

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000692340

Date Lodged: 11-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2 Helensburgh

WOLLONGONG PD

Status
Under assessment

Date Posted 10/06/2021 Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Middle Name

Surname

Given Name

Email Address

Contact Telephone

Address Type Residential

HELENSBURGH NSW 2508

Address Type

Postal



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#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I wish to oppose the application of Coles liquorland to open in Helensburgh. As is stated in the application there are already 4 packaged liquor venues in the 2508 area, however these are locally owned, operated and give back to the community. They sponsor local sporting teams, events and organisations. They also employ local staff, members of the community. The current Coles does not have 100% of its staff from the local area. The application states that the local Coles is the only supermarket in the area and the reason for that is when Bi-Lo was built in 2004 there was another supermarket, a local IGA, the introduction of Bi-Lo ended that business. Will the same happen to the current bottle shops if Liquorland is introduced? This current Coles does not support the local community. Locals shop there because they have no choice. Coles has the monopoly, but Coles does not sponsor any sporting teams and gives minimal financial support to local charities and sporting clubs.

Additional Documents
Liquorland Application.docx



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# **Submission Information**

SR0000692383

Date Lodged: 10-07-2021

## **Application Details**

Application Number

New licence - packaged liquor - bottle shop APP-0008817690

Licence Name

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Street Address

Application Type

Local Government Area (LGA)

Wollongong

Police Area Command (PAC) **WOLLONGONG PD** 

Helensburgh

Statistical Area Level 2

Status **Date Posted** 

Under assessment 10/06/2021

Submission Close Date 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Surname

**Email Address** 

Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



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## Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

Please See Attached

Additional Documents Submission.docx

### 12 July 2021

I, would like to submit a strong objection to the application for a bottle shop at 19-21 Walker Street Helensburgh which is a private building and therefore is not connected to the Helensburgh Plaza. The application states the address as 19-33 Walker Street which is incorrect.

The application No. is APP-0008817690 which is listed in the submission.

The 2016 Census stated Helensburgh and surrounds had a population of 6383 residents which is now approximately 7000 in 2021. I would like to know what benefit our community would gain by another liquor outlet in Helensburgh.

We have 4 liquor outlets who service the community as well as supporting, funding and sponsoring various sporting clubs, community groups and charities.

Premium Liquor shop is a first class outlet with high grade quality products and choices and with competitive prices. To compete, Liquorland would need to at least meet, if not pass, the criteria that the other outlets offer to the community and I doubt they will be as community minded.

The position of the new outlet could increase in the sale or secondary sale of alcohol to teenagers and younger persons encouraging them to gather for anti-social behaviour in the Helensburgh Plaza car park which is not patrolled at night causing increased pressure on police resources because the police are no longer stationed in Helensburgh.

We used to have a lovely village atmosphere in Helensburgh which is disintegrating before our eyes.

As a community we have so many needs in Helensburgh. Coles is a 3<sup>rd</sup> grade supermarket without a delicatessen and fruit and veggies are of a very poor standard. We used to have a fruit shop and deli where the proposed Liquorland site is.

Please take a look before you consider approving this Liquor Licence application and see the greed of Coles and Co and their not considering our small community.



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# **Submission Information**

SR0000692379

Date Lodged: 10-07-2021

## **Application Details**

Application Type Application Number

New licence - packaged liquor - bottle shop APP-0008817690

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC) **WOLLONGONG PD** 

Helensburgh

Status

Under assessment

**Date Posted** 10/06/2021

Submission Close Date

Statistical Area Level 2

10/07/2021

CISB Notices Plan

Supporting Documents

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type

Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



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## Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

Please See Attached

Additional Documents Submission.docx

I wish to oppose the application of Coles liquorland to open in Helensburgh.

As is stated in the application there are already 4 packaged liquor venues in the 2508 area, however these are locally owned, operated and give back to the community. They sponsor local sporting teams, events and organisations. They also employ local staff, members of the community. The current Coles does not have 100% of its staff from the local area. Will the proposed Liquorland have the same level of local employment or lack there of?

The application states that the local Coles is the only supermarket in the area and the reason for that is when Bi-Lo was built in 2004 there was another supermarket, a local IGA, the introduction of Bi-Lo ended that business. Will the same thing happen to the current bottle shops if Liquorland is introduced? This current Coles does not support the local community. Locals shop there because they have no choice. Coles has the monopoly, but Coles does not sponsor any sporting teams and gives minimal financial support to local charities, schools and sporting clubs.

Other considerations raised in the Consideration of Economic and Social Benefits:

- The Liquorland will operate in a 'manner complementary to the Coles shopping experience'. Does that mean promise the world when they begin, then reduce their stock, quality and services as Coles has. They have removed their deli and replaced it with packaged food. Not so good for the environment or the shoppers.
- A one stop shopping experience. It is a separate store, separate checkout. The same as at the existing shops. How can Liquorland 'offer a significantly a greater experience'?
- 'The proposed liquorland and the existing packaged liquor outlets will serve complementary functional roles'. Does that mean that they will both sell alcohol and the existing ones will support the community and Liquorland will not? Or does it mean that Liquorland will wipe out the other outlets as Bi-Lo (Coles) did with IGA?

Really this application is not about bettering the community of Helensburgh. It is about big businesses making money.



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# **Submission Information**

SR0000692289

Date Lodged: 10-07-2021

## **Application Details**

Application Number

APP-0008817690

New licence - packaged liquor - bottle shop

Application Type

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC)

Statistical Area Level 2 Helensburgh

Submission Close Date

**WOLLONGONG PD** 

**Date Posted** Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



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#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Two reasons both related to community.

Family: Helensburgh is a village. A community of families. Growing community of families with young children and teenagers. The next towns either side are not within walking distance. This (good) isolation has created a family friendly community culture.

Local business owners: Coles have already put the local green grocer out of business - great loss! In such a small town there is one hotel and two liquour outlets already - I don't believe either are making a fortune. Now, Coles want to destroy their business also. In the name of what?! Greed?



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# **Submission Information**

SR0000692282

Date Lodged: 10-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

WOLLONGONG PD Helensburgh

Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name Middle Name

Email Address Contact Telephone

Address Type Residential

STANWELL PARK NSW 2508

Address Type Postal

STANWELL PARK NSW 2508

Surname

Statistical Area Level 2



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#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I would like to add my concern regarding the possible granting of permission by NSW Liquor and Gaming for Liquorland to open yet another bottleshop in Helensburgh. As we already have three alcohol outlets in Helensburgh, the introduction of another one would bring the % of outlets to population to an astronomical level which is neither wanted nor warranted. The premises would be much better suited to another business and leave our current outlets as the family businesses that they are and not be driven out by large corporate companies. We appreciate that Coles have invested in Helensburgh but Liquorland we can do without. regards -



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# **Submission Information**

SR0000692145

Date Lodged: 09-07-2021

## **Application Details**

Application Number

New licence - packaged liquor - bottle shop APP-0008817690

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC) **WOLLONGONG PD** 

Helensburgh

Under assessment

**Date Posted** 10/06/2021

Contact Telephone

Application Type

Submission Close Date

Statistical Area Level 2

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Surname

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type Postal



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## Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

**Additional Documents** 

- objection to the proposal APP-0008817690.pdf



9 July 2021

NSW Liquor and Gaming GPO Box 7060 SYDNEY NSW 2001

#### To Whom It May Concern:

I write to object to the proposal **APP-0008817690**, that is, the proposal to allocate a new packaged liquor licence for Liquorland in Helensburgh NSW 2508.

I am a local resident living within 200 metres of the proposed site. Like many local residents, I am very concerned about the impacts that a Liquorland in our local community would have.

I am a community-minded individual that believes in the merits of small business and healthy competition. However, businesses already struggling through the current economic climate cannot withstand the establishment of a Liquorland store in Helensburgh. There are already three businesses that offer takeaway alcohol in the town. The employment benefits resulting from the Liquorland, as noted by the application, will be short-lived as other local providers could be forced to close, potentially leading to a net-negative in local employment opportunities.

As identified in the Ethos Urban Social and Economic Review, submitted by the applicant, the rate of packaged liquor licenses per 1,000 population in Helensburgh would jump from the current rate of 0.28 to 0.42. This equates to a fifty per cent increase in packaged liquor licences relative to the population. By comparison, the rate of packaged liquor licenses across the Wollongong Local Government Area is currently at 0.23, as identified in the Review. The idea that Helensburgh requires a rate of packaged liquor licences per population almost double the level across the LGA is frankly absurd.

There is currently a leading community campaign seeking urgent safety improvements for the Helensburgh area. Community sentiment regarding vandalism, theft and hooning demonstrates that these issues are at the front of mind for many in the area. The Bureau of Crime Statistics and Research (BOCSAR) frequently notes reductions in assault of up to 45 per cent where restrictions on the availability of alcohol exist. The proposed extended availability of alcohol in Helensburgh, of a Liquorland with potential opening hours up to 10pm, will allow alcohol to be more readily available to people, which will by extension lead to an increase in crime in the area. While the applicant suggests a willingness to work with New South Wales Police, Helensburgh lacks an active police presence, according to community sentiment. This counteracts the ability for Liquorland to effectively liaise with the police in a meaningful way.

I believe that the overall social impact of granting the packaged liquor licence would be detrimental to the wellbeing of the local community. I urge that this application be denied on the above reasons.

Yours faithfully,



Statistical Area Level 2

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# **Submission Information**

SR0000692098

Date Lodged: 09-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA) Police Area Command (PAC)

Wollongong WOLLONGONG PD Helensburgh

Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

Email Address Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



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#### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Why would Helensburgh need another liquor store? I cannot believe we are even having this conversation. 4 liquor stores within 180 meters, don't you think this is EXCESSIVE! It has nothing to do with what Helensburgh needs! It's complete GREED.Coles does nothing for our town NOTHING! We get a third grade Coles, that can't even give us a Deli. Fruit & Vegetables they are overpriced and go to mush in 3 days, it's ridiculous! Coles doesn't sponsor any local sporting teams, unlike the family owned and run outlets in this town. They don't have the money like Liquorland does but that doesn't stop them from giving there hard earned money to the local sporting communities who depend on sponsorship to keep there teams able to play every weekend.

Being family owned businesses the staff know the families in this town which I believe stop the sale of alcohol to minors dramatically. All Liquorland will do is make small family owned businesses struggle. Helensburgh does not need LIQUORLAND



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# Submission Information

SR0000692065

Date Lodged: 09-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC) WOLLONGONG PD

PD Helensburgh

Wolldrigorig

Under assessment

Date Posted 10/06/2021 Submission Close Date

Statistical Area Level 2

10/07/2021

CISB Notices Plan

Supporting Documents

Your Details

ABN:

Contact Person

Given Name

Middle Name

Surname

**Email Address** 

Contact Telephone

Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

Your basis for submission



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Interest in submission Health

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

I do not want my local area to be full of alcoholics who degenerate the friendly community that exists currently. I also do not want a major shop in Helensburgh to be a bottle shop instead of a healthy community oriented outlet that contributes positively to society.



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# **Submission Information**

SR0000692044

Date Lodged: 09-07-2021

## **Application Details**

Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Application Type

Licence Name

Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2 Helensburgh

**WOLLONGONG PD** 

Status Under assessment **Date Posted** 

10/06/2021

Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type

Residential

STANWELL PARK NSW 2508

Address Type

Postal

STANWELL PARK NSW 2508



ABN 81 913 830 179

**GPO BOX 7060** SYDNEY NSW 2001

www.liquorandgaming.nsw.gov.au

### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I am concerned that we are to have yet another alcohol outlet in Helensburgh.
This is a small community of around 7000 people, possibly 10,000 if you include the surrounding villages of Otford, Stanwell Tops, Stanwell Park and Coalcliff who all do much of their shopping here.

We already have 3 bottle shops in addition to the pub and the Tradies club...

Yet another bottleshop is likely to encourage competition, which can lead to lower prices and aggressive marketing campaigns, both of which are likely to lead to an increase in alcohol consumption in the area.

We don't even have a fruit and vegetable shop any more. What kind of suburb would we be creating that has 1

supermarket, 2 butchers, no fruit and vegetable shop, no deli and 4 bottle shops.

Please don't turn this suburb into an alcoholic haven and ruin it by creating an almost 50% (i.e. half) per 100k of population, compared to less than 30% (i.e. 1/3) in major cities!!!



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# **Submission Information**

SR0000691958

Date Lodged: 09-07-2021

## **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2 Helensburgh

**WOLLONGONG PD** 

Status Under assessment **Date Posted** 10/06/2021

Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



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## Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

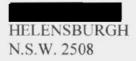
Interest in submission

Owner or occupant of neighbouring premises - more than 100m

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

Additional Documents
APP-0008817690-pdf



9 July 2021

NSW Independent Liquor and Gaming Authority GPO Box 7060 Sydney NSW 2001

To whom it may concern,

### Re application APP-0008817690

Thank you for the opportunity to comment on this application which is very relevant to us being residents of Helensburgh.

We strongly believe that this application must be rejected for the following reasons:

- The application states on page 16 of the Community Impact Statement "there are
  no packaged liquor outlets accompanying a supermarket in all of Helensburgh".
  What the application does not state is that there are two liquor outlets within 100
  metres of the Coles supermarket, in addition to the Helensburgh Hotel Bottle
  Shop. These three outlets more than cater for the needs of the residents.
- The application gives its address as Helensburgh Plaza, 9-33 Walker Street. That
  is incorrect. The property on the corner of Walker Street and Short Street is an
  independent building, and, according to Wollongong City Council is not part of
  the Plaza. The building does not include any parking spaces at all.
- The proposed premises have no off-street parking available for use by delivery trucks. The existing street parking is heavily used by residents due to the very limited off-street parking in Helensburgh.
- 4. Items 3C and 3D of the Community Impact Statement indicates that no face-to-face meetings or public meetings were held. A public meeting could easily have been arranged through the Wollongong Council Neighbourhood Forum 1 which meets monthly and would have provided an opportunity for the local residents to provide comments directly back to the applicant. The applicant denied the residents this opportunity.
- The 2508 area, for which Helensburgh provides the main shopping facilities, has over 25 liquor licences for a population of about 9000 and is therefore already over-serviced by liquor licences.

6. The proposed opening hours of up to midnight Monday to Saturday are likely to exacerbate the existing problems of night-time noise and antisocial behaviour in the Helensburgh Plaza carpark, which will put additional pressure on police resources in the Northern Illawarra area which are already very limited.





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# **Submission Information**

SR0000691881

Date Lodged: 09-07-2021

## **Application Details**

Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Application Type

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2 Helensburgh

WOLLONGONG PD

Status Under assessment Date Posted 10/06/2021 Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type

Residential

HELENSBURGH NSW 2508

Address Type

Postal



www.liquorandgaming.nsw.gov.au

## Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

Additional Documents Liquorland application APP-0008817690.pdf NSW Liquor and Gaming GPO Box 7060 Sydney NSW 2001

Re: Packaged Liquor Licence Application APP-0008817690

I am totally opposed to the granting of a Packaged Liquor Licence to open a LiquorLand store in Helensburgh.

I believe there is no positive benefit to the Helensburgh Community to do this.

The proposed site is not part of Helensburgh Plaza which consists of a Coles store, a bakery and a butcher's shop, all fronting Walker Street with a carpark underneath. The proposed site is separate from this, on the corner of Walker Street and Short Street. It has no parking in front on Walker Street, it being on a corner and with a pedestrian crossing as well.

The Helensburgh Community has a large proportion of young families with children, and more are moving into the area as the older population down-sizes. We already have 3 packaged liquor licence outlets along the main street of our small CBD. This is a family area and Wollongong Council are in the process of upgrading the street to make it even more community friendly. Another outlet will mean that the ratio of packaged liquor licences will increase to well above the State average and also the Wollongong area.

