

Liquor & Gaming NSW

Application No.	APP-0014877747
Applicant	Jordan James Wallace
Application for	New packaged licence (Delivery only)
Application date	21/05/2025
Licence name	Sullivan's Beverages
Trading hours	Monday to Saturday 10:00 AM – 12:00 AM Sunday 10:00 AM – 10:00 PM
Premises	9 BALFOUR ST, FAIRY MEADOW, NSW 2519
Legislation	Section 11A Section 45(1) of the <i>Liquor Act</i> 2007 Section 53

Under delegation issued by the Independent Liquor and Gaming Authority under section 13 of the *Gaming and Liquor Administration Act 2007*, an **authorised person** of Liquor & Gaming NSW, has **considered** the application:
New packaged licence – Sullivan's Beverages

I have determined to approve the application under the *Liquor Act 2007* (Act) — with the conditions set out in Schedule 1.

Statement of reasons

Having reviewed all the material, I am satisfied under section 48(3) of the Act that the overall impact of approving the application will not be detrimental to the well-being of the local or broader community.

Main findings

Impacted communities

For the purposes of this decision the local community is the suburb of Fairy Meadow. The broader community is the Local Government Area (LGA) of Wollongong.

Analysis of Submissions and statutory requirements

1. Appropriate consent is in place for the use of the premises for use as a packaged licence (delivery only).
2. Council advised that they have no objection to the application.
3. A Police submission was received and considered as summarised at **submission analysis** below.
4. No public submissions were received relating to the application.
5. I am satisfied that the applicant has been provided with an opportunity to consider and comment upon the conditions contained in the licence document.
6. I am satisfied that all other statutory requirements have been met.

Positive social impacts

I am satisfied that the proposal would benefit the local and broader communities by provide customers in the suburb of Fairy Meadow and the wider community of NSW with the ability to order alcohol from their own home or place of business. The business will provide convenient access to liquor by taking orders online, by phone, fax or mail order, and personal delivery.

No sales will be made in person, or tastings will be conducted at the licensed premises, members of the public will not be permitted to attend the premises to place or collect their orders and no advertising or promotional material relating to alcohol is to be displayed outside the licensed premises.

Negative social impacts

I accept that the proposal could contribute to an increase in alcohol-related harm in the local and broader communities.

I am satisfied that the business model, conditions imposed, and any other information contained in the application will ensure that the lawful operation of the premises will not be detrimental to the local or broader community.

In particular, the licence conditions will serve to mitigate any potential negative impacts, including:

- presence of crime hotspots in the local community
- higher than average crime rates in the local or broader community
- higher than average packaged licence density in the local community
- higher than average level of alcohol-attributable hospitalisations in the broader community

Noting that the business model is for delivery-only across NSW, we also accept that the proposal may contribute to alcohol-related harm in other areas of the State.

However, we are satisfied that these risk factors are reduced by the:

- lower than average packaged licence density in the broader community
- Socio-economic advantage and disadvantage in the suburb and LGA
- the delivery-only business model and harm-minimisation measures outlined in the plan of management and licence conditions, as set out in Schedule 1.

The material that was considered

I considered the following material when making a decision:

- the application material — including evidence that stakeholders and the community were notified about the application
- a Statement of Risks and Potential Effects (SoRPE)
- the plan of the licensed premises and any authorisations
- a plan of management for the licensed business
- stakeholder submissions and the applicant's response to them.

This decision will be published in accordance with section 36C of the *Gaming and Liquor Administration Act 2007*.

Opportunity for review

The applicant and anyone who was notified of the application and made a submission, may apply to [ILGA](#) for a review of the decision.

An application for review must be made no later 28 days after the decision is published on the website ([ILGA](#)). There is a fee to lodge the application.

