 2508 postcode already has a heavy drinking problem and they are working to decrease it. They are currently performing education and awareness campaigns.

#### Population Stats

	Male		Female	
	49	85+	71	
	64	80-84	59	
	97	75-79	74	
	151	70-74	132	
	188	65-69	166	
	266	60-64	234	
	324	55-59	316	
	344	50-54	351	
	346	45-49	335	
	346	40-44	356	
	302	35-39	331	
	260	30-34	281	
	253	25-29	274	
	327	20-24	249	
	327	15-19	291	
	311	10-14	301	
	356	5-9	339	
1304	310	0-4	380	1311
Total gender	4621		4540	
Total		9161		
19 and under		2615		
% 19 and under		29%		

Source : [Helensburgh population \(SA2\)](#)

In reference to the hours of trade to have a business will the ability to operate from 8am until midnight selling alcohol in a small community already well served would have a negative impact on the community in terms of consumption and an increase in crime and decrease in health as a result.

To have an operation trading these hours when there is currently no police presence in Helensburgh would cause harm to the community and likely an increase in crime

To add an additional licence to the area would be licences already granted would be affected. These business are supporters of local community organisations and Clubs and mostly owned by local families. The closures of these businesses would be detriment to the community



**Nicole Beath**

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**From:** [REDACTED]  
**Sent:** Thursday, 11 February 2021 11:12 PM  
**To:** Nicole Beath  
**Subject:** Re: Proposed new liquor licence  
  
**Saved:** 0

Sent from my iPad

> On 11 Feb 2021, at 9:18 pm, Patricia Frith <trish.frith1@gmail.com> wrote:

>

> To whom this may concern,

> I live within 100metres of proposed new packaged liquor licence for Liquorland at Helensburgh.

> Currently in Helensburgh we have 3 bottle shops and a pub all within walking distance of each other. There is also a club here in Helensburgh. Do we really need another liquor outlet? No we don't.

> Proposed trading hours Mon - Saturday 8am to midnight. Sunday 10am to 10pm. Really? Is it not enough with drunk people wandering around till all hours now?

> We did have a lovely fruit, deli shop but it was pushed out by Coles. No more lovely fresh fruit and veggies and deli.

> You mentioned Helensburgh Plaza is already anchored by a full line Coles supermarket. Helensburgh Coles is an inferior supermarket, providing a limited range of groceries, and inferior fruit and veg and Deli. Coles promised a new deli in recent years. Now we have prepackaged sliced meat in a fridge.

> Helensburgh Plaza has a butcher and a bread/cake shop and Coles. You said Helensburgh Plaza provides a variety of specialty retail stores. Hardly a variety.

> You mention a one stop shopping experience in Helensburgh by collocating with Coles.

> That is not true. The buildings are not next to each other, how does that make it one stop shopping experience?

> We already have a modern and pleasant, bottle shop just as close to Coles as the proposed Liquorland.

> You said Liquorland will provide competitively priced liquor products. No doubt about that, it will probably provide competitively priced liquor products, but that will be until it drives out the other bottle shops, just as Coles did with the fruit and veg shop.

> So as you see, we have other shops providing a modern shopping experience, so don't assume Liquorland and Coles will provide this for Helensburgh.

> It shows very poor imagination in creating modern pleasant shopping experiences and an even poorer opinion Coles has of the people of Helensburgh.

> No please do not allow this liquor licence to be granted Regards

[REDACTED]  
> Sent from my iPad





Nicole Beath  
JDK Legal  
GPO Box 3758  
Sydney NSW 2001  
Email: [n.beath@jdklegal.com.au](mailto:n.beath@jdklegal.com.au)

**Re: The Notice of Intention by Liquorland (Australia) Pty Ltd for a  
New Packaged Liquor Licence at  
Helensburgh Plaza, 19-33 Walker Street, Helensburgh**

Dear Ms. Beath,

We are writing to express our objection to the proposed packaged liquor outlet at Helensburgh Plaza. As residents within the 2508 postcode since 2009, and within 150m of the proposed site since 2017, we have noticed and witnessed an increasing trend in alcohol-fueled anti-social behaviour, vandalism, underage drinking, violence and property damage in the local area.