We already have a problem with undesirable loud and rowdy behaviour of a night, centred around the Coles carpark. We also have no police presence in Helensburgh most of the time, the police having to come up to Helensburgh from further south towards Wollongong if there is a problem. Despite numerous requests from adjacent residents, and the broader Helensburgh community, Coles and the landlord have made no attempt to ameliorate the problem by installing CCTV in the carpark area. Therefore, another licence liquor outlet creates potential for greater antisocial behaviour, alcohol abuse and underage drinking via secondary sources of supply.

The current liquor stores in Helensburgh are privately owned and run by locals who care about our community as proven by the sponsorship of our sporting clubs and support for our local charities. We would never see Coles doing the same. LiquorLand has no link or connection in any way to the local community.

As I said above, the addition of a LiquorLand store in Helensburgh will have no positive benefit to our community, and could even leave us worse off.





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# **Submission Information**

SR0000691871

Date Lodged: 09-07-2021

# **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC) **WOLLONGONG PD** 

Helensburgh

Statistical Area Level 2

Status

Under assessment

**Date Posted** 10/06/2021

Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Middle Name

Contact Telephone

Surname

Given Name

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - between 50-100m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Another alcohol outlet in Helensburgh would be a hindrance to the community as we currently have. Helensburgh Premium Liqueur, Helensburgh Cellers, Helensburgh Hotel & Tradies Helensburgh. These all serve and/or trade Alcohol. Some of these are small business that have been operating for many years

These all serve and/or trade Alcohol. Some of these are small business that have been operating for many years and have actively supported the community. Having another shop trading alcohol to a community our size would be highly irresponsible and could potentially lead to anti-social behavior.



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# **Submission Information**

SR0000691872

Date Lodged: 09-07-2021

# **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC) WOLLONGONG PD

Helensburgh

Statistical Area Level 2

Under assessment

Date Posted 10/06/2021 Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Middle Name

Surname

Email Address

Given Name

Contact Telephone

Address Type Residential

HELENSBURGH NSW 2508

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

We already have three liquor outlets in our tiny village. These businesses are small local businesses. If Liquorland takes up residence, they have huge buying power which will allow them to undercut the current local businesses and potentially make it impossible for them to compete, therefore jeopardising their business. Additionally, adding this fourth outlet will increase the alcohol outlets per 100k of population to an alarming 46.99%. This compares with 27.4% and 30.1% in major cities. Helensburgh does not need this alcohol outlet and I for one will never enter its doors, should the application be allowed to go ahead, regardless of how they try to undercut the existing business prices. I will also seriously consider not shopping at Coles as a protest.



Statistical Area Level 2

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000691806

Date Lodged: 09-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC)

WOLLONGONG PD Helensburgh

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Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name Middle Name Surname

Email Address Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

First up I state I don't object to this application by Liquorland. Helensburgh previously had the capacity to be something unique due to location, size history and presentation. However the failure by many to realise this and expand on this uniqueness along with its opportunities has frankly past. Its a shame but it is what it is. So I look past this and evaluate Liquorland's application on what it provides for Helensburgh. I set out what I believe as follows -

- I don't believe one more liquorstore in Helensburgh will promote an increase in local consumption of alcohol. I would expect the commercial advantages Liquorland possesses over the current retailers would provide customers with considerably better prices on alcohol.
- With Liquorland here prudent purchases of alcohol would no longer have to seek less expansive and a larger selection of alcohol outside of town.
- Free enterprise should be supported in Helensburgh. Let the residents decide by their purchases.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000691784

Date Lodged: 09-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA) Po

Wollongong

Police Area Command (PAC)

WOLLONGONG PD

Statistical Area Level 2

Helensburgh

Status

Under assessment

Date Posted 10/06/2021 Submission Close Date

10/07/2021

CISB Notices Plan

Supporting Documents

Your Details

Contact Person

Given Name

Middle Name

Surname

Email Address

Contact Telephone

Address Type Residential

HELENSBURGH NSW 2508

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Re APP-0008817690 New licence - packaged liquor - bottle shop

Applicant: Liquorland To whom it may concern

I am writing to object to the application for a new liquor store licence Helensburgh. Helensburgh currently has 3 liquor stores.

Our small community needs many things but more alcohol outlets is not one of them. The Helensburgh community is quite small and does not have a strong Police presence. There is no manned Police station and the community is not well resourced to deal with drug and alcohol problems.

Given the demographics of our community – I am surprised that the applicants think that there is room for another liquor store, in addition to the 3 that are already operating.

Please do not grant this application – another liquor outlet is not needed, and it is not beneficial to our community in any way



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000691631

Date Lodged: 08-07-2021

## **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC)

Statistical Area Level 2

**WOLLONGONG PD** 

Helensburgh

Under assessment

**Date Posted** 10/06/2021

Submission Close Date 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Middle Name

Contact Telephone

Surname

Given Name

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal

**HELENSBURGH NSW 2508** 



www.liquorandgaming.nsw.gov.au

## Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

it is important to not that there is no street front parking or off street loading. In addition to this there is no community benefit in another packaged liquor store. Currently Helensburgh area (2508 postcode) has over 25 liquor licences for a population of just over 7000 residents. The opening hours are a concern when we already have no permenant police presence resulting in delayed attendance times. Adding late night purchases it is concerning.



Statistical Area Level 2

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000691568

Date Lodged: 08-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA) Police Area Command (PAC)

Wollongong WOLLONGONG PD

VOLLONGONG PD Helensburgh

Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

Email Address Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal

**HELENSBURGH NSW 2508** 



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

There are currently three alcohol outlets in Helensburgh, which is more than enough. There is absolutely no justification for a fourth outlet, and would in no way add to the commercial centre. This is clearly a cynical action by liquorland to compete with existing locally managed outlets, and approving their application would be an unjustifiable decision favouring a very large corporation over the interests of the local community. This would not result in more employment opportunities for locals in the long term.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000691551

Date Lodged: 08-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

WOLLONGONG PD

Statistical Area Level 2

Helensburgh

Status Under assessment

Supporting Documents
CISB Notices Plan

Date Posted 10/06/2021

Submission Close Date 10/07/2021

Your Details

Contact Person

Given Name

Middle Name

Surname

Email Address

Contact Telephone

Address Type Residential

HELENSBURGH NSW 2508

Address Type

Postal

**HELENSBURGH NSW 2508** 



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I am writing to object to the proposal by Liquorland to open a premises in Walker st, Helensburgh. Our small community is already well serviced by several liquor outlets providing packaged alcohol. The majority of these outlets are family owned and operated. These outlets provide much support and sponsorship for local sporting groups, community organisations, donations for school raffles and locals who may be doing it tough. This is because these shop owners are involved in these organisations; with their children, nieces, nephews, friends, business collegues being a part of them. This will not happen with Liquorland. These large corporate organisations are driven by profit and greed, and have no interest in the towns people.

Also, the intended trading hours will increase the availability of alcohol, in a community that does not have a manned police station; increasing crime, domestic violence and having a negative impact on mental illness.



Statistical Area Level 2

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000691289

Date Lodged: 08-07-2021

## **Application Details**

Application Type Application Number

New licence - packaged liquor - bottle shop APP-0008817690

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC)

**WOLLONGONG PD** Helensburgh

**Date Posted** Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

**Email Address** Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal

**HELENSBURGH NSW 2508** 



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

I am writing to express my objection and concern in the proposal to grant a licence and approval for a Liquorland store in Helensburgh. There is no community benefit or interest in having another packaged liquor outlet in Helensburgh. As a mother to young children I have concerns that there are already 25 liquor licences in the area and adding another one, especially in such high trafficked area where children are walking all the time sends a dangerous and unhealthy message to young children about the importance and dependence on alcohol in the area. The premises in question also does not have any off street parking. With recent housing developments and higher density housing of units in the area, there is now less parking. A store like this will have a negative impact on traffic and parking.

Please consider my concerns. Regards



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000691099

Date Lodged: 08-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC) WOLLONGONG PD

Statistical Area Level 2
Helensburgh

Status

Under assessment

Date Posted 10/06/2021

Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

ABN:

Contact Person

Given Name Middle Name

Surname

**Email Address** 

Contact Telephone

Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

Your basis for submission



www.liquorandgaming.nsw.gov.au

Interest in submission Other

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

Additional Documents
Objection letter Liquorland application.docx

**NSW Liquor and Gaming** 

**GPO Box 7060** 

Sydney NSW 2001

Email: new.applications@liquorandgaming.nsw.gov.au

## LIQUORLAND HELESBURGH APPLICATION (REF: APP-0008817690)

Dear Sir/Madam,

My name is

I write to you in my capacity as President to oppose the application made by Liqourland to open premises in Helensburgh.

Our club has a long and proud tradition of community involvement. Sport, and cricket in particular, provides an outlet for men, women and children. While having a beer or drink after the game is a longstanding stereotype of the sport, the club recognises the danger posed by alcohol to our society and in particular our community.

We currently field teams in all junior age groups, run an under 10's program for younger children and have 3 senior teams. Roughly 150 men, women and children represent the club each weekend in summer.

While I understand the need for urban development and renewal, we as a committee believe strongly that the community of Helensburgh and surrounding suburbs would be worse off if the application by Liquorland is accepted.

Helensburgh consumers are already provided with the significant convenience and choice for the purchase of packaged liquor with an existing liquor premises, Helensburgh Premium Liquor, adjacent to the Coles supermarket and closer to the Coles exit than the proposed Liquorland site.

There is also a bottleshop, Helensburgh Cellars, at 7 Walker Street which is only 50 metres from the proposed site, while Helensburgh Hotel, only a further 30 metres on is also licenced to sell packaged alcohol, as are the Tradies.

If this application is allowed, there will be four places to purchase alcohol within less than 200 metres. That is without considering the Tradies. This is a horrible message to send to the community and especially our youth, making it as easy to obtain alcohol in the main street of Helensburgh as it is to get a coffee or takeaway food.

Our understanding is that Helensburgh currently has a ratio of liquor licences of 0.28% per 1000 people, significantly more than that of Wollongong's 0.23%. If Liquorland's proposal is allowed then Helensburgh would suddenly be well over the state average at 0.42%, at a rate of almost 30%. Why should our community be leaders in such an unwanted statistic when the current situation is perfectly adequate and close to the state average?

I'm sure Liquourland's position is that increased competition good for the consumer, as it will drive down prices, however that would come at a significant cost to the community. The 3 existing business are well established, local and independent. They provide jobs to locals. Liquourland, run by a corporation, are far less likely to bother with integrating themselves with the community.

As far as I am aware Coles, who are coincidentally the owners of the Liquurland franchise, have never sponsored any of Helensburgh's sporting teams. This is not limited to the Club, but also the Helensburgh Tigers Rugby League Club, the Helensburgh Thistles Soccer Club, the Helensburgh Netball Club or any of the other various sporting teams in the area.

The Club, for instance, is sponsored by Helensburgh Premium Liquor, the Tradies and Helensburgh Hotel. Allowing this application for Liquorland to open a store in Helensburgh, which would increase competition in an already very competitive market, could well mean that these businesses will not be able to afford sponsoring local clubs and community groups. This would have a flow on effect to all the local sporting teams and community groups that rely on local business' sponsorship and generosity to stay afloat. This could be extremely detrimental to the local community, as sport provides an outlet to children and adults alike to avoid anti-social behaviour. Ironically, a business that provides the means to fuel anti-social behaviour may also take away the means to reduce it without providing any benefit or assistance to the local community at all.

It is noted that the current application gives an incorrect address of "Helensburgh Plaza", 19-33 Walker Street. On our reading of it, the building on the corner of Walker and Short Streets is not part of the Helensburgh Plaza Development, according to Wollongong City Council's property mapping and the DA for "Helensburgh Plaza. This is an independent and standalone building with no parking at all. The curb outside the proposed location on Short Street is a loading zone, while the curb on the Walker Street side is also a no parking zone just prior to a pedestrian crossing.

The reality is the proposal made by Liquourland would be to dump a new store without providing any additional or even having any existing parking spaces for customers, creating an overload in the already congested, dingy and dark carpark below the existing Coles store. Parking in this space is an increasing issue, especially with Coles now deeming a significant number of parking spaces for their "Click and Collect" service.

From our reading of it, the proposed premises has no off-street delivery. Liquorland's store plan appears to indicate that there is no off-street unloading area for truck deliveries.

The current liquor stores, being Helensburgh Cellars, Helensburgh Premium Liquor, Helensburgh Cellars and the Tradies all have parking out the front of their stores.

There is simply no community interest or benefit to the community in another packaged liquor outlet in Helensburgh.

Night time noise and anti-social behaviour are an issue in the vicinity of the "Helensburgh Plaza" and the car park beneath Coles. No one takes any responsibility for these problems. The opening of a further liquor store will only add to that problem.

As a father of 3 children of primary school age, I am concerned that the addition of a further bottleshop will see an increase in the secondary sale to younger persons and teenagers. The

area opposite Coles is already somewhere that attracts anti-social behaviour by young people and teenagers and the addition of a further place to purchase alcohol is only likely to fuel that.

Helensburgh already has a very limited and under resourced police presence, so adding a further conduit for crime and anti-social behaviour is a very irresponsible idea.

Additionally, Helensburgh has an issue with youth unemployment and a lack of opportunities for ot

work for those under the age of 18. The addition of a under 18 and without their RSA/RCG would be uproviding what the community actually needs.	
As a committee, we thank you for considering our ob-	jection.
	Dated:



Statistical Area Level 2

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000690801

Date Lodged: 07-07-2021

## **Application Details**

Application Number

New licence - packaged liquor - bottle shop APP-0008817690

Application Type

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Police Area Command (PAC)

Local Government Area (LGA)

Wollongong

**WOLLONGONG PD** Helensburgh

Status **Date Posted** Submission Close Date Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

**Email Address** Contact Telephone

Address Type Residential

STANWELL TOPS NSW 2508

Address Type Postal

STANWELL TOPS NSW 2508



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I am quite incensed about the possible opening of another liquor outlet in our town. Helensburgh is particularly heavily populated with young families. Having 4 liquor stores in one short main street, and only one relatively small supermarket, sends a horribly strong message to our young people: "Hey, booze rules and is way more important than healthy eating". Coles Management needs to have a Really Big Think about this.....
We have now lost a large fresh food and deli shop that operated in the space in question. For some unaccountable reason Helensburgh has been designated a limited Coles that is always really badly supplied with fresh fruit and veggies, all meats and cheeses are per-wrapped, and there is NO LOCAL ALTERNATIVE. In these health-conscious times this is a really appalling situation. Coles needs to get off the booze, and would far better serve the community by providing an expanded store with a large fresh food section. What a wonderful opportunity to do the right thing!



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000690704

Date Lodged: 07-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC)

WOLLONGONG PD Helensburgh

Under assessment

Date Posted 10/06/2021 Submission Close Date

Statistical Area Level 2

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name

Middle Name

Surname

Email Address

Contact Telephone

Address Type Residential

STANWELL TOPS NSW 2508

Address Type

Postal

STANWELL TOPS NSW 2508



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

I have great concerns about another alcohol retailer being established in Helensburgh. We already have four (4) alcohol outlets in Helensburgh. Surely this is sufficient for the population of Helensburgh and surrounding suburbs.

Fortunately my family is not affected by alcohol related behaviour and illness etc but I do know families that are. Further, I am a mother of two (2) teenage children. What image does it portray to them when they see "another bottle shop" opening in town.