If you have any questions

Please contact L&GNSW at: new.applications@liquorandgaming.nsw.gov.au



Joanne Zammit

A/Manager

Liquor & Gaming NSW

21.07.25

Schedule 1: Licence conditions – Sullivan’s Beverages

No.	Condition imposed												
1.	<p>6-hour closure period</p> <p>Section 11A of the Liquor Act 2007 applies to this licence. Liquor must not be sold by retail on the licensed premises for a continuous period of 6 hours between 4:00 AM and 10:00 AM during each consecutive period of 24 hours. The licensee must comply with this 6-hour closure period along with any other limits specified in the trading hours for this licence.</p>												
2.	<p>Retail sales</p> <table> <tr> <td>Good Friday</td><td>Not permitted</td></tr> <tr> <td>December 24th</td><td>Normal trading Monday to Saturday, 8:00 AM to 12:00 midnight</td></tr> <tr> <td>Sunday</td><td></td></tr> <tr> <td>Christmas Day</td><td>Not permitted</td></tr> <tr> <td>December 31st</td><td>Normal trading Monday to Saturday, 10:00 AM to 12:00 midnight</td></tr> <tr> <td>Sunday</td><td></td></tr> </table>	Good Friday	Not permitted	December 24th	Normal trading Monday to Saturday, 8:00 AM to 12:00 midnight	Sunday		Christmas Day	Not permitted	December 31st	Normal trading Monday to Saturday, 10:00 AM to 12:00 midnight	Sunday	
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3.	<p>Overall impact (new licences)</p> <p>The business authorised by this licence must not operate with a greater level of overall impact on the well-being of the local and broader community than what could reasonably be expected from the information contained in the application and other information submitted in the process of obtaining the licence.</p>												
4.	<p>Liquor plan of management</p> <p>The premises is to be operated at all times in accordance with the Plan of Management dated 02 July 2025 as may be varied from time to time after consultation with NSW Police. A copy of the Plan of Management is to be kept on the premises, and made available for inspection on the request of a police officer, council officer, Liquor and Gaming NSW inspector, or any other person authorised by the Independent Liquor and Gaming Authority.</p>												
5.	<p>Participation in the local liquor accord</p> <p>The licensee or its representative must join and be an active participant in the local liquor accord.</p>												
6.	<p>No walk-up sales</p> <p>Limited to the sale of liquor only by means of taking orders over the telephone or by facsimile or mail order, or through an Internet site.</p>												
7.	<p>Liquor storage</p> <p>No liquor products for sale under this licence are to be delivered or stored at the licensed premises.</p>												
8.	<p>No tastings</p> <p>The licensee must ensure that no tastings are conducted on the licensed premises.</p>												
9.	<p>No advertising</p> <p>No advertising or promotional material relating to alcohol is to be displayed outside the licensed premises.</p>												

No.	Condition not imposed
1.	<p>Specialised Liquor Products</p> <p>1) The licensee must ensure that only the following liquor products are sold or supplied by the licensed business ("Business"), except as provided by sub-clause 2:</p> <p>[Choose from the following as appropriate to reflect what the applicant has proposed]</p> <ul style="list-style-type: none"> (a) craft beer (b) craft cider (c) craft spirits (d) boutique wines (including sparkling wines and champagne) (e) organic and natural liquor products (f) liquor products packaged under labels owned by the Business (g) wine produced in the [name of wine region] in which the premises is located (h) liquor products produced in [list of countries]. <p>2) Other complementary liquor products, provided that those other products do not exceed more than 10% of the total product lines or 10% of the total products stocked on the premises at any one time, are also permitted. For liquor products available for sale under this sub-clause, the licensee must maintain documentation that stock levels do not exceed either of the specified 10% thresholds.</p> <p><i>[Note: This sub-clause (and reference to it in sub-clause 1) is usually omitted where only products covered by sub-clause 1(h) are sold, but may be included at the discretion of the decision-maker]</i></p> <p>3) The licensee must ensure that a list of the product lines and products stocked by the Business at any one time is kept at the premises and made available for inspection on the request of a police officer, Liquor & Gaming NSW inspector, or any other person authorised by the Independent Liquor and Gaming Authority.</p> <p>4) For every liquor product (except products packaged under labels owned by the Business <i>[delete if not applicable]</i>) that is available for sale under sub-clause 1, the licensee must maintain and make available for inspection on the premises documentation from the supplier confirming the location of production, and/or that the product meets the relevant definition specified in this condition.</p> <p><i>[Note: This sub-clause is usually omitted where only products covered by sub-clause 1(h) are sold, but may be included at the discretion of the decision-maker]</i></p> <p>[Choose from the following if craft beer, craft cider, craft spirits and/or boutique wines are proposed to be sold by the Business]</p> <p><u>Definitions</u></p> <p>For the purposes of this condition:</p> <ul style="list-style-type: none"> 1. Craft beer is defined as beer that is not generally considered to be mainstream beer, and is produced by a craft brewer: <ul style="list-style-type: none"> a. which is located in Australia and produces less than 40 million litres of beer per annum, or located overseas and produces less than 6 million barrels of beer per annum;