These issues are exacerbated by an insufficient police presence in Helensburgh. With three packaged liquor outlets currently operating in Helensburgh (and one 8 minutes' drive away in Stanwell Park) the availability of alcohol (and visibility of accompanying advertising) is never in short supply and one could claim the market is saturated. The addition of another outlet would create a cluster of four outlets within 200 m and encourage outlets to compete on price and promotions for cheaper and greater quantities of alcohol.

The above-mentioned issues greatly outweigh the need for the proposed 'convenience of a one-stop shopping experience'. Considering that within metres of Coles there are already two packaged liquor outlets, the selling point of the need for a 'one stop shopping experience' becomes redundant.

The proposed opening hours of seven days a week with six days from 8am until midnight would serve as a catalyst for further alcohol related problems. Increased availability would lead to increased consumption which would lead to increased alcohol-related problems.

Our local G.P. practice (Equilibrium Health) has recently (2019/20) conducted an alcohol awareness campaign and also surveys which have shed light on some concerning statistics - 53.5% of 286 participants report drinking to dangerous levels and 63% know someone who had been either injured or experienced health issues from alcohol use.

We hope that the well-being of the community at large will prevail and that the proposal for another liquor outlet is firmly rejected. Helensburgh has a safe, family-oriented character and amenity and there is no benefit to be found in the additional of yet another liquor outlet.

Yours faithfully, (N.B. we request that our contact details are not to be published).



**Nicole Beath**

**From:** [REDACTED]  
**Sent:** Friday, 12 February 2021 12:17 PM  
**To:** Nicole Beath  
**Subject:** New packaged liquor licence - Helensburgh Plaza  
**Attachments:** Signed Letter.pdf; 2021-02-12 (2).pdf  
**Saved:** 0

Good Afternoon Nicole,

Please find attached our objection to the proposed New Packaged Liquor Licence in Helensburgh Plaza.

All listed health practitioners and staff are in agreement with this letter but were physically unable to be present to sign before the deadline of today.

Please contact us for any further information.

Kind regards,

**Equilibrium Healthcare**  
61-63 Walker Street, Helensburgh NSW 2508  
Phone: 02 4294 1955  
[www.equilibriumhealthcare.com.au](http://www.equilibriumhealthcare.com.au)  
(Days in office - Tuesday, Wednesday, Friday)



Social Media Links



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General Practice**

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**equilibrium**  
healthcare

Phone: 02 4294 1955  
Fax: 02 4288 2508  
Healthlink: equilibh

18/61-63 Walker Street  
Helensburgh 2508

eqhc.com.au  
ACN: 623 916 834

**Dr Trevor Kemper**  
MBBS (Syd), FRACGP

**Dr Fiona Danson**  
MBBS, MA (Canal), MRCPC, DFSRH, MRCGP

**Dr Andrew Morris**  
MBBS (Syd), B.Sc., DCH, FRACGP

**Dr Louise Delaney**  
MBBS, DRANZCOG (Adv)

**Dr Annette Roberts**  
MBBS, B Med Sci, FRACGP

**Dr Meg Miller-McConochie**  
MBBS

Nicole Beath  
JDK Legal  
GPO Box 3758  
Sydney NSW 2001  
Email: n.beath@jdklegal.com.au

**Re: The notice of intention by Liquorland (Australia) Pty Ltd for a  
New Packaged Liquor Licence at  
Helensburgh Plaza, 19-33 Walker Street Helensburgh.**

Dear Ms Beath,

Equilibrium Healthcare is a family medical practice in Helensburgh with 6 General Practitioners and an extensive team of nursing staff & allied health professionals.

We manage alcohol related illness and injury on a daily basis and as a result of high volumes of alcohol related issues have instituted surveys in 2019 and 2020 to assess the situation locally. These surveys have given us insight into local alcohol consumption and behaviours. Detailed below are some of the findings of the most recent (September 2020) survey which was open to the community to which 286 people responded. The results echo the findings from the 2019 survey which had 340 respondents.

**2020 Equilibrium Healthcare Community Alcohol Survey Results:**

***53.5% of respondents reported drinking to dangerous levels with 11% doing so daily or weekly.***

***21.3% of respondents reported being injured related to alcohol consumption; 13.3% from their own drinking and 8% from someone else's drinking, with a further 11.2% reported being fearful of being injured as a result of someone else's drinking.  
All up 32.5% of respondents were directly impacted with injury or threat of injury.***

***63% reported knowing someone who had been injured or experienced health issues resulting from alcohol use.***

The survey also indicated significant negative mental health impact in the community.