Please consider the above when you make the decision on whether to approve another alcohol outlet in

Helensburgh. Thank you.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000690709

Date Lodged: 07-07-2021

## **Application Details**

Application Number

APP-0008817690

New licence - packaged liquor - bottle shop

Application Type

Licence Name

Liquorland

Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC) **WOLLONGONG PD** 

Statistical Area Level 2

Helensburgh

Status

Under assessment

**Date Posted** 10/06/2021

Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name



Contact Telephone

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal

**HELENSBURGH NSW 2508** 

Surname



www.liquorandgaming.nsw.gov.au

## Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

Additional Documents Letter re Bottle Shop.doc NSW Independent Liquor and Gaming Authority

## **Reference APP-0008817690**

Dear Sir/ Madam.

I am making a submission in regard to the Application by Liquorland to open up in Walker St Helensburgh.

My areas of concern are

We are a small community and already have several liquor outlets in town, a Hotel, a Club and a larger bottle shop; these are all in close vicinity of each other. In the same post code area are other outlets.

- 1) Currently all three of these businesses employ local people; if a larger shop is allowed to open I feel it will cause these facilities to reduce staff, due to reduced income and business. Currently our larger independent Bottle Shop employs all local people including several High School Students who are given the chance to work and enter the work force. This business is owned by a Family who have been in the town since 1955, so are well known and respected and their business is well supported by the Locals.
- 2) The Hotel, the Club and the Bottle Shop are all generous sponsors of our local sporting teams and charities. If the opening of Liquorland causes these venues to lose income by reducing their sales then the first impact will be the loss of sponsorship of the sports teams which will have a real impact on the children and sport in this town. I am certain that Liquorland will not singly provide as much sponsorship to the sports teams as the current three businesses do!
- 3) Coles, who owns Liquorland, is the second largest liquor retailer in Australia. Coles already has a monopoly in this town with the only Supermarket, why should these larger billion dollar companies be allowed to enter towns where there are ample Liquor outlets, (even after the sale of our very smallest Bottle Shop licence to Liquorland), and wipe out the small family owned businesses.

Thank you for allowing my submission about this important topic in our small town. I am concerned about local unemployment and local Children's Sporting future in the town.

Yours sincerely



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000690439

Date Lodged: 07-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

WOLLONGONG PD

Statistical Area Level 2

Helensburgh

Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name Middle Name

Surname

**Email Address** 

Contact Telephone

Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

Your basis for submission

www.liquorandgaming.nsw.gov.au

#### Interest in submission

Owner or occupant of neighbouring premises - between 50-100m

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

This submission comprises six (6) pdf files as follows :-

- 1. The written submission (40 pages); and
- 2. Attachments 1 to 10 that are referred to in the written submission (the attachments are provided in 5 separate files due to their size - combined they are 57 pages).

In support of this submission are five (5) video files marked:-

- 1. Video File 1: Liquorland to carpark;
- 2. Video File 2: Coles exit door to Liquorland;3. Video File 3: Coles exit door to Premium Liquor;
- 4. Video File 4: Exit door to Coles; and
- 5. Video File 5: Entry door to Coles.

Please note that the video files were rejected on upload and therefore they will be emailed to the review officer at the Liquor and Gaming. It would be appreciated if the review officer would check all files have been received and confirm with our office.

## **Additional Documents**

The Submission\_Helensburgh.pdf

Attachments 1 to 8 of Submission\_Helensburgh.pdf

Attachment 9A to Submission Helensburgh.pdf

Attachment 9B to Submission Helensburgh.pdf

Attachment 9B to Submission\_Helensburgh.pdf

Attachment 9C to Submission\_Helensburgh.pdf

Attachment 10 of Submission Helensburgh.pdf

Video File 1\_Liquorland to carpark\_IMG\_9736.mov

Video File 2\_Coles Exit Door to Liquorland IMG\_9724.mov

Video File 3 Coles Exit Door to Premium Liquor IMG 9725.mov

Video File 4\_Exit Door to Coles.mov

Video File 5\_Entry Door to Coles\_IMG\_4859.mov

# **SUBMISSION**

Application by Liquorland (Australia) Pty Ltd (the Applicant) for the grant of a packaged liquor licence (the Licence) at Helensburgh Plaza, 19-33 Walker Street, Helensburgh (the Premises). The NSW *Independent Liquor and Gaming Authority* (the Authority) has allocated it Application Number APP-0008817690 (the Application).

# Index

This document includes a discussion on the following matters: -

1.	Introduction4
2.	Outlet Density
3.	Population growth8
4.	Vulnerable members of the LC9
5.	Alcohol related harm
6.	The role of the existing bottleshop operators
7.	One-stop shopping
8.	Products, pricing, trading hours and store design
	Products
	Pricing23
	Trading hours24
	Store design
9.	Submissions
10.	Neighbourhood Amenity
11.	Research and past findings of the Authority27
12.	The purported benefits of this Application
13.	The Objects of the Act – are they met?36
14.	The balancing exercise contemplated by s.48(5) of the Act

# **Attachments**

This document is supported by attachments, as follows: -

Attachment 1: Map showing the walking route for customers between the Supermarket and: -

(a) Liquorland; and (b) Helensburgh Premium Liquor.

**Attachment 2:** Photographs of the site and its immediate surrounds.

Attachment 3: Map showing the location of Centennial Hotel, Helensburgh Cellars, Helensburgh

Premium Liquor, Liquorland and nearby sensitive facilities.

**Attachment 4:** *LiveData* hotspot map for alcohol related domestic violence.

Attachment 5: Driving Under The Influence Of Alcohol Or Other Substance data issued by the

BOCSAR.

**Attachment 6:** Details and photos relevant to Helensburgh Premium Liquor.

**Attachment 7:** Pricing information.

Attachment 8: Article appearing in the South Coaster on 1 March 2021 that details the ongoing

antisocial behaviour in the carpark to the rear of the Supermarket.

**Attachment 9:** Evidence customers of the Supermarket are currently taking their Coles trolleys

inside Helensburgh Premium Liquor.

**Attachment 10:** Additional submissions lodged via the use of the link:

https://www.planningalerts.org.au/applications/2000021

# **Video Evidence**

The Submitter also relies on video evidence as follows: -

Video File 1: Liquorland to carpark,

Video File 2: Coles exit door to Liquorland,

Video File 3: Coles exit door to Premium Liquor,

• Video File 4: Exit door to Coles, and

• Video File 5: Entry door to Coles.

These files will be uploaded separately to the L&G website as part of the lodgement of this submission.

# **Abbreviations**

In this document the following additional abbreviations are used: -

Act: NSW 2007 Liquor Act.

AS: The Applicant's Additional Statement accompanying the CIS.

BC: The Broader Community or Wollongong LGA.

CIS: Community Impact Statement

EU: The Report by Ethos Urban dated 3 June 2021.

L&G: Liquor and Gaming NSW

LC: The Local Community or Helensburgh.

Rate: The *Rate* per 100,000 of population.

Supermarket: The Coles Helensburgh Supermarket

# Submission

#### Introduction

This document has been prepared on behalf of (the Submitter).

1.2 Although the Submitter is a commercial competitor, the Authority has acknowledged: -

"It is open to incumbent liquor businesses, like other members of the local or broader communities, to draw the Authority's attention to any relevant prevailing alcohol related social problems or make submissions on what they consider to be the likely social impact of adding another licence of the type, scale and location that is proposed".

[Authority's Decision: IGA Cronulla, Application No 1-1302716739 at page 6] Therefore, the Submitter has raised relevant matters, especially those that the Applicant may have failed to consider in its lodged material.

- 1.3 This document has been prepared in response to the Category B CIS, the report by Ethos Urban dated 3 June 2021 (the EU) and the document titled "Additional Statement" (the AS) that have been filed by the Applicant in support of the Application.
- 1.4 Section 45(3) of the Act states "The Authority must not grant a licence unless the Authority is satisfied that: ....... (c) ......if development consent is required under the Environmental Planning and Assessment Act 1979 (or approval under Part 3A or Part 5.1 of that Act is required) to use the premises for the purposes of the business or activity to which the proposed licence relates—that development consent or approval is in force".
- The Authority does not have power to grant this Application without a valid development consent or approval. The Applicant does not disclose how the use is approved, although we note that it appears the Wollongong Council (Council) is satisfied. It is disingenuous not to inform stakeholders of these details. This is basic information that the public (and all stakeholders) are entitled to know. It is assumed the Applicant will be relying on a Complying Development Certificate (CDC)<sup>1</sup>. If that is the case, then the social risks surrounding this Application will only be considered by the Authority.
- 1.6 The collective weight of the evidence that is outlined in this document confirms the test of s.48(5) of the Act has not been met, and this Application should be refused. In summary, and based on the detailed evidence set out in this document, we note: -
  - The Rate of packaged liquor stores in Helensburgh is 31.3 (per 100,000 of population). This compares <u>unfavorably</u> to Wollongong LGA (25.5), Major Cities of Australia NSW (27.4) and NSW (30.1). If this Application is approved, the Rate in Helensburgh will increase to 46.99.

[Section 2].

The suggestion of a moderate increase in the population to justify the grant of this
 Application is not borne out by the evidence. There is at best very little population growth
 expected for this LC.

[Section 3]

<sup>&</sup>lt;sup>1</sup>We carried out a search of the Council's website and note as at 23 June 2021 there was no development application lodged. Further, DA-2007/1133 relates to the change of use of the Premises to a fruit and vegetable shop and deli. This was approved by the Council in 2007. The Council approved address of the Premises is 19-21 Walker Street, Helensburgh.

- The Applicant relies heavily on the benefit of its interpretation of one-stop shopping, however in this specific location its relevance is both misleading and exaggerated. There is only 1 customer entry to the Supermarket, and it is near the top of the pedestrian ramp. There is only 1 customer exit to the Supermarket, and it is halfway along Walker Street [see the map at Attachment 1 which pinpoints their respective locations together with the video evidence]. In summary, the relevant distances and actual steps to be taken by a customer are as follows: -
  - From the entrance to Liquorland it is: -
    - > <u>22 metres</u> to the customer entry point of the Supermarket (or <u>29 regular adult</u> steps), and
    - > 35 metres to the customer exit point from the Supermarket (or 47 regular adult steps).
  - From Helensburgh Premium Liquor it is <u>40 metres</u> to the customer exit point of the Supermarket (or <u>52 regular adult steps</u>).
  - Helensburgh Cellars is 80 metres away.

Customers of the Supermarket are not *inconvenienced* when purchasing packaged liquor in this location (as alleged by the Applicant).

[Sections 7 & 12, Attachments 1 & 2 & video evidence]

• The difference in steps a customer would take when departing the Supermarket to either Liquorland or Helensburgh Premium Liquor is actually only **5 regular adult steps.** This <u>fact</u> confirms there is no added *convenience* surrounding this Application.

[Tables 8, 9 and 10]

• The Authority has acknowledged that one-stop shopping can be of benefit to the public in specific circumstances. This Supermarket may offer one-stop grocery shopping. However, this is different and something less than one-stop shopping of the type recognised that occurs (often under the one roof at the one site) at a large shopping centre. The Applicant places great emphasis upon an inaccurate analysis of this location & what is available in the immediate vicinity together with what Liquorland may offer in the future. It is simply not the case that the existing Coles shoppers are inconvenienced, or that this Application creates one-stop shopping.

[Sections 7 & 12 & paras. 14.2 & 14.3].

• The views of the submitters have not been given proper consideration by the Applicant. Further, of the submissions that accompanied the CIS, only four (4) individuals supported the proposal but three (3) of them do not live in the LC or the BC. Notably, there has been a significant public comment against the approval of *this Application*.

[Section 9]

• This then begs the question, why the Applicant has not surveyed the customers of the Supermarket (as it has undertaken in other applications), to establish if this proposal is "consistent with the expectations, needs and aspirations of the community" (a s.3 Object of the Act). We say, the absence of the survey in this Application, balanced with the significant public comment against its approval, clearly speaks for itself.

[Paras: 8.1 and Table 11]

• There are elements of the community that are vulnerable (Indigenous persons, young persons, and persons in public housing).

[Section 4].

The Rate of alcohol related deaths is high in the BC.

[Section 5].

 The Liquorland store is located near to a low to medium hotspot location for domestic assault.

[Attachment 4].

• The BOCSAR data for "Driving Under The Influence Of Alcohol Or Other Substance" for the BC illustrates that for 10 of the last 11 years the Rate in the BC has been higher than NSW.

[Para. 5.6 and Attachment 5]

The Liquorland trading hours will be extensive. Increased competition is more than likely
to create cheaper alcohol to at-risk groups or vulnerable elements of the LC, as they would
be able to purchase more liquor more freely and thereby consume more.

[Section 8]

• Despite the Applicant's claims to the contrary, it is submitted there is evidence from a variety of sources that alcohol is being consumed in the LC in a manner that is contributing to both short-term and long-term harm and ill-health outcomes.

[Section 9]

- A large of part of the Applicant's case is that the policies and procedures of Liquorland (the level of training it provides to its staff and its security measures) will mitigate the risk. It is not intended to criticise Liquorland's ability to manage licensed venues across NSW. But what is of significance in considering this Application is that most of the concerns in this location are concerns that are simply outside its control or beyond its ability to effectively manage or prevent.
- On balance *neighbourhood amenity* is likely to be adversely impacted by this proposal.

[Section 10]

• The research and past findings of the Authority indicate this Application should be refused.

[Section 11]

• There are little to no public benefits if *this Application* is approved in *this location*. If there is found to be any small benefit, then it is clearly outweighed by the negative aspects of this proposal.

[Section 12]

 Liquorland does not provide anything unique or special for this LC – it does not offer anything that has not been provided by the existing packaged liquor operators for many years.

[Section 6]

• This Application does not advance the s.3 Objects.

[Section 13]

• The balancing exercising, as contemplated by s.48(5) of the Act makes it abundantly clear that this Application should be refused.

[Section 14]

## Outlet Density

- 2.1 EU attempts to diminish the position with outlet density. It provides the "Liquor Licence Density" data at page 4<sup>2</sup> however it does not compare it to Major Cities of Australia (NSW) or the State to attribute relevance to it.
- 2.2 Table 1 reproduces the Rates of outlet density that are detailed in the L&G's LiveData report.

Table 1: Outlet Density

Year	Liquor licence type	Helensburgh	Wollongong LGA	Major Cities of Australia (NSW)	All of NSW	
	Population	6,383	203,630	5,779,588	7,480,228	
1	Packaged liquor store	31.3	25.5	27.4	30.1	
June 2021	Authorised to supply packaged liquor	62.7	63.4	58.8	75.7	
	Hotel	15.7	19.2	19.8	28.4	
	Club	15.7	18.7	11.6	17.1	

Red font indicates a Rate higher than NSW, while green font indicates a Rate lower than NSW

2.3 If this Application is approved, then the position in the LC will change to that shown in Table 2.

Table 2: Outlet Density

Year	Liquor licence type	Helensburgh (Rate)	Helensburgh (Number of Licences)
P	ackaged liquor store	46.99	3
A	Authorised to supply packaged liquor	78.33	5

Red font indicates a Rate higher than NSW

- 2.4 The evidence is obvious the outlet density data does not support the approval of this Application. The approval will create a significant oversupply of venues that are lawfully allowed to make packaged liquor sales in the LC.
- 2.5 This is a location that already has an abundance of takeaway packaged liquor available to be purchased by adult customers. It is also a location that has historically experienced concerns with the use of alcohol. The evidence throughout this document (and in the submissions already lodged with the L&G) confirms many of those concerns continue today.
- 2.6 EU refers to "outlet clustering" (page 17) and states "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".
- 2.7 LiveData compares outlet clustering in this LC to the BC, Major Cities of Australia (NSW) and NSW. While it is low in this LC you would expect that to be the case because Helensburgh is not a major shopping or tourist destination, but rather a small village (that is considered to be the gateway between the cities of Sydney and Wollongong).

