

Liquor & Gaming NSW

Application No.	1-9488626657
Applicant	Benjamin Kooyman
Application for	Removal of a packaged liquor licence (online only)
Application date	29 May 2025
Licence name	Endeavour Beverages Pty Ltd
Trading hours	Monday to Saturday 09:00 AM – 07:00 PM Sunday 10:00 AM – 07:00 PM
Premises	From; 4 Paradise Ave, ROSEVILLE, NSW 2069 To; Level 2 Suite A 79A George St THE ROCKS NSW 2000
Legislation	Section 45(1) of the <i>Liquor Act</i> 2007

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:
Removal of a Packaged Liquor Licence (online only) – Endeavour Beverages Pty Ltd

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 The Rocks.

The broader community is the Local Government Area (LGA) of Sydney.

Analysis of Submissions and statutory requirements

1. The licensed premises will be located within a business suite where consent is in place for an office.
2. Council advised that they have no objection to the application.
3. I am satisfied that the applicant has been provided with an opportunity to consider and comment upon the conditions contained in the licence document.
4. 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.

The proposed licence will provide convenient access to liquor by taking orders online, by phone, fax or mail order, and delivery to customers via courier.

No sales will be made in person at the licensed premises and members of the public will not be permitted to attend the premises to place or collect their orders. Liquor will be stored at warehouse facilities located at Belrose and Smeaton Grange.

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 Plan of Management and licence conditions will serve to mitigate any potential negative impacts.

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
- a development consent for the premises
- 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

21 July 2025



Kieran McSherry

Coordinator

Liquor & Gaming NSW

Schedule 1: Licence conditions - Endeavour Beverages Pty Ltd

No.	Condition imposed
1.	6-hour closure period 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 03:00 AM and 09:00 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.
2.	Retail sales 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
3.	Liquor plan of management The premises is to be operated at all times in accordance with the Plan of Management dated 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.
4.	No walk-up sales 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.
5.	Liquor storage No liquor products for sale under this licence are to be delivered or stored at the licensed premises.
6.	No tastings The licensee must ensure that no tastings are conducted on the licensed premises.
7.	No advertising No advertising or promotional material relating to liquor is to be displayed outside the premises.
8.	No same day delivery Alcohol is not permitted to be delivered to a customer (other than a person authorised to sell liquor) on the same business day as the order is placed.