The negative health and societal impact of alcohol consumption in the Helensburgh and local community is marked and continues to be sustained. So much so that we have been annually conducting our own targeted public health educational campaigns related to harmful alcohol consumption to minimise the physical and mental health consequences. The granting of an additional fourth local liquor store, with resultant competition and promotion amongst the outlets will only serve to increase local alcohol availability and consumption. With 71.7% of people drinking at home (as per the 2020 survey) this is where the alcohol consumption is particularly concerning. We are gravely concerned about the consequences an additional liquor licence will have on the community's health and strongly object to the granting of the proposed liquor licence.



Dr T. Kemper



Dr F. Danson



Dr A. Roberts

Dr A. Morris

Dr L. Delaney



Dr M. Miller-McConochie

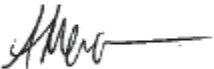


K. Carlisle (RN)



J. Wei (RN)

J. Carroll (RN)


A. Mercer  
(Ex. Phys)N. Miller  
(Podiatrist)L. Cheke  
(Dietitian)

M. Forster  
(Psychologist)G. Williams  
(OT)

J. Davy  
(Physio)

R. Wagstaff  
(Practice Mgr)

D. Quayle  
(Reception)B. Xavier  
(Reception)

K. Steed  
(Reception)

L. Dipple  
(Reception)

J. Roberts  
(Reception)

C. Ryan  
(Social Media Mgr)S. Goumand  
(Accounts)

The negative health and societal impact of alcohol consumption in the Helensburgh and local community is marked and continues to be sustained. So much so that we have been annually conducting our own targeted public health educational campaigns related to harmful alcohol consumption to minimise the physical and mental health consequences. The granting of an additional fourth local liquor store, with resultant competition and promotion amongst the outlets will only serve to increase local alcohol availability and consumption. With 71.7% of people drinking at home (as per the 2020 survey) this is where the alcohol consumption is particularly concerning. We are gravely concerned about the consequences an additional liquor licence will have on the community's health and strongly object to the granting of the proposed liquor licence.

Dr T. Kemper

Dr F. Danson

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(Reception)K. Steed  
(Reception)L. Dipple  
(Reception)J. Roberts  
(Reception)C. Ryan  
(Social Media Mgr)S. Gourmand  
(Accounts)

**Nicole Beath**

---

**From:** [REDACTED]  
**Sent:** Saturday, 13 February 2021 12:19 PM  
**To:** Nicole Beath  
**Subject:** Objection to Helensburgh Liquorland  
  
**Saved:** 0

Hello,

I would like to lodge my strong objection to a 4<sup>th</sup> bottle shop being proposed for Helensburgh.

Helensburgh is a small rural town in the northern most part of the Illawarra, which already has 3 bottle shops in the town centre. For this town of approx. 6000 residents, with many young families, 3 liquor stores is already excessive. There is absolutely no need for a 4<sup>th</sup> bottle shop in this town that also has a licenced pub and club.

There is strong evidence (<https://www.saxinstitute.org.au/wp-content/uploads/Community-impact-of-liquor-licences-1.pdf>) that show an increase in alcohol outlet density are associated with poorer health outcomes and detrimental impacts on society such as:

- Increased rates of alcohol-related chronic illnesses such as cirrhosis and alcoholic pancreatitis
- Increased rates of alcohol-related presentations to emergency departments
- Increased rates of assault and family violence
- Increased rates of sexually transmitted diseases and self-harm (suicide and family violence) and child maltreatment

I am also concerned about the potential for an increase in crime in the local area.

Yours sincerely,

[REDACTED]

## Nicole Beath

---

**From:** [REDACTED]  
**Sent:** Monday, 15 February 2021 11:07 AM  
**To:** Nicole Beath  
**Subject:** Proposed Liquorland store in Helensburgh

**Saved:** 0

To whom it may concern,

My wife and I are very concerned about the proposed Liquorland store in Walker Street, Helensburgh, NSW, 2508. Helensburgh is already well served by three bottle shops including two in Walker Street. In addition, alcohol is available at the Helensburgh Hotel and at the Tradies Club.

Helensburgh is a relatively small community and the existing shops are more than adequate for the needs of its citizens. It does not need yet another liquor outlet. We wish to strongly oppose this proposal.