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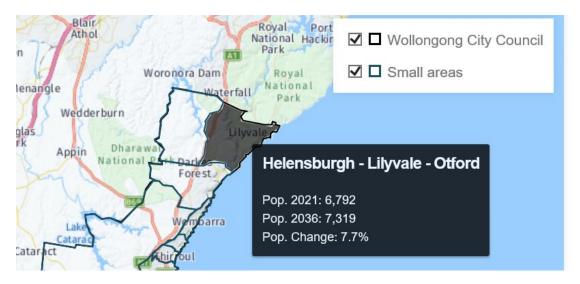
<sup>&</sup>lt;sup>2</sup> This lack of detail is repeated at Table 6 (page 15) of the EU.

2.8 Helensburgh is the northern-most suburb governed by Wollongong City Council and marks the northern end of the Illawarra region. It also borders the southern end of the Royal National Park and the western side of the Garawarra State Conservation Area, which adds to the town's isolation from its neighbours. Many travellers will drive straight past Helensburgh on the Southern Freeway or Princes Highway without ever even knowing the town is there<sup>3</sup>.

## 3. Population growth

- EU states (at page 5) that "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". The above is a summary that is then set out in more detail at page 11 of the EU.
- To put the purported growth in perspective from the 2016 census data, the LC will grow by 1,797 people in the 20 years to 2036.
- The Applicant attempts to portray the population growth for the LC in the best possible light. **Figure 1** provides a contrasting view it indicates a population change to 7,319 (at 3036) for the combined areas of *Helensburgh Lilyvale Otford*.

Figure 1: Population growth<sup>4</sup>



- The Council's population forecast page<sup>5</sup> indicates the population growth of "Helensburgh Lilyvale Otford" to 2036 at 7.7%. In contrast, it projects the population growth for the BC at 14.47% for the same period. There is no doubt that the population growth expected for the LC is small particularly when the period of time from today to 2036 is taken into account.
- However, and for present purposes only, we have factored the Applicant's believed growth into the calculations provided in **Table 3**. Even with that growth, there will remain a significant over-provision of licences permitted to make packaged liquor sales in the LC in 2036.

<sup>&</sup>lt;sup>3</sup> https://www.helensburgh.com.au/helensburgh-nsw-2508/ (accessed 23.6.21)

<sup>4</sup> https://forecast.id.com.au/wollongong (accessed 21.6.21)

<sup>&</sup>lt;sup>5</sup> <u>https://forecast.id.com.au/wollongong</u> (accessed 21.6.21).

3.6 To avoid criticism, Table 3 uses the Applicant's projections and provides the official projections for NSW, so a more meaningful comparison can be made. The comparison is on the basis that there will be no increase in density in either the LC or NSW over the period. Clearly this will not be the case for NSW and therefore the position in 2036 will be far worse than illustrated.

**Table 3:** Outlet Density (the number in brackets is the available licences)

Year	Liquor licence type	Helensburgh 2021	Helensburgh 2036	All of NSW 2021	All of NSW 2036
	Population	7,070	8,180	8,414,9786	10,077,9647
	Packaged liquor store	42.43 (3)	36.67 (3)	26.77 (2253) <sup>8</sup>	22.35 (2253)
	Authorised to supply packaged liquor	70.72 (5)	61.12 (5)	66.04 (5558) <sup>9</sup>	55.15 (5558)

Red font indicates a Rate higher than NSW

3.7 Even with these modest predictions, there will remain a significant overprovision of packaged liquor in the LC for many decades. Of course, the comparisons could be far worse when based on the population projections provided by "forecast.id" [see Figure 1 above]. For example, see the comparisons in Table 4.

 Table 4: Outlet Density (the number in brackets is the available licences)

Year	Liquor licence type	Helensburgh 2021	Helensburgh 2036	All of NSW 2021	All of NSW 2036
	Population	6,792	7,319	8,414,97810	10,077,96411
	Packaged liquor store	44.16 (3)	40.98 (3)	26.77 (2253) <sup>12</sup>	22.35 (2253)
	Authorised to supply packaged liquor	73.61 (5)	68. <sub>31</sub> (5)	66.04 (5558) <sup>13</sup>	55.15 (5558)

Red font indicates a Rate higher than NSW

- 3.8 No matter which way the Authority considers the issue of *density*, it is obvious there is an over-supply of venues that provide a packaged liquor service in this LC.
- 3.9 As part of the population growth data the EU seeks to rely on (at page 15), it also refers to "visitors and temporary workers in the region", suggesting there is a need to increase outlet density to satisfy this element. The EU does not provide any visitor numbers and therefore does not provide any evidence at all to support these claims.

### 4. Vulnerable members of the LC

4.1 For the assistance of the reviewer, we have included at Attachment 3 a map illustrating the location of Centennial Hotel, Helensburgh Cellars, Helensburgh Premium Liquor, Liquorland and nearby sensitive facilities.

<sup>&</sup>lt;sup>6</sup> NSW Population Projections – NSW summary population accounts (movement perspective)

https://www.planning.nsw.gov.au/Research-and-Demography/Population-projections/Projections - period to end of 2031

<sup>7</sup> Ibid – period to end of 2036 https://www.planning.nsw.gov.au/Research-and-Demography/Population-projections/Projections

<sup>8</sup> As at June 2021 there are 2252 packaged liquor stores – LiveData Report.

<sup>9</sup> As at June 2021 there are 5557 licences that are authorised to supply packaged liquor — LiveData Report.

<sup>&</sup>lt;sup>10</sup> NSW Population Projections – NSW summary population accounts (movement perspective)

https://www.planning.nsw.gov.au/Research-and-Demography/Population-projections/Projections - period to end of 2031

<sup>&</sup>quot;Ibid – period to end of 2036 https://www.planning.nsw.gov.au/Research-and-Demography/Population-projections/Projections

<sup>&</sup>lt;sup>12</sup> As at June 2021 there are 2252 packaged liquor stores — LiveData Report.

 $<sup>^{13}</sup>$  As at June 2021 there are 5557 licences that are authorised to supply packaged liquor - LiveData Report.

- 4.2 Of the 272 properties that are rented in the LC, 29 are rented in circumstances where the landlord is the State Housing Authority<sup>14</sup>.
- 4.3 The EU disclosed (at page 12) the representation of Aboriginal and Torres Straight Islanders (ATSI) in the LC at 2.7%, which is above the BC (2.6%) and Greater Sydney (1.4%). For clarity, there are 96 males and 70 females who are ATSI living in the LC<sup>15</sup>.
- 4.4 Table 5 breaks down the age structure of the ATSI population in the LC as at 2016. Notably, there is a significant weighting towards young males.

Table 5: Age and sex breakdown of the ATSI population

Age Category:	Males:	Females:	
o-4 years	7	9	
5-9 years	12	7	
10-14 years	13	6	
15-19 years	13	12	
20-24 years	3	6	
25-29 years	5	4	
30-34 years	3	O	
35-39 years	11	0	
40-44 years	4	3	
45-49 years	9	О	
50-54 years	4	5	
55-59 years	3	3	
6o-64 years	3	0	
65 years and over	9	7	
Total	96	70	

- 4.5 The Authority has acknowledged that the risk of alcohol related harm to young males is more widespread<sup>16</sup>. The "Alcohol & Young People" summary released by the Australia Institute of Health and Welfare states under the heading "the male factor":-
  - Males were twice as likely as females to drink alcohol in quantities that put them at risk of
    incurring an alcohol-related chronic disease or injury over their lifetime (29% and 11%,
    respectively).
  - Males were far more likely than females to drink alcohol in quantities that placed them at risk from a single occasion of drinking (50% compared 30% for females).
  - Males were more likely than females to take part in potentially harmful activities while under the influence of alcohol.
  - Almost two-thirds (65%) of males aged 18–19 years, and more than half (55%) aged 20–29 years placed themselves at risk of an alcohol-related injury at least once a month.
  - Males and people aged 18–19 years were more likely to be victims of alcohol-related verbal and physical abuse.
- 4.6 While the number of ATSI people might be low in number, the Authority is also aware that among those ATSI who do drink, higher proportions drank at risky levels (20% exceeding the

<sup>&</sup>lt;sup>14</sup> G<sub>3</sub>6 of the 2016 ABS Census data for the LC.

<sup>15</sup> Go7 of the 2016 ABS Census data for the LC.

<sup>&</sup>lt;sup>16</sup> For example, we refer to the research specified in Annexure A to Guideline 6 — see the "Report on the Health of Children and Young People in NSW" (2014). The rates of emergency department visits for alcohol problems remains high for 15-17 year olds and young people aged 18-24 years. Alcohol-attributable hospitalisations being highest among young males, young Aboriginal people.

<sup>&</sup>lt;sup>17</sup> Extracted from 2010 National Drug Household Survey report, Released July 2011

- lifetime risk guidelines) and were more likely to experience alcohol-related injury than non-ATSI (35% compared to 25% monthly, respectively)<sup>18</sup>.
- 4.7 For this reason, ATSI people experience disproportionate levels of harm from alcohol, including general avoidable mortality rates that are 4.9 times higher than among non-ATSI people, to which alcohol is a contributing factor<sup>19</sup>.
- 4.8 The poorer overall health, social and emotional wellbeing of ATSI people than non-ATSI people are also significant factors which can influence drinking behaviours<sup>20</sup>.
- 4.9 EU states (at page 4) that the "data identifies some pockets of relative disadvantage .... immediately outside the urban area of Helensburgh, while the urban area of Helensburgh has generally lower levels of relative disadvantage".
- 4.10 In respect to "at-risk groups" the AS states (at page 5) that "when considered in the context of low levels of outlet density...... and the tangible benefits...., the Applicant submits that the levels of disadvantage are not a significant concern for this particular Application". As outlined in Section 2, the Applicant is mistaken that there are "low levels of outlet density". Further, and as indicated in Sections 7 and 12 that are no "tangible benefits" surrounding this Application.
- 4.11 The L&G LiveData indicates the LC is in the "top 17" for the "SEIFA Index of Relative Economic Advantage and Disadvantage", however the evidence confirms there is more risk of alcohol related harm to persons who live in advantaged communities, not disadvantaged areas. For example: -
  - (a) The ABS website states, in respect of alcohol-related harm that<sup>21</sup>:-
    - "Unlike other health risk factors such as smoking and overweight or obesity, the proportion of adults who exceeded the lifetime risk guideline was highest among those living in areas of least disadvantage at 17.8% compared with those living in areas of most disadvantage (17.8% and 14.1% respectively)".
    - "Also similar to the lifetime risk guideline, those residing in areas of least disadvantage were more likely to exceed the single occasion risk guideline (47.3%) than those residing in areas of most disadvantage (34.8%)".
  - (b) As part of the same link, the ABS website also makes available to the public **Figure 2**, that confirms those living in the most advantaged areas are more likely to exceed the single occasion risk guideline.

<sup>20</sup> Page 8 of the National Alcohol Strategy - a national framework to prevent and minimise alcohol-related harms among individuals, families and communities, 2019-2028.

<sup>&</sup>lt;sup>18</sup> Page 8 of the National Alcohol Strategy - a national framework to prevent and minimise alcohol-related harms among individuals, families and communities, 2019-2028.

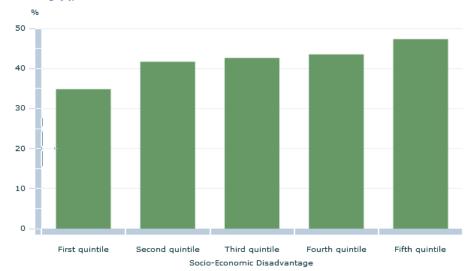
<sup>19</sup> Ibid.

<sup>&</sup>lt;sup>21</sup> https://www.abs.gov.au/ausstats/abs@.nsf/Lookup/by%2oSubject/4364.0.55.001~2017-

<sup>18~</sup>Main%20Features~Alcohol%20consumption~100 (accessed 2.10.19)

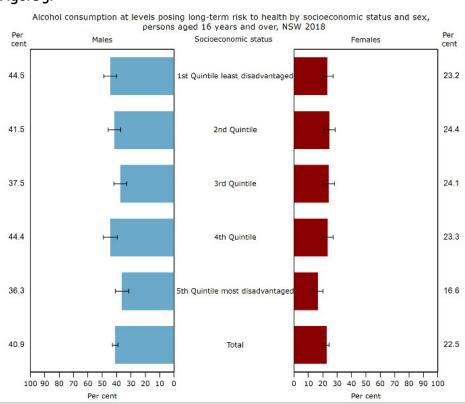
Figure 2:

Persons aged 18 years & over - Proportion who exceeded the single occasion risk guideline by disadvantage(a), 2017-18



(c) The NSW Department of Health has published<sup>22</sup> on its website **Figure 3** which clearly shows those in the most disadvantaged areas pose less long-term risk to their health from the use of alcohol. This is the case for both males and females.

Figure 3:



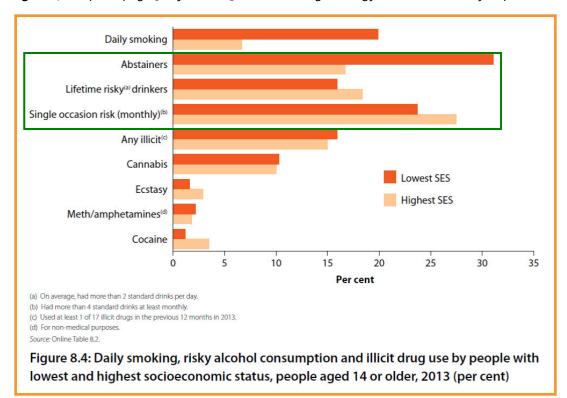
(d) The Australian Institute of Health and Welfare (AIHW) confirmed<sup>23</sup> "For lifetime risky drinking of alcohol, people in the lowest socioeconomic group had a lower rate" that "in

<sup>&</sup>lt;sup>22</sup> http://www.healthstats.nsw.gov.au/Indicator/beh alc age/beh alc ses (accessed 2.12.19).

<sup>&</sup>lt;sup>23</sup> Australian Institute of Health and Welfare 2016. *Australia's health 2016*. Australia's health series no. 15. Cat. no. AUS 199. Canberra: AIHW.

- 2013, these adults were less likely to exceed alcohol consumption guidelines than adults in the highest socioeconomic group (16.4% compared with 18.5% respectively).
- (e) The 2013 National Drug Strategy Household Survey Report<sup>24</sup> confirms (at page 90) that "While people with the lowest SES were more likely to smoke, it was people with the highest SES who were more likely to drink .... and consume alcohol in quantities that placed them at risk of an alcohol-related disease, illness or injury. People with the lowest SES were twice as likely to abstain and a little less likely to drink alcohol in risky quantities compared with people in highest SES group.... There were fewer people in the lowest and highest socioeconomic areas drinking more than 2 standard drinks per day in 2013 (declining from 19.1% to 15.9% and from 21% to 18.4% respectively). People in the lowest SES group were also less likely to drink at risky levels at least once a month (from 27% in 2010 to 24% in 2013) but there was no change in drinking at these levels among people from the highest SES group".
- (f) The graph at page 91 of 2013 National Drug Strategy Household Survey Report has been re-produced at **Figure 4**. It confirms that persons in the lowest SES are more likely to be abstainers from alcohol; are less likely to be "lifetime risky drinkers"; and are less likely to be "single occasion risk (monthly)" drinkers, when compared with those in the highest SES.

Figure 4: Graph at page 91 of the 2013 National Drug Strategy Household Survey Report



(g) An extract of the 2010 National Drug Strategy Household Survey Report i.e. part of Table 4.7 is provided at **Figure 5**. It provides similar findings to those described above.

<sup>&</sup>lt;sup>24</sup> The author notes this is a report based upon the findings in the *National Drug Strategy Household Survey*, which collects information (attitudes and opinions) from almost 24,000 people across Australia on their tobacco, alcohol and illicit drug use. This report is released every three (3) years.