No.	Condition not imposed
	<ul style="list-style-type: none"> <ul style="list-style-type: none"> b. where not more than 25 percent of the brewery is owned or controlled (or equivalent economic interest) by an industry participant that is not itself a craft brewer; and c. which will certify that the majority of its total beverage alcohol volume is in beers whose flavour derives from traditional or innovative brewing ingredients and their fermentation (flavoured malt beverages are not considered beers). 2. Craft cider is defined as cider that is not generally considered to be mainstream cider, and is produced by a craft producer: <ul style="list-style-type: none"> a. which is located in Australia and produces less than 40 million litres of cider per annum, or located overseas and produces less than 6 million barrels of cider per annum; b. where not more than 25 percent of the producer is owned or controlled (or equivalent economic interest) by an industry participant that is not itself a craft cider producer; and c. which will certify that the cider is made from liquid consisting only of juice (no concentrates). 3. Craft spirits are defined as spirits that are not generally considered to be mainstream spirits and are: <ul style="list-style-type: none"> a. the product of a distillery that has maximum annual sales of less than 100,000 proof gallons or 52,000 cases, or in the case of blended spirits, the product of an independently owned and operated facility that uses any combination of traditional and innovative techniques such as fermenting, distilling, re-distilling, blending, infusing or warehousing to create products with a unique flavour profile; and b. distilled at a distillery where the spirit has either been run through a still by a craft distiller, or in the case of a blended spirit, the spirit has been distilled originally by a craft distiller. 4. Boutique wine is defined as wine (other than sparkling wine or champagne) that is manufactured by or on behalf of a boutique wine company which crushes and bottles 250 tonnes or less annually under its own label and is independently owned (i.e. not owned by a larger wine company at the time wine is supplied to the Business). 5. Boutique champagne and sparkling wine is defined as champagne or sparkling wine that is not generally considered to be mainstream champagne or sparkling wine, that is, champagne or sparkling wine that is not commonly sold by major liquor retailers. 6. Organic and natural liquor products are defined as: <ul style="list-style-type: none"> a. Organic liquors (including organic wines) that bear a recognised organic certification logo; b. Wine that is labelled or marketed as organic wine, and is produced from vineyards and farms that are farmed organically or to organic standards, typically with little or no additions in wine-making (whether or not the wine is certified as organic); c. Wine that is labelled or marketed as natural wine, and is produced from vineyards that are farmed organically or bio-dynamically, and then produced with no additions (additives) in wine-making, including

No.	Condition not imposed
	<p>MegaPurple, tartaric acid, enzymes, malabugs, and bottled with lower levels of sulphur or without sulphur (preservative 220); and</p> <p>d. Boutique wines that are marketed as organic, bio-dynamic or natural wines (including sparkling wine), and manufactured by or on behalf of a boutique wine company which crushes and bottles 250 tonnes or less annually under its own label and is independently-owned (ie not owned by a larger wine company at the time the licensee purchases wine wholesale from the supplier).</p>
2.	No same day delivery.