Regards

[REDACTED]

## NSW MANAGEMENT STRATEGIES

### Management strategies

Coles Liquor considers that mitigation of alcohol harm is most effective when collaboration occurs between the licence regulators, licensees, Police, local Government and health professionals. Operational strategies to limit the risks associated with the Proposed Premises are outlined below.

### Proposed hours of operation

- The store hours of operation will reflect the approved trading hours on the liquor licence.
- Trading hours may be reduced during low trading periods.

### Staffing

The store will ensure experienced personnel are available at all times of operation, comprising of full-time, part time and casual team members. Team member numbers will increase during peak trading periods such as public holidays. All personnel will have extensive product knowledge gained from formal training, information received from Coles Liquor and dealings with suppliers. All team members will be trained in responsible service of alcohol procedures.

### Security

A CCTV system will be installed within the Proposed Premises. The store has been designed having regard to the Crime Prevention through Design Guidelines.

### Operational practices

Coles Liquor operates over 900 outlets across Australia under the brand names of Liquorland, Vintage Cellars, First Choice Liquor Superstore, First Choice Liquor Market and Spirit Hotels. Coles Liquor has detailed management practices which draw upon experience in a variety of locations.

Coles Liquor's House Policy for responsible service of alcohol is provided in the Licensing Folder. All team members will be trained in responsible service of alcohol procedures. In addition, all team members will receive training in trading restrictions, dealing with underage customers, secondary supply to minors, and restrictions on drinking at the premises (ie. product tasting), signage and advertising policy.

The Liquor Regulations and Coles Liquor operational procedures require that:

- There is to be no sale of alcohol to people under the age of 18 years or to persons known or suspected of buying it to give to a person under the age of 18 years;
- Coles Liquor team members will ask for proof of age if the customer looks under the age of 25 years;
- Drunk or disorderly persons shall not be permitted on the premises;
- There will be no gambling on the premises;
- No liquor is to be consumed on the Proposed Premises, with the exception of authorised product tastings; and
- Coles Liquor must adhere to the provisions of relevant legislation including the Liquor Act, Liquor regulations and the Australian Consumer Law.

### Implementation of the operational procedures

Management at the Proposed Premises will:

- Ensure that all team members are familiar with liquor licensing legislation, industry codes of practice and their obligations and responsibilities under them;
- Ensure that all team members are familiar with the conditions of the licence and any trading or other restrictions which may be imposed by the Liquor Regulation 2018;
- Ensure that all team members complete a certified Responsible Service of Alcohol course and the principles of responsible service of alcohol are implemented at the premises;
- Ensure all team members have read the Coles Liquor Licensing and Safe Trading Booklet and



completed the Liquor & Tobacco Acknowledgement module to ensure they are aware of their licensing responsibilities;

- Implement procedures described in Coles Liquor's House Policy; and
- Ensure appropriate and required signage is displayed at the premises.

Management will ensure that young team members are not left alone in order to minimise the potential of them being intimidated by customers.

#### **Continual application of harm minimisation procedures**

Harm minimisation is a primary object of the Liquor Act 2007 and the licensee and team members are required to hold a recognised Responsible Service of Alcohol Certificate.

Management at the Proposed Premises will aim to ensure the effectiveness of harm minimisation procedures. That is, in addition to satisfying all statutory obligations, management will use their ability to influence the impact of the Proposed Premises and adopt a proactive role in minimising the risk of harm from the sale of alcohol. In this regard, diligence in all aspects of the operation of the Proposed Premises and a commitment to determining, as far as possible, the end user of alcohol purchased at the Proposed Premises, will be a significant advantage. In addition, management will stay informed about alcohol related problems in the local community including any incidence of public drinking, places frequented by groups of young people, particularly where alcohol is involved, types of drinks most popular with young people, incidents of anti-social behaviour where alcohol is involved and actions by Government authorities and community groups in the local community to address alcohol related issues.

#### **Record and monitor incidents**

Management at the Proposed Premises will record the details of any incidents of violent, threatening or offensive behaviour. Any such incidents will be reported to the Police. Management will also record any incidents of minors attempting to purchase alcohol, suspected secondary supply to minors, refused sales to intoxicated persons, and complaints made by members of the public. Such incidents will be recorded in an "incident register" which is to be kept on the premises at all times in a location known to all team members. The incident register will be available for Police inspection upon request. Management will review entries in the incident register on a regular basis with a view to identifying any apparent trends or persons involved in incidents on a recurring basis.