Figure 5: 2010 National Drug Strategy Household Survey Report – risk based on socioeconomic status

Table 4.7: Lifetime and single occasion risk, people aged 14 years or older, by social characteristics, 2010 (per cent)

	Lifetime risk		Single occasion risk		
Abstainer/ ex-drinker <sup>(a)</sup>	Low risk <sup>(b)</sup>	Risky <sup>(c)</sup>	Low risk <sup>(d)</sup>	At least yearly (e)	At least weekly <sup>(f)</sup>
± 7/		7			
25.6	55.7	18.7	38.7	20.0	15.7
22.0	58.0	20.0	38.4	24.1	15.6
18.6	60.7	20.7	41.0	23.1	17.3
18.1	61.8	20.1	41.5	24.7	15.6
14.4	64.8	20.8	43.5	26.7	15.4
	25.6 22.0 18.6 18.1	Abstainer/ ex-drinker <sup>(a)</sup> Low risk <sup>(b)</sup> 25.6 55.7 22.0 58.0 18.6 60.7 18.1 61.8	Abstainer/ ex-drinker <sup>(a)</sup> 25.6 55.7 18.7 22.0 58.0 20.0 18.6 60.7 20.7 18.1 61.8 20.1	Abstainer/ ex-drinker <sup>(a)</sup> Low risk <sup>(b)</sup> Risky <sup>(c)</sup> Low risk <sup>(d)</sup> 25.6 55.7 18.7 38.7 22.0 58.0 20.0 38.4 18.6 60.7 20.7 41.0 18.1 61.8 20.1 41.5	Abstainer/ ex-drinker <sup>(a)</sup> Low risk <sup>(b)</sup> Risky <sup>(c)</sup> Low risk <sup>(d)</sup> At least yearly (e)  25.6 55.7 18.7 38.7 20.0  22.0 58.0 20.0 38.4 24.1  18.6 60.7 20.7 41.0 23.1  18.1 61.8 20.1 41.5 24.7

- (a) Not consumed alcohol in the previous 12 months.
- (b) On average, had no more than 2 standard drinks per day.
- (c) On average, had more than 2 standard drinks per day.
- (d) Never had more than 4 standard drinks on any occasion
- (e) Had more than 4 standard drinks at least once a year but not as often as weekly.
- (f) Had more than 4 standard drinks at least once a week.
- 4.12 The above is only a small part of the evidence that is available on this topic. Nevertheless, the evidence supports the conclusion that persons living in advantaged communities (such as Helensburgh) carry a higher risk of alcohol related harm than persons living in disadvantaged communities.
- 4.13 This evidence is highly relevant to Helensburgh due to the 2020 surveys carried out by Equilibrium Healthcare, that directly apply to residents of this LC [see Section 9].

## 5. Alcohol related harm

5.1 The Rate of alcohol related hospitalisations is low in this LC; however the Rate of alcohol related deaths remains a concern (Table 6).

Table 6: - alcohol related harm

	Year	Wollongong LGA	Major Cities of Australia (Average)	NSW (Average)
Al-1-I-W-W-A-II-J-W	2017/2018	21.3	18.8	20.9
Alcohol-attributable death (annual rate per 100,000 residents)	2016/2017	20.2	19	20.4
(annoarrate per 100,000 residents)	2015/2016	22.1	19.5	20.9

Red font indicates a Rate higher than NSW, while green font indicates a Rate lower than NSW

- 5.2 A large of part of the Applicant's case is the policies and procedures of Liquorland (the level of training it provides to its staff and its security measures) will mitigate the risk. For example: -
  - The AS states (at page 4) that "the existing rates of crime are not a matter of significant concern in relation to this Application". It then states "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".
  - The AS states (at page 6) that "any potential for adverse impacts.... 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".

- 5.3 What is of significance to this Application is that most of the concerns outlined in this submission are matters that are simply outside the Applicant's control or beyond its ability to effectively manage. We refer to Attachment 8 and the article appearing in the South Coaster on 1 March 2021 that details the ongoing antisocial behaviour in the carpark to the rear of the Supermarket. It is a stark example of the Supermarket not being able to address existing concerns with the use of their own carpark. So it is reasonable to question how will it satisfactorily address the potential for alcohol related anti-social behaviour to occur in that area (or any other area) as a result of sales made from the Liquorland store?
- 5.4 It follows, that comments by the Applicant such as "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" (page 6 of the AS) is a failure to appreciate, what in real terms are serious and relevant matters.
- 5.5 Further, the EU states (at page 19) that there are "no concentration of alcohol-related assaults (either DV or non-DV) ..... for the suburb of Helensburgh". This is incorrect we refer to the alcohol related domestic violence hotspot location map provided at Attachment 4.
- 5.6 Finally, we note the data relating to "Driving Under The Influence Of Alcohol Or Other Substance" for the BC that is issued by the BOCSAR. We have included an extract of the data at Attachment 5. For 10 of the last 11 years the Rate in the BC has been higher than NSW.

# The role of the existing bottleshop operators

6.1 ER provides (at page 24) a description of the existing licensed premises. We have summarised those comments as they relate to these matters are included in the far-right hand column of the same row.

#### Table 7:

#### Venue Applicant Comments: The Submitter's Response Helensburgh Approximately 80 metres to the See Attachment 6 for full details of Premium Liquor south of Liquorland (this includes details of the size of the Strong rage of wines, spirits and store, range of products trading hours, staff, donations to the LC, photographs etc). In · Customer parking to the rear plus respect of we advise: on-street parking · Ability to serve Coles customers in a single shopping visit is comprised by distance (45 metres entry to entry); need to cross two driveways including trucks exiting Coles and Between 3,200 & 3,300 different Stock lack of continuous weather Keeping Units (SKUs) are kept. · There is ample off-street parking spaces to protection the rear (see photo at Attachment 6). · It is disagreed that the ability to provide a convenient service to customers of the Supermarket is compromised - see: (a) the video files submitted with this submission; (b) the evidence in Attachment 9 about the use of trolleys in now; and (c) the evidence at Table 8 under the subheading "Distance to Liquorland, use of trolleys & awning".

- 6.2 EU states (at page 23) "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". The Applicant has not considered the views of the local residents "Tradies" has been highlighted by many as a source of packaged liquor. For example, one submitter said "the club also supplies takeaway alcohol which is more than enough for the town" [submission marked Z]. Consequently, Tradies is relevant for consideration.
- 6.3 The Authority has been clear in its previous decisions<sup>25</sup> the presence of incumbent businesses act to diminish the weight of claims that granting a further application or authorisation of a similar nature promotes the objects of s.3 of the Act where the new venue or authorisation does not provide something new, different, unique or special.
- We are instructed that the Submitter stocks any product that is in demand. Further, the public can purchase any liquor product they like over the internet. The Authority has previously found<sup>26</sup> that "incumbent licensed premises will serve the expectations, needs and aspirations of the local and broader community (an object of section 3(1)(a) of the Act) whether or not this licence is granted". This finding applies equally to this Application.
- 6.5 EU states (which is the general theme of its report) that Liquorland "has excellent locational attributes which support single-purpose visits relative to the other existing packaged liquor outlets in Helensburgh" (page 26). It says (page 26) "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 relation to the current situation, and this accessibility would be provided in a matter consistent with the reasonable expectations of consumers".
- 6.6 The above comments would be relevant if it were not for the existence and location of the other nearby licensed premises and the facilities and services they already provide to this LC [discussed in Table 7].
- 6.7 Further, it is disingenuous for the Applicant not to consider the views of the community when formulating these types of statements the community disagrees with the Applicant [Section 9].
- 6.8 We note the views of the Authority in an Application at Bermagui<sup>27</sup> where there was a similar public outcry from the community that they did not want another bottleshop in their small village. In its written decision the Authority said at: -
  - Para. 79: "Over time there is a risk that liquor sold from this new packaged liquor licensed Premises (whose primary purpose is the sale or supply of liquor for consumption away from the licensed Premises) will contribute to the prevailing levels of alcohol related crime, disturbance or adverse impact upon amenity in the local

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<sup>&</sup>lt;sup>25</sup> For example:: (a) Marrickville Ritz Hotel, Marrickville, Application No 1-2878023382 dated 18 September 2015 (para. 148]; (b) Application to Vary Extended Trading Authorisation – Cross Roads Hotel, Casula – APP-1-1917851951, 23/10/2013, page 6[1]; (c) Application for Extended Trade Authorisation, Riverwood Hotel, Riverwood – APP-1-3253116847, 10/6/2016, page 17[83]; (d) Application for Variation of Extended Trading Authorisation Greenfield Tavern Hotel, Greenfield Park – APP-1-2305302831, 30/11/2015 page 24[164].

<sup>&</sup>lt;sup>26</sup> The decision of the Authority dated 2 February 2015 refusing the IGA packaged liquor licence at Surf Beach.

<sup>&</sup>lt;sup>27</sup> 1- 5708531093 – decision dated 26 July 2018

- and broader communities from a minority of customers who abuse packaged liquor".
- Para. 82 "The extent to which the relevant communities are, or are not, served by the incumbent licensed businesses is a relevant factual matter when considering the extent of benefits on offer by the proposal in question".
- Para. 83 "The prevailing licence density and the prospect of lower prices from the entry of a new business (to the extent that this is apparent), may also provide a risk factor when assessing the scope for negative impacts to flow from granting another licence of this type, scale, location and potential for adverse impact upon the communities that it serves".
- Para. 93 "....with respect to the prospect of 'at risk' persons substituting liquor for grocery purchases ..... or the supply of packaged liquor to minors or persons drinking in public during holiday periods, the trading hours sought would provide ample scope to contribute to these adverse social impacts".
- Para. 98 "The prevailing high licence density in the local community is apparent from the data and somewhat skewed by the small local population. Nevertheless, the location of incumbent takeaway liquor outlets diminishes the potential benefits offered both by increasing the number of packaged liquor licences and by increasing the risk of adverse social impacts...".
- Para. 99 "It is reasonable for local submitters to seek to adopt a preventive approach to the licensing of further takeaway liquor outlets in the local community.....".
- 6.9 The views of the LC are relevant (they are the people that live and work in this LC on a daily basis). Their views must hold considerable weight. They hold a very different view to the Applicant [Section 9].
- 6.10 The Authority prefers to be consistent with its decisions and its findings. It follows that this Application does little if anything to promote the s.3(1) Objects of the Act [Section 13].

#### 7. One-stop shopping

- 7.1 It is evident reading the Applicant's material that it tries to elevate Helensburgh Plaza to something it is simply not. We have provided a range of photographs at **Attachment 2** to assist the Authority (together with video evidence).
- 7.2 The Applicant suggests the Plaza has a variety of shops, but this is untrue. Helensburgh Plaza comprises the Supermarket, a small bakery/pie shop and a butcher (i.e. the Supermarket plus two shops). The Plaza is not a shopping centre but rather a strip shopping building that faces Walker Street [See photographs at Attachment 2 and video evidence]. As with all businesses on Walker Street, the shops receive significant pedestrian traffic from people using Walker Street.
- 7.3 Between the Supermarket and the bakery/pie shop is a pedestrian ramp which customers use to access the rear carpark (and vice versa) see video evidence marked "Video File 1". Notably about half of the carpark area is "open air" and exposed to the *elements*. There is no direct access from the rear carpark to the Supermarket. Customers who use the rear carpark must walk along the pedestrian ramps between the Supermarket and Bakery before entering the Supermarket [see Attachments 1 and 2 together with the video evidence]. A shopper to Liquorland must take 100 regular adult steps from the entrance to Liquorland to reach the edge of the rear carpark see video evidence marked "Video File 1".

- 7.4 The Applicant has not made it clear that located <u>between</u> the Supermarket and the proposed Liquorland <u>are two other existing shops</u> (i.e. the butcher and baker that are described above).
- 7.5 Further, the Applicant notes the address of the proposed Liquorland store as 19-33 Walker Street, however this is also incorrect, as it is located in a different building to the Supermarket and its street address is in fact 19-21 Walker Street (see footnote 1 where the address is relied upon by the Council). The Applicant has used the incorrect address, which once corrected, this does not support its one-stop shopping argument.
- 7.6 A significant part of the Application's case surrounds the benefits of "one-stop shopping" and what it suggests is an *inconvenience* for those shoppers in Helensburgh who utilise the Supermarket.
- 7.7 The everyday meaning of the word "convenience" is "the state of being able to proceed with something without difficulty"<sup>28</sup>. There is a significant oversupply of licensed venues that are permitted to make packaged liquor sales in this LC [Section 2] there are ample venues to choose from and the population of LC can purchase their supplies without difficulty [see Section 6].
- 7.8 This general theme has been adopted throughout *this Application*, but it is somewhat misleading. The Applicant would have the Authority believe that the Supermarket and Plaza offers a "*one stop*" shopping experience for its customers but this is not the case.
- 7.9 In shopping destinations <u>outside</u> major shopping centres, the public attend many local businesses. In Helensburgh, the Plaza is not a shopping centre but rather part of the strip shopping that is available on Walker Street. Residents patronise many businesses on Walker Street, as part of their shopping experience.
- 7.10 There is no *inconvenience* to Coles shoppers because the Supermarket cannot possibly satisfy all of a shopper's requirements at every level. At best it's limited to groceries. It fails to acknowledge there is a difference between *one-stop shopping* and one-stop grocery shopping.
- 7.11 The proposal certainly does not meet the shopping expectations of the modern-day shopper, who expects to find a <u>variety</u> of businesses when attending a shopping destination (in this regard we refer to the local resident submissions and many who complain about the lack of variety at the Supermarket).
- 7.12 In summary, any so-called current *inconvenience* to Coles shoppers is:- (a) not something that has been expressed by any of the residents of the LC [Section 9]; and (b) outweighed by the adverse impact that the presence of Liquorland would have on the disadvantaged groups that attend the Supermarket.
- 7.13 Despite the Applicant's views being unsupported by residents of the LC, EU states (at page 23) that on-stop shopping is achieved because Liquorland is "....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 existing awnings".

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<sup>&</sup>lt;sup>28</sup> https://www.lexico.com/en/definition/convenience

- 7.14 While we have addressed many of these claims in Table 8 below it should not unnoticed that these types of comments are in contrast to the information providing under the sub-heading "liquor sales area requirement" at para. 3.1 of the AS. In summary, at pages 3 and 4 the Applicant states: -
  - "This is a separate business activity from that conducted by the Coles Supermarket".
  - "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",
  - "Liquorland and Coles are distinct businesses..."
  - "The Coles Supermarket is physically separate from the proposed Liquorland, including a separate entrance",
  - "The Liquorland store and Coles Supermarket are subject to separate lease arrangements and rental contributions",
  - "Products taken from the Coles Supermarket will not be able to be paid for in the Liquorland",
  - "The proposed Liquorland will have its own cash registers, solely for products being sold by Liquorland",
  - "Liquorland products cannot be purchase [sic] in the Coles Supermarket".
- 7.15 It is quite obvious that Liquorland is a completely separate business that is not attached to the Supermarket. Customers must still exit the Supermarket (as they do today) and then walk along Walker Street before entering the proposed Liquorland business which will be merely another separate tenancy and business in a strip shopping location in Helensburgh where they can purchase their take-home packaged liquor requirements [see the map at Attachment 1].
- 7.16 Due to the repetitive nature of the EU claims, we have grouped and reproduced them in the left-hand column of **Table 8**. The Submitter's reply to these matters is set out in the right-hand column of the same row.

#### Table 8:

#### Applicant's Claims:

#### Enhanced Choice & Amenity:

Page 3: that "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".

#### Submitter's Reply:

The residents of the LC disagree [Section 9]. If this type of comment is to hold weight in the assessment process, then the Applicant must conduct a survey of its customers to the Supermarket. We say, the absence of the survey in this Application, balanced with the significant public comment against its approval, clearly speaks for itself.

The Applicant has not provided any evidence that Liquorland will stock products that cannot or are not already stocked at the existing licensed venues (or even if there is a demand for these mystery products in this LC). In that light how does this proposal enhance choice and amenity (as is claimed)?

#### Applicant's Claims:

#### Convenience and One-Stop Shopping:

- Page 5: that "the proposal provides shoppers in Helensburgh with significantly greater convenience in combining a major supermarket trip with the purchase of packaged liquor in a single visit".
- Page 7: that "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".
- Page 6: 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 environment that is to the benefit of customer choice and convenience, under the new Liquorland store model".
- Page 26: that "the proposed Liquorland store has excellent locational attributes which support single-purpose visits relative to the other existing packaged liquor outlets in Helensburgh".
- Page 26: ".... 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".

# Distance to Liquorland, use of trolleys & awning:

Page 7: that "the proposed Liquorland will colocate 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". This distance is repeated at page 8 of the EU however at page 8 the author also indicates "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".

### Submitter's Reply:

Further, the Applicant has not provided any evidence whatsoever that there are a significant number of visitors in this location [Section 3].

The same reply as in the previous row equally applies here. These types of comments are baseless – there is simply no evidence to support them [as shown above and by Section 6]. The Applicant attempts to diminish the role and location of the existing licensed premises in this LC [Section 6] and completely disregards the views of the local residents [Section 9].

The views of EU and AS cannot carry weight when there is simply no support for these types of remarks by the residents of this LC.

The Supermarket and Liquorland are separated by a public pedestrian ramp and two existing shops (see video evidence marked "Video File 1"). We note: -

- The entrance to Liquorland is: -
  - 22 metres from the only customer entrance to the Supermarket (or 29 regular adult steps), and
  - 35 metres from the only customer <u>exit</u> from the Supermarket (or 47 regular adult steps).
- Helensburgh Premium Liquor is 40 metres from the only customer exit from the Supermarket (or 52 regular adult steps),

#### Applicant's Claims:

#### Submitter's Reply:

· Helensburgh Cellars is 80 metres away.

The public who shop at this Supermarket are not inconvenienced when purchasing packaged liquor in this location, as is alleged by the Applicant [see map at Attachment 1, the photographs at Attachment 2 and the video evidence].

For example, the difference in steps a customer would take when departing the Supermarket to either Liquorland or Helensburgh Premium Liquor is only **5 regular adult steps**. This confirms there is no added *convenience* surrounding this Application.

It is agreed that the walking distance from the Supermarket to Liquorland is under an "awning" but what the Applicant fails to inform the Authority is that when the customer returns to their car with their purchases that there are parts of that walking route that are open to the weather in any event. This is so even when using the rear carpark because half of that carpark is "open air" — see the video evidence lodged with this submission marked "Video File 1"). The availability of the awning in such circumstances is not a public interest benefit.

As to the use of trolleys, the Authority will be able to determine the public regularly use the Supermarket trolleys on Walker Street now and in

#### Claim of different customer base:

- Page 5: that "the proposed Liquorland and the existing packaged liquor outlets in Helensburgh will serve complementary functional roles" and (at page 6) "the 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".
- Page 6: that "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

We have already addressed the Applicant's purported benefit of added "convenience" above. To avoid repetition that evidence will not be duplicated here.

Liquorland will be a stand-alone tenant in a strip shopping location in a small country village. If what the Applicant suggests is true, then where are the future Liquorland customers purchasing their packaged liquor from now? It would be reasonable to conclude that the proposed customer base of Liquorland (whoever they may be) are already being served by the existing licensed premises in this LC. Indeed, the evidence at Attachment 9 confirms that is the case.

There is no suggestion in the local resident submissions of anything other or that the expectations of residents who live in this LC are not being met by the existing licensed premises – there is no criticism of those venues whatsoever.

#### Applicant's Claims:

#### Submitter's Reply:

purchase for whom existing outlets are more suitable than the proposed Liquorland, or seeking a product not typically stocked at Liquorland".

We again highlight that the Applicant has not provided any evidence that there is an unmet need by visitors to Helensburgh [see Section 3].

- 7.17 In the unlikely event the Authority forms a view that the Liquorland provides added convenience to this LC, then we say accessibility and convenience can influence purchase and consumption behaviours. This is because at-risk groups are more sensitive to features considered to be cues/triggers to alcohol use, which can influence the amount of alcohol consumed, and related harm.
- 7.18 A "convenience" based bottle shop in a location where its residents already experience this alcohol related harm means people who are vulnerable to alcohol abuse (includes those who are struggling to avoid any temptation by avoiding the substance) will be confronted by a large display of liquor when doing their ordinary grocery shopping.
- 7.19 For example, unnecessarily exposing vulnerable people to cheaper alcohol leaves them open to more temptation. These people will be presented with additional visual cues to purchase alcohol whenever they do their shopping, which is likely to prompt impulse purchases as part of their day-to-day life rather than requiring a specific trip to purchase alcohol.
- 7.20 Consequently, the marketing of a national brand namely Liquorland as part of the Supermarket offering can be distinguished from the other bottleshops in this LC. Consequently, it has a greater potential to contribute adversely to alcohol-related harm at a higher *Rate* than the existing bottleshops.
- 7.22 The above decision reflects the importance of the careful consideration of the broader public interest in determining this Application. Simply because the Liquorland store may be more convenient to some shoppers in the LC does not then mean (of itself) that the proposal satisfies the s.3 Objects of the Act or the test under s.48(5) of the Act. We have considered the Objects of the Act in detail at Section 13.
- 8. Products, pricing, trading hours and store design

# **Products**

8.1 The general theme is that Liquorland will provide something "superior to that provided to consumers in other comparable locations" (page 23 of EU). The AS states (at page 7) that "Liquorland stores stock a large range of products that are exclusive to businesses owned by

Coles". If this is so (as no evidence was actually provided to substantiate those claims) then the Applicant has not provided any evidence that those products are in demand in this location. Unlike some of its other applications before the Authority, it has simply not surveyed its customers.

#### Pricing

- 8.2 In respect of pricing related matters, the EU states (at page 24) that "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)". It states "Liquorland does not engage in predatory pricing or other unfair trading practices which target specific competitors". It suggests the Liquorland store will merely provide "healthy competition between retail outlets to the benefit of the local community" (page 24).
- 8.3 At page 5 of the AS, it notes "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".
- 8.4 The EU relies on a price comparison (at page 32) that it says was carried across "four popular brands across the beer, spirit, red wine and white wine categories". It says "the brands were chosen prior to undertaken the price comparison". For the convenience of the reviewer, a copy of Table 9 of the Applicant's evidence is set out below.

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		
Total	\$125.00	\$124.00	\$150.96		

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

- In respect of Table 9, the EU states (at page 32) "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". This comparison is inaccurate. Premium Liquor does not sell VB cans (24 packs) they only sell 30 packs and the price quoted is for a 30 pack, which is why there is a such a large price difference.
- The Applicant has not carried out an accurate price comparison of popular products on sale in the LC, and then accurately compared those prices to its base prices. The Submitter has provided this comparison at **Attachment 7**.
- 8.7 The results of that comparison show that existing prices in Helensburgh are not over-priced. While healthy competition should be encouraged, it is nevertheless the case that competition will be increased, and prices could be reduced. We note this has been the previous view of the Authority in other applications (see the paragraphs that follow).

- 8.8 For example, in Bermagui<sup>29</sup> the Authority said (at para. 83) "The prevailing licence density and the prospect of lower prices from the entry of a new business (to the extent that this is apparent), may also provide a risk factor when assessing the scope for negative impacts to flow from granting another licence of this type, scale, location and potential for adverse impact upon the communities that it serves".
- 8.9 The Authority has also made findings that when considering disadvantaged persons who may live more than a short walking distance from the venue (which could easily apply here) that "competitive pricing.... may well appeal to those parts of the population that are more price conscious and susceptible to alcohol related harm, such as young students living near the Proposed Premises, and public housing residents....".

[The Authority's Decision: Spar Redfern Decision - APP-0002985193 at para. 48]

8.10 The Authority is also of the view that any trigger for "pricing competition among existing outlets" has "the potential to lead to an increase in the overall alcohol consumption in the area".

[The Authority's Decision: Spar Redfern Decision - APP-0002985193 at para. 50]

- 8.11 The granting of the application would increase the availability of liquor within the LC and would potentially result in the lowering of prices by licensees (i.e. lower than the prices noted in **Attachment 7**). The Submitter is entitled to draw an inference that there is a likelihood that such a scenario may occur, particularly due to COVID-19 and where the granting of the licence would result in there then being 5 venues selling packaged liquor in the small township of Helensburgh.
- 8.12 If such a scenario did eventuate, then the Submitter consider that it would be likely that there would be an increase in the risk of harm as consumers, particularly those in "at-risk" groups, would be able to purchase more liquor at cheaper prices and thereby consume more. There is a likelihood that this would increase harm to the health of such persons and there would be an increase in associated harm, such as domestic violence, drink driving and anti-social behaviour. This finding is made notwithstanding the good reputation of the Applicant and the attempts that would be made by the Applicant to minimise such harm.
- 8.13 We again note there is a body of evidence in the Authority's Guideline 6 indicates a correlation between an increase in outlet density and an increase in alcohol related harm [Section 11].
- 8.14 It is submitted that the price of alcohol influences the quantity and frequency of alcohol purchases and the amount of alcohol consumed. In this regard it was submitted that young people are particularly price sensitive, and the availability of cheap alcohol has an impact on their purchasing and consumption behaviours. As noted in Section 4, in this LC there is a younger Aboriginal male population.

# **Trading hours**

- 8.15 The Applicant seeks trading hours that would allow the Licence to be exercised 96 hours each week. The Authority has previously found a bottleshop trading 82 trading hours each week "are extensive".
- 8.16 It then found [at 86] that "The scale of the business and the extent of licensed trading hours ..... are factors that objectively increase the capacity for this business to contribute, along with the

<sup>&</sup>lt;sup>29</sup> 1- 5708531093 — decision dated 26 July 2018

The Authority's Decision: BWS Parkes, APP-0000920679, dated 23 November 2015 at para. 85

incumbent licensees, to the prevailing social problems associated with the abuse of packaged liquor in the local and broader community".

#### Store design

- 8.17 There is a significant emphasis in the AS on a new store model that will include a new colour scheme and store branding/presentation. It is not likely that the Applicant is suggesting that those matters are relevant to the social impact potential of the Liquorland store trading in this location.
- 8.18 As set out earlier, the EU suggests (at page 23) the LC will have access to a "superior" store. The Applicant relies on the new branding and design elements and that it will implement "the highest standards in responsible service of alcohol and store-based harm mitigation measures".
- 8.19 To suggest that these matters should of themselves and alone be relied upon to support the approval of the Application is inadequate and ignores the cornerstone of the s. 48 (5) test of the Act. Secondly, as already pointed out, the Applicant ignores the obvious that most of the social impact concerns in this location are matters that are simply outside its control or beyond its ability to effectively manage. Again, we refer to Attachment 8 and the article appearing in the South Coaster on 1 March 2021 that details the ongoing antisocial behaviour in the carpark to the rear of the Supermarket. It is a stark example of the Supermarket not being able to address existing concerns with the use of their own carpark. So it is reasonable to question how will it satisfactorily address the potential for alcohol related anti-social behaviour to occur in that area (or any other area) as a result of sales made from the Liquorland store?
- 8.20 As stipulated previously by the Authority <sup>31</sup>, in circumstances where it noted the s.48(5) test of the Act had not been met, it said (at page 5) that "In reaching this conclusion the Authority has taken into account the applicant's well established responsible service of alcohol policies and procedures, its staff training and its good regulatory record. Nevertheless, the Authority is satisfied that notwithstanding the best efforts of the applicant's staff, the new outlet is more likely than not to have adverse affects….".

# 9. Submissions

- There has been no real or significant local support for this Application, which means the Applicant has not provided any evidence that there is an expectation for this type of venue in this *location*, of this *scale* and with the proposed *trading hours*, selling the *type of product* that has been outlined by this Applicant.
- 9.2 The EU states (at section 4) "... 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 submissions indicated objection, four public submissions indicated support and Wollongong City Council and Transport for NSW indicated no objection".
- 9.3 What the Applicant has not said is that 3 of the supporters (see Annexures EE, FF and JJ) do not even reside in the area (two live in Sutherland Shire). The address of the 4<sup>th</sup> supporter (Annexure DD) has been redacted however he has indicated he is a "landowner in the area", not a resident. Therefore, there is truly little to no local support for the approval of this Application.

<sup>&</sup>lt;sup>31</sup> Liquorland Application at Deniliquin – decision dated 4 June 2012 - App: 1-1392063656

- 9.4 In contrast, there has been a considerable public outcry to the granting of *this Application* (i.e. 36 opposing submissions to-date). The Applicant has not addressed those objections in any meaningful way.
- 9.5 Further, we are also aware of additional submissions that have been lodged via the use of the below link. A copy of these submissions form part of **Attachment 10**.

# https://www.planningalerts.org.au/applications/2000021

- Many of the submitters indicate there is no permanent Police presence in Helensburgh, and that they are concerned with alcohol related anti-social behaviour [see also the news article at **Attachment 8**]. Some have observed anti-social behaviour themselves, such as large groups of young people drinking alcohol and displaying loud unruly behaviour, and people who has been drinking wandering around. We raise this because it is clearly evident that it is likely that significant anti-social behaviour goes unreported in this location. Just because the Rates of crime are lower than NSW it does not mean this community is not suffering the ill-effects of alcohol related harm.
- 9.7 The submission by Equilibrium Healthcare must carry significant weight, as it has been prepared by front line workers (i.e. medical practitioners) who have first-hand experience of what is occurring in Helensburgh. This healthcare service has clearly gone to a lot of trouble to undertake this research, independently and without motivation other than to provide significant and relevant support for the situation its health and medical practitioners face on a daily basis.
- 9.8 The survey work was not undertaken for *this Application* and in that light, it is independent. The submission was signed by 17 doctors and is highlighted below: -

"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 access the situation locally. These surveys have given us insight into local alcohol consumption and behaviours. Details 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

<u>consumption to minimise the physical and mental health consequences.</u> (Our emphasis added)

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".

### 10. Neighbourhood Amenity

- AS states (at page 5) that "the Proposed Premises will have no noticeable effect on the amenity of the surrounds" primarily because "the potential patronage of the Proposed Premises was taken into account in approving the Proposed Premises Development consent". This type of statement has no foundation when it is clear the Applicant is not relying on a separate planning approval (see para. 1.5 and footnote 1 for details).
- AS also notes (at page 5) that patrons will access the Liquorland store by private vehicle or by <u>foot</u>. Acknowledging a portion of their future customers will not arrive or depart the location by a private vehicle is at odds with their arguments surrounding "convenience". If some customers are on foot, then the purported benefit of the continuous awning between the Supermarket and Liquorland cannot be a benefit to those shoppers. Further, if they are on foot, then surely this in turn means increasing the availability of liquor in this location has the potential to cause a greater potential for adverse impact on neighbourhood amenity?

# 11. Research and past findings of the Authority

The Authority has previously acknowledged the "proximity of nearby social housing" in other unrelated applications, and when it has done so it said, "this new business, offering liquor and grocery products that are priced with an eye to local spending capacity, is quite likely to service this very disadvantaged portion of the local community....".

[The Authority's Decision: Mills Tavern Young (related to Aldi), App No 1-4557301491, dated 23 December 2016 at paras. 53]

The Authority is of the view, when considering vulnerable members of our society, including those living in public housing, that competitive pricing has "the potential to lead to an increase in the overall alcohol consumption".