#### **Establish a close working relationship with local Police**

Management will maintain relations with the local Police through their involvement in Local Liquor Accords. Management will contact local Police in the event of any incidents occurring at the Proposed Premises or in the immediate surrounds.

#### **Establish links within the local community**

Management at the Proposed Premises will work to develop links with key organisations and individuals in the local area. Such links will assist management to be kept informed about community events and issues. Support for local community groups will be made available whenever possible. Management at the Proposed Premises will contribute to community projects through its participation in the Local Liquor Accord.

#### **Active participation in the Local Liquor Accord**

Upon commencement of trading at the Proposed Premises, Management will seek out membership to the Local Liquor Accord. Management will undertake to attend meetings of the Accord on a regular basis and to actively assist the Accord implement its work program and strategies.

#### **Display of drink driving educational material**

Management will assist Council and RMS by displaying at all times, any available educational material aimed at drink driving. Management will consult with the RMS and Council to identify appropriate materials.

## HOUSE POLICY FOR THE RESPONSIBLE SERVICE OF ALCOHOL

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Liquorland supports the object of harm minimisation, that is, the minimisation of harm associated with the misuse and abuse of liquor (such as harm arising from violence and other anti-social behaviour).

This House Policy details responsible service of alcohol and tobacco practices that are in place, and will remain in place, at our premises. In order to provide for responsible and reasonable service of alcohol and tobacco we will:

- Refuse to sell or supply liquor or tobacco to persons who are under the age of 18 years (and in this regard, Team Members must request one of the approved forms of identification from any persons who appear to be under 25 years of age).
- Refuse to sell or supply liquor or tobacco to persons where there is reason to believe that they may supply the liquor or tobacco to an underage person.
- Refuse to serve liquor or tobacco to a person who exhibits signs of intoxication.
- Refuse to serve liquor or tobacco to a person where there is reason to believe that that person will supply liquor or tobacco to another person who is intoxicated.
- Not permit the consumption of liquor on the premises (other than tastings, complying with the provisions of the Liquor Act).
- We will educate our Team Members and customers as part of our duty to ensure that Team Members and customers understand the implications and abide by our responsible service of alcohol and tobacco policy.

We will remind our Team Members of their obligations under the law and under the requirements of the Responsible Service of Alcohol policy in regular discussions between licensees and store Team Members.

It is our intention by implementing these strategies to ensure that no harm flows to members of the public from the service of alcohol by our Team Members. To do this, we will:

- Continually apply our house policies and practices on harm minimisation and responsible service of alcohol and tobacco.
- Continually update our house policies and practices on harm minimisation and responsible service of alcohol and tobacco.
- Prevent juveniles from obtaining any liquor or tobacco by requiring production of approved identification.
- Prevent intoxication by recognising the signs of intoxication and refusing service to customers who exhibit these signs.
- Provide a range of low alcohol and non-alcoholic beverages at all times upon the premises when full strength liquor is available. The pricing structure of low alcohol beverages will reflect the lower wholesale cost of those beverages.

### **Prevention of Sales to Juveniles**

The law requires that all Team Members ensure that they do not allow alcohol or tobacco to be supplied to persons under the age of 18 years. For this reason, if persons appear to be under the age of 25 years, they are to be asked to provide one of the following forms of photo identification:

- current driver's or rider's licence issued by the relevant road authority of a State
- current passport
- proof of age card

Team Members must check that the identification document is current and authentic. It must contain the person's date of birth and signature, show no alteration and contain a photo of the customer.

If, after following these procedures, Team Members suspect that the customer is not over 18 years of age, or are not satisfied that the identification provided is valid, then they are to refuse to serve liquor or tobacco to the person.

All incidents of service refusal are to be noted in the premises' Incident Register.

### **Preventing Intoxication**

It is an offence to supply to any person who is intoxicated. "Intoxication" is present where the person has lost normal control of their bodily and mental faculties through the intake of intoxicating liquor.

Our Team Members will ensure that they do not serve customers who show signs of intoxication.

We will also help to prevent intoxication by providing low and non-alcoholic beverages at all times.

All incidents of service refusal are to be noted in the premises' Incident Register.

### **No Consumption of Liquor on Premises**

We will not permit drinking of alcoholic beverages to take place on the store premises.

The only exception will be authorised tastings, conducted within the provisions of legislation.

### **Erection of Required Signs**

At all times we will prominently display within the premises all mandatory signage.