[The Authority's Decision: Spar Redfern - APP-0002985193 at para. 48].

Further, when the location of public housing near a new bottleshop has been brought to the attention of the Authority it has then formed a view that this brings with it an increased vulnerability to those residents i.e. it has said "the occupiers .... are likely to be particularly susceptible to spending a larger proportion of total household income on alcohol". It then formed a view that it was "not satisfied that the risks ..... would be adequately mitigated by the imposition of special licence conditions or by the Applicant's adherence to the "Management Policies and Strategies" and "House Policy" documents lodged with the Application".

[The Authority's Decision: ALDI Mosman - APP-0002653283, dated 2 August 2017 at paras. 36 and 38].

- The above views were also reinforced by the Authority in another application where there was a high representation of persons living in public housing, vulnerable persons and ATSI persons living near the bottleshop (as is the case here) and in respect of that combination it: -
  - found "whether or not patrons of this business engage in conduct rising to the level of criminality, the Authority considers it more likely than not that a minority of patrons will contribute over time to other adverse impacts upon local amenity, such as drinking in public....".
  - considered "it more likely than not that liquor sold from the Premises may be reasonably expected to serve the residents in those vulnerable areas, in addition to other areas in the local and broader community that fall within the trade area of the new business".
  - found "localised socio-economic disadvantage .....and the higher than average Aboriginal and Torres Strait Islander (ATSI) population are indicia associated with a community's vulnerability to adverse alcohol related impacts".

[The Authority's Decision: BWS Minto, App No 0000866923, dated 11 September 2015 at paras. 133, 142, 148 & 154]

- In another application the Authority found in circumstances where the new bottleshop was "within a relatively short distance from a variety of housing and other facilities that are frequented by, and cater to the needs of, disadvantaged members of the community who either suffer from or are susceptible to harm associated with alcohol abuse or misuse", that it did not accept the applicant's contention that "that granting the Licence would have no effect on the drinking behaviour of any of these disadvantaged members of the community, or their exposure to alcohol-related harm". It formed a view that:-
  - "Having regard to the available information, the Authority considers that there is a real risk that granting the Licence would: a) contribute to an increase in the level of alcohol-related crime and health problems, social disturbances and amenity issues in the community, and b) expose those members of the local community who are more susceptible to harm associated with liquor misuse and abuse to a higher level of such harm".
  - It was "not satisfied that the risk identified above can be sufficiently mitigated by the Applicant's proposed measures and adherence to licence conditions".

[The Authority's Decision: Porters Liquor Surry Hills, App No 1-6611503856, dated 26 July 2018 at paras. 45 - 48]

In respect of ATSI persons in general the Authority has said "The research with which the Authority is familiar and that is noted in Authority Guideline 6 (including, for example, the 2010 Australian Institute of Health and Welfare National Drug Strategy Household Survey Report) demonstrates that while members of the ATSI population have higher rates of abstention from alcohol than the non-ATSI community, they also have higher rates of those who drink to dangerous levels. This is a demographic factor that indicates to the Authority that this component of the local population may be disposed to higher relative risks of alcohol related harm than the State population in general. [our underlining added for emphasis].

[The Authority's Decision: BWS Minto, App No 0000446244, dated 17 December 2013 at page 13]

The Authority regularly finds in packaged liquor licence applications that "over time there is a risk that liquor sold from this new licensed business will contribute to the prevailing levels of alcohol related crime, disturbance or adverse impact upon amenity in the local and broader communities from a minority of customers who abuse packaged liquor. That risk exists with any

new business, but there are factors associated with this Application, which have moved the Authority to give greater weight to the negative impacts associated with this new business".

[As one example only, the Authority's Decision: Mills Tavern Young (related to Aldi), App No 1-4557301491, dated 23 December 2016 at paras. 39].

11.8 The Authority's is also stated in an unrelated application that "the new outlet increases local convenience and access. It provides one more attractive source of liquor for those who abuse packaged liquor or who are vulnerable to engaging in risky drinking or alcohol related crime".

[Authority's Decision: ALDI Armidale, APP-0003337828 at para. 93]

The Submitters also note that the findings of the Authority are that it "accepts that adverse impacts arising from the abuse of packaged liquor will be an inevitable consequence of granting any new packaged licence. The Authority accepts the Applicant's submission that on premises venues are far more likely to generate problems on the premises, but that submission ignores the off-site impacts that packaged liquor may well play through (for example) alcohol related violence occurring on private locations (particularly domestic violence), alcohol related litter, or through the public consumption of liquor in sensitive and unsupervised areas such as parks..... which of itself impacts local amenity".

[The Authority's Decision: IGA Surf Beach APP-0000769009 at page 26].

- 11.10 The link between domestic violence and the availability of alcohol is frequently cited in literature. The matters in Annexure A to the Authority's Guideline 6 and the specific reference to the role of packaged liquor licences in this relationship is relevant even if the Applicant chooses to ignore it. For example:-
  - Livingston, M (2011). "A longitudinal analysis of alcohol outlet density and domestic violence" Addiction, Vol. 106, No. 5, pp. 919-25. The study highlights the role packaged liquor licences have in domestic violence, which its author finds is a much greater effect than a hotel or on-premises licence a relevant finding is "Longitudinal examination of positive relationship between alcohol outlet-density and domestic violence. The effects were particularly large for packaged liquor outlets, suggesting a need for licensing policies that pay more attention to off-premise alcohol availability".
  - Livingston, M: "Alcohol outlet density and harm: Comparing the impacts on violence and chronic harms" Drug and Alcohol Review (September 2011) Australasian Professional Society on Alcohol and Other Drugs. Using hospital admission as an outcome measure, this study found that packaged liquor was associated with violence rates a relevant finding is "The density of alcohol outlets where the main activity is alcohol consumption (i.e. pubs) is positively related to rates of assault-related hospital admissions, while the density of off-premises alcohol outlets is related to the rate of alcohol use disorders";
  - Livingston, M: "A longitudinal Analysis of Alcohol Outlet Density and Assault" (2008). Alcoholism: Clinical and Experimental Research Vol 32, No 6 (June 2008). This study found changes in the number of alcohol outlets in a community are linked to changes in the amount of violence that is experienced, and that packaged liquor licences were consistently associated with violence in suburban areas;
  - Liang and Chikritzhs T: "Revealing the link between licensed outlets and violence: Counting venues versus measuring alcohol availability" Drug and Alcohol Review (September 2011).
     This study found that bottleshops were major contributors to violence, that occurred in the residential home and elsewhere (e.g. on the street, but also at other licensed

premises) – a relevant finding is "The link between on-site alcohol outlets and violence may be primarily underpinned by negative amenity effects while off-site alcohol outlet effects occur via increased availability. Alcohol sales volumes from off-site outlets influence levels of violence, which occur at both licensed and residential settings".

- A Victorian study also found that when it came to liquor store density that it contributes to 11.11 injury risk. The researchers found that each additional venue was associated with 0.28 additional intentional injuries in local area<sup>32</sup>. The researchers put this down to availability theory<sup>33</sup>, that is when there is more alcohol there is more violence. Another study in Western Australia found there was "an estimated 12% increase in the risk of assault for every additional off-premise outlet that increased alcohol sales within a local government area by 1 litre per outlet per person aged 15 years and older".34
- The Livingston research referred to at para. 11.10 (dot point 1) above identified a relationship 11.12 between outlet density and domestic violence related assault, particularly linking the number of off-licence retail premises and incidents of domestic violence related assault in Victoria. It identified that for each additional packaged outlet there is an estimated increase of o.66 incidents of domestic violence per 1,000 residents<sup>35</sup>.
- The above studies (and there are many more) suggest that it is **not** in the *public interest* to 11.13 grant this Application.
- Further, there are numerous studies that suggest that the level of alcohol consumption is responsive to price<sup>36</sup>. The evidence also suggests that this 'applies to all groups of drinkers, including young people and heavy or problem drinkers. '37
- The proposed Liquorland store will have a competitive effect which leads to greater price 11.15 competition between local businesses.
- The measures proposed by the Applicant may apply successfully to the immediate vicinity of the proposed licensed premises but realistically cannot assist with what occurs after the sale has taken place or where the alcohol is ultimately consumed. The previous findings of the Authority are similarly relevant here, as set out below: -
  - It "does not consider it likely that the Applicant's staff would knowingly supply liquor to persons who are intoxicated or known to engage in alcohol related misconduct, but the staff will only be in a position to meaningfully monitor or respond to issues arising at the point of sale"; and

[The Authority's Decision: BWS Nelson Bay (A15/298) dated 19 February 2016 at para. 277].

<sup>&</sup>lt;sup>32</sup> Morrison C, Smith K, Gruenewald P, et al. Relating off-premises alcohol outlet density to intentional and unintentional injuries. Addiction. 2016; 111(1):56-64.

<sup>&</sup>lt;sup>34</sup> Gilmore W, Liang W, Catalano P, et al. Off-site outlets and alcohol-related harm. NDLERF. 2015. Available from: http://www.ndlerf.gov.au/publications/monographs/monograph-56.

<sup>35</sup> Livingston M. 2011. A longitudinal analysis of alcohol outlet density and domestic violence. Addiction, 106. 919-925.

<sup>36</sup> As two examples only:- (a) Booth et al: "Independent Review of The Effects of Alcohol Pricing and Promotion". University of Sheffield Report for the Department of Health (UK, September 2008). Guideline 6 states that one of its findings are "Pricing policies can be effective in reducing health, crime and employment harm"; and (b) New Zealand Law Reform Commission: Alcohol in our Lives (2010), particularly Part 3 "Reducing the Demand for Alcohol." Price changes affect overall alcohol consumption and increasing the price will reduce alcoholrelated harm. Excise tax increases are also an effective ways of targeting some of the most harmful drinking associated with the consumption of low-cost alcohol. The evidence suggests that exposure of young people to alcohol marketing speeds up the onset of drinking and increases the amount consumed by those already drinking".

<sup>&</sup>lt;sup>37</sup> Babor, T., Caetano, R., Casswell, S, Edwards, G., Giesbrecht, N., Graham K., Grube, J Rossow, I. (2010). Alcohol, no ordinary commodity, research and public policy. New York.: Oxford University Press.

"The Authority has had regard to the Applicant's practices and policies for the proposed new licensed business..... The Authority is satisfied that the Applicant and staff engaged ...... [will] only be in a practical position to <u>address RSA issues occurring at or in the immediate</u> vicinity of the Premises"

[The Authority's Decision: IGA Surf Beach, 0000769009, 26 November 2014].

"The Authority does not consider it likely that the Applicant's staff would intentionally supply liquor to intoxicated or under aged persons or to persons who were known to engage in public drinking or alcohol related violence or who are intoxicated. However, the Applicant's staff can only meaningfully deal with packaged liquor at the point of sale and can only practically monitor the conduct of patrons at or close to the store.....".

[The Authority's Decision: BWS Minto, App No 0000866923, dated 11 September 2015 at paras. 164]
[Our emphasis added]

- 11.17 Whilst acknowledging that density thresholds are yet to be established in current literature, the understanding of the link between density and harm, specifically domestic violence related assaults, confirms the relevance of considering the cumulative impact of adding another licence in this LC in the circumstances proposed. When the findings in the literature are considered, alongside the matters detailed in this document and the Authority's previous findings, it is plainly evident that on *balance* (i.e. when considering the s.48(5) *test* under the Act) the Application should be refused.
- 11.18 The potential negative aspects of this Application far outweigh any benefits (if any at all) if approved. The *public interest* is to be considered and *balanced* as part of the *test* in s.48(5) of the Act. It is clearly not in the *public interest* to grant this Application.
- 11.19 Returning to Guideline 6, it states [at 12] 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. Clearly the Applicant has not discharged the onus placed on it as it has not properly addressed Guideline 6 (and the literature it refers). Further, the Applicant has overlooked the cumulative impact of this Application.

# 12. The purported benefits of this Application

The AS describes [commencing at page 6] what it believes are the purported benefits of this Application – we have reproduced them by the use of italic font in the left-hand column of Table 9. The EU also states purported benefits and to avoid repetition they have been grouped and reproduced in the left-hand column of Table 9, where indicated. The Submitter's reply is in the far-right hand column.

## Table 9:

# The Applicant's Purported Benefit:

#### 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 large 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

# The Submitter's Reply:

We have already addressed the Applicant's purported benefit of added "convenience" above. To avoid repetition that evidence will not be duplicated here. In summary there are no increased benefits of "convenience" in this location [Sections 6 & 7 and Attachments 1 and 2].

If the Authority disagrees and finds there is small amount of added "convenience", then we say it is outweighed by the likelihood that *this Application* 

#### The Applicant's Purported Benefit:

Coles supermarket and other retail outlets".

"The Ethos Urban Assessment includes the following findings: "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".

The EU states (at page 26) "The proposed colocation 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".

#### The Submitter's Reply:

will increase harm and ill-health.

There is no evidence to support the statement that is <u>underlined</u> in the left-hand column. This view is supported by the information in the submissions lodged by residents of this LC. There is no suggestion they are "inconvenienced", "disadvantaged" or "worse off" because there is not a Liquorland near the Supermarket. Further, there is no criticism of the existing licensed venues or that that they are not meeting their packaged liquor needs.

The Applicant again is attempting to elevate the location and use of the Plaza to something that it is simply not [Section 7].

As to "just in time" shopping, there is no saving of time by shopping at Liquorland as opposed to shopping at Helensburgh Premium Liquor. For example, the difference in steps a customer would take when departing the Supermarket to either Liquorland or Helensburgh Premium Liquor is only 5 regular adult steps [see Tables 8 and 10]. This confirms there is no added convenience surrounding this Application.

#### Modern, Safer Facilities

"The fit out and presentation of the store will be sophisticated and modern. The layout will be customer friendly, designed to allow ... for easy browsing and selection of purchases whilst at the same time incorporating enhanced designing out crime features to offer a safe shopping experience".

There is no suggestion that the existing suppliers of packaged liquor in this LC do not provide a modern and safe environment. The purported claim by the Applicant has no foundation.

#### 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 consume demand".

The claims are exaggerated and without foundation (see paras. 8.17 – 8.20). There is no "genuine point of difference", as is alleged when Liquorland proposes to sell packaged liquor, and the existing licensed premises in the LC (which are very conveniently located) also sell packaged liquor.

#### 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".

The Applicant has provided insufficient evidence that Liquorland will provide something unique or special that is not already provided by the existing licensed premises [Section 6 and Attachment 6].

The Applicant has not provided any evidence that it will provide products that are sought after in this LC and which have not been provided by the existing packaged liquor suppliers for years.

#### The Applicant's Purported Benefit:

The EU states (at page 26) that "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 spirts brands, as well as major brand and boutique beers, plus ciders and other speciality beverages. A total of approximately 1,400 SKUs across the store will be available for sale".

#### 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".

# 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".

# Increased Employment

"This will generate approximately 6 – 8 new employment opportunities within the local community". The EU states (at page 26) states the same thing by saying "In additional to consumer benefits, the Liquor store would directly generate approximately 6 to 8 jobs in the local area".

#### **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

#### The Submitter's Reply:

The Authority has found that the new venue "... may offer certain liquor products not currently available in nearby outlets...[however]....the Authority considers that it is reasonably open to existing liquor outlets to respond to any unmet consumer preferences or demands for particular products, should these preferences or demands become apparent "38".

The proposed Liquorland store cannot fill a "gap" in the market when there is no "gap" to fill – the evidence confirms there is a significant oversupply of venues that offer packaged liquor sales in the LC [Section 2].

A loyalty program is not a public interest benefit. The Applicant has not provided any evidence how this so-called benefit is above any existing benefit to customers of Coles that already hold a locality card and use it in the Supermarket. That is, any existing benefit must be separated from any future increased benefit that is associated with this Application for it to then hold some weight in the assessment process.

What is of significant concern to this Application are that most of the concerns in this location are matters that are simply outside of the Applicant's control or beyond its ability to effectively manage.

While staff *knowledge* and *training* might be *exceptional* at Liquorland, this is equally the position at the existing licensed premises (who already hold a real connection to this LC).

In normal circumstances, it is accepted that "competition" should be encouraged, however significant competition already exists in this LC, which is evident by the substantial oversupply of venues that provide a packaged liquor service [Section 2]. Therefore, more weight should be given to the cost of competition in this LC and the adverse impacts of it on the LC.

It is acknowledged that employment opportunities should be encouraged, but this should not come at an overall cost to the LC through increased risk of alcohol related and harm.

The Applicant has acknowledged that the proposal will result in "increased expenditure" and "increased competition" – if what the Applicant is suggesting is true it confirms the earlier comments that the

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<sup>38</sup> Authority's Decision: Spar Redfern - APP-0002985193 at para. 35

#### The Applicant's Purported Benefit:

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 Submitter's Reply:

Applicant believes this proposal could create new drinkers [see 7.17, 8.11, 8.15 and 11.2].

The economic benefits of this Application are to the shareholders of Liquorland, not to the LC or BC.

# Potential Contributions to Local Community Groups and Sports

"The Proposed Premises <u>may</u> lead to support for local community groups and sports. Liquorland, as part of Coles operations, <u>may</u> 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".

We do not doubt that Coles supports the communities where it trades. However, this is not what is relevant – what is relevant is what Liquorland will do over and above what Coles already provides. The Applicant also uses the word "may" [as underlined in the left-hand column] which is well short of any commitment.

The AS (commencing at page 9) also summaries further purported benefits of this Application. We have set out the same in the left-hand column of **Table 10**. The Submitter has provided its reply in the right-hand column of the same row.

#### Table 10:

#### The Applicant's Comments:

(AS - pages 9 and 10)

"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".

# The Submitter's Reply:

The Applicant again attempts to elevate the use and location of the Plaza to something that it is simply not [See Section 7 and Table 9 above]. The Applicant suggests it is the Supermarket that is the focus of the shopping district of the Helensburgh CBD – this is incorrect. While it is accepted the Supermarket plays a significant role, so do all the other tenancies operating in the Helensburgh CBD. What is obvious here is that Helensburgh CBD does not need a further bottleshop when there are already 3 conveniently located in this small shopping area.

"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".

This is accepted however the context in which the remark is provided – that is, this is a reason to grant a fourth bottleshop in the Helensburgh CBD when they are nearby and conveniently located and accessible to all Helensburgh shoppers including those attending the Coles supermarket and therefore is strongly rejected.

"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 This is simply untrue [see the map at Attachment 1; the photographs at Attachment 2; the video evidence; the evidence in Sections 6 and 7 and in Table 8].

#### The Applicant's Comments:

(AS - pages 9 and 10)

Proposed Premises will meet an obvious consumer need for one-stop shopping capacity in Helensburgh. The Proposed Premises will be highly convenient and deliver benefits to shoppers in terms of time and travel savings".

"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".

"The local community's counts of alcohol related crime, alcohol related hospitalisations and outlet density are low and generally the rates are declining"

"As a result of community feedback, and as an additional mitigative measure, the Applicant has agreed to reduce its proposed closing time to 10:00pm, 7 days a week".

"The Proposed Premises will benefit the local community by providing 6-8 employment opportunities, increased expenditure in the Wollongong LGA and increased competition".

#### The Submitter's Reply:

The difference in steps a customer would take when departing the Supermarket to either Liquorland or Helensburgh Premium Liquor is 5 regular adult steps [compare the evidence in Tables 8 and 9]. There is no added convenience surrounding this Application, and it is difficult to for the Applicant to establish that a Coles shopper is inconvenienced.

This is rejected (as shown by para. 8.18 and Table

g). It is fanciful to suggest a new "Liquorland design" has the benefit of elevating this Application to something that it is not. Any product that is in demand or requested at is stocked. Further, the public can purchase any liquor product they like over the internet. The Authority has previously found<sup>39</sup> that "incumbent licensed premises will serve the expectations, needs and aspirations of the local and broader community (an object of section 3(1)(a) of the Act) whether or not this licence is granted". This finding applies equally to this Application.

It is agreed that the Rates of alcohol related crime and alcohol related hospitalisations are lower than the State average. As reported in the significant number of submissions, most crime in this location simply goes unreported. There is no Police station at Helensburgh. Indeed, many of the local resident submissions report the area is often without Police presence. It is not agreed that outlet density is low, and this is a mistake on the part of the Applicant [Section 2]. Further, alcohol related deaths is high [Section 5]. We also highlight: (a) the BOCSAR data for "Driving Under The Influence Of Alcohol Or Other Substance" for the BC illustrates that for 10 of the last 11 years the Rate in the BC has been higher than NSW [para. 5.6 and Attachment 5]; and (b) the Liquorland store is located near to a low to medium hotspot location for domestic assault [Attachment 4].

This does not mitigate the risks of increasing outlet density in this location. The trading hours of Liquorland remain extensive [see paras. 8.15 and 8.16].

This has been addressed at Table 9 above. The added employment at Liquorland will be at the detriment of those engaged at the existing licensed venues. For the Applicant to suggest that there will be "increased expenditure" and "increased competition" means the Applicant acknowledges that the proposal is likely to increase alcohol consumption.

TS:TP:30745

<sup>&</sup>lt;sup>39</sup> The decision of the Authority dated 2 February 2015 refusing the IGA packaged liquor licence at Surf Beach.

#### The Applicant's Comments:

(A5 - pages 9 and 10)

"The range of active mitigation measures outlined in this document entitled "NSW Management Strategies", have been proposed to ensure that any social impacts identified as potentially arising from the Proposed Premise are eliminated or managed such that the grant of the application will not involve an unreasonable risk of social detriment to the community", and

"The Applicant is a vastly experienced and highly regarded operator of many packaged liquor licences across New South Wales, each of which confirms to the business model outlined in this application, including the effective implementation of the management strategies".

"All factors being considered; the net impact of the Proposed Premises is likely to be positive"

#### The Submitter's Reply:

As set out above, it is accepted the Authority will consider factors or measures to reduce the likely negative social impacts of this proposal however they do not eliminate the potential for harm. Further, the measures proposed by the Applicant can and will do absolutely nothing to assist with what occurs after the sale has taken place or where the alcohol is ultimately consumed.

This is disputed. Liquorland would have to provide something unique or new for this view to have any merit. As confirmed by the Authority in other applications<sup>40</sup>, the "incumbent licensed premises will serve the expectations, needs and aspirations of the local and broader community (an object of section 3(1)(a) of the Act) whether or not this licence is granted".

- The purported benefits outlined by the Applicant are exaggerated. If there is found to be a small benefit, then it is clearly outweighed by the negative aspects of this proposal.
- 13. The Objects of the Act are they met?
- 13.1 The objects of s.3 of the Act include matters relevant to the *public interest*<sup>41</sup> they are uniformly considered by the Authority as part of its determination process. Guideline 6 states the Authority "*must*" have regard to the s.3 objects of the Act. Consequently, these matters are also considered and *balanced* as part of the s.48(5) *test.* Table 11 provides a detailed response.

Table 11 - The S.3 Objects

#### The S.3 Objects:

1(a) to regulate and control the sale, supply and consumption of liquor in a way that is consistent with the expectations, needs and aspirations of the community

#### The Submitter's reply:

The Applicant notes 42 submissions were received as part of the CIS (page 27 of the EU). 36 of those submissions were opposed to the Application and 4 provided support for it. Notably, 3 of the supporters are not residents of this LC (2 have confirmed they live in a different LGA).

The Applicant has not provided any real evidence that there is an expectation for this type of venue in this location, of this scale and with the proposed trading hours, selling the type of product that has been outlined by the Applicant. As noted at paras. 8.1 and Table 11, the absence of any surveys of shoppers to this

<sup>4</sup>º The decision of the Authority dated 2 February 2015 refusing the IGA packaged liquor licence at Surf Beach.

<sup>44</sup> The term public interest is not defined in the Act although there is reference to what might be a significant threat or risk to the public interest at s.84 of the Act for the making of long-term closure orders that are irrelevant here. Its every day meaning is anything affecting the welfare or well-being of the general public. The concept of the 'public interest' has been described as referring to considerations affecting the good order and functioning of the community ... for the well-being of citizens and anything affecting the well-being, the rights, health, or finances of the public at large.

# The 5.3 Objects:

## The Submitter's reply:

Supermarket speaks for itself.

Outlet density does not support its approval even when factoring some population growth in the equation [Sections 2 & 3].

The evidence confirms the Application does not provide anything new, different, unique or special [Section 6]. Consequently, and as confirmed by the Authority in other applications<sup>42</sup>, the "incumbent licensed premises will serve the expectations, needs and aspirations of the local and broader community (an object of section 3(1)(a) of the Act) whether or not this licence is granted".

To grant another bottleshop in an area that is oversupplied with packaged liquor (and near where there is an existing hotspot location for alcohol related domestic violence), is not consistent with the expectations, needs and aspirations of the community. There is no reasonable argument that the Applicant can put forward that the approval of this Application advances the s.3(1) objects.

1(b) to facilitate the balanced development, in the public interest, of the liquor industry, through a flexible and practical regulatory system with minimal formality and technicality

The Liquorland store cannot reasonably be said "to facilitate the balanced development" of the liquor industry when there is an overprovision of packaged liquor in this location [Section 2] and where it does not provide anything different, special or unique [Section 6]. For all the reasons outlined in this document, this proposal is not in the public interest.

1(c) to contribute to the responsible development of related industries such as the live music, entertainment, tourism and hospitality industries There has been no information provided at all regarding this aspect and how the granting of the Application could contribute to this Object.

A large of part of the Applicant's case is the policies and

procedures of Liquorland (the level of training it provides to its

staff and its security measures) will mitigate the risk. Liquorland's

ability to manage licensed venues across NSW is not in dispute.

What is of significance to this Application is that most of the

concerns in this location are matters that are simply outside of its

control or beyond its ability to effectively manage.

In order to secure the objects of this Act, each person who exercises functions under this Act (including a licensee) is required to have due regard to the following:

2 (a) the need to minimise harm associated with misuse and abuse of liquor (including harm arising from violence and other anti-social behaviour)

the need to encourage is responsible attitudes and practices towards the promotion, sale, supply, service and consumption

For the s.48(5) *test* to be satisfied (in circumstances where there are no or truly little benefits of approving of it) means this proposal hinges on the responsible service of alcohol policies to address everything that has been raised in this document, so that there is no social detriment to any element – that is simply an impossible task to achieve.

It is accepted the Authority will consider factors or measures to reduce the likely negative social impacts of this proposal however they do not eliminate the potential harm to occur after the sale. That is, the measures proposed by the Applicant cannot address what occurs after the sale has taken place or where the alcohol is ultimately consumed.

2(c) the need to ensure that

of liquor

The words "amenity of community life" have been given their

\_

2(b)

<sup>42</sup> The decision of the Authority dated 2 February 2015 refusing the IGA packaged liquor licence at Surf Beach.

#### The S.3 Objects:

the sale, supply and consumption of liquor contributes to, and does not detract from, the amenity of community life.

#### The Submitter's reply:

everyday or plain English meaning. This is because they are not defined, based on our knowledge and experience, in this jurisdiction. The words cover a broad range of elements. As an example, it can relate to practical and tangible aspects such as traffic generation, noise, nuisance and the appearance of a building and even the way of life of the relevant neighbourhood. Another view is that it relates to facilities (amongst other things) such as shopping centres or sports facilities that are provided for the convenience, enjoyment, or comfort of the people who live, work or recreate in the location in question. "Community amenity" is a term that is also sometimes used to describe the potential impacts of a development on the lifestyle of the local community. The concept of community amenity can therefore be wide ranging and flexible and subjective in nature. Other considerations can however be more elusive such as the reasonable expectations of the public at a location. Therefore, community amenity embraces all the features, benefits and advantages inherent in the environment in question.

It is obvious that this proposal fails Object 3(2)(c) of the Act as the proposal detracts from the amenity of community life. This reasonable conclusion is supported by the information in this document.

- The s.3(1) Objects are to regulate and control the sale, supply and consumption of liquor in a way that is consistent with the expectations, needs and aspirations of the community; facilitate the balanced development, in the public interest, of the liquor industry, through a flexible and practical regulatory system with minimum formality and technicality and contribute to the responsible development of related industries such as the live music, entertainment, tourism and hospitality industries [underling added for emphasis].
- 13.3 In pursuit of the above objects, section 3(2) of the Act requires the Authority to also have due regard to the need to minimise harm associated with misuse and abuse of liquor (including harm arising from violence and other anti-social behaviour); the need to encourage responsible attitudes and practices towards the promotion, sale, supply, service and consumption of liquor, and the need to ensure that the sale, supply and consumption of liquor contributes to, and does not detract from, the amenity of community life [underling added for emphasis].
- 13.4 It is our submission that the Objects are not satisfied by this Application. There is no real support for it there is no reasonable argument that the Applicant can put forward that the approval of this Application advances the s.3(1) objects.

#### 14. The balancing exercise contemplated by 5.48(5) of the Act

- 14.1 It is apparent that the primary basis upon which the Applicant has contended the application should be granted is that it will allow a <u>one-stop</u> shopping experience for those persons who attend the Supermarket; that it will offer a greater range of liquor products; and that the LC is a growing town that will require more businesses to service a growing population. The evidence does not support these propositions.
- The Authority has acknowledged that *one-stop shopping* can be of benefit to the public in a local community or broader community in specific circumstances. This Supermarket may

offer one-stop <u>grocery</u> shopping. However, this is different and something less than *one-stop* shopping of the type recognised that occurs (often under the one roof at the one site) at a large shopping centre. The Applicant places great emphasis upon an inaccurate analysis of this location & what is available in the immediate vicinity together with what Liquorland may offer in the future.

- This is clearly established when considering the travel path or route that a Coles shopper has to undertake in moving between the Supermarket, the proposed Liquorland outlet and the adjoining off street carpark and on-street car parking facilities, let alone those customers that do not need to travel by motor vehicle to do their shopping in this location. It is simply not the case that the existing Coles shoppers are *inconvenienced*, or that *this Application* creates *one-stop shopping*. It must follow that the purported added benefit of *convenience* that the Applicant relies upon in its material is either significantly diminished or irrelevant. Further, if this is the main point in support of granting this Application then it fails.
- The Authority's Guideline 6 is clear it states [at 12] 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. The Applicant has not discharged the onus placed upon it to provide sufficient and balanced evidence. Especially in circumstances where the Applicant has not considered the relevance of the cumulative impact of adding another licence in this LC in the circumstances proposed.
- The CIS fails to satisfy the intent of the Legislation in that it does not properly address the potential for adverse social impact by granting another bottleshop in an already saturated location where there has been a significant adverse public comment against the approval of this Application. It is not so much what the Applicant's evidence includes, but what they omit to inform the Authority that seriously compromises the relevance and reliability of the CIS.
- 14.6 The Applicant's material includes many broad and unsupported statements. It is submitted that this Application provides no real benefits [Section 12] and fails to meet the Objects of the Act [Section 13].
- The Applicant has not conducted a "balancing exercise" that would enable the Application to satisfy the *test* that the Authority must apply to a Category "B" CIS that is, whether the **overall** social impact of the application, if it is granted, will not be detrimental to the well-being of the LC and BC. It is submitted that if that balancing exercise were carried out that the Application would fail that *test* and it would be refused.
- The policies and procedures of Liquorland and its ability to manage licensed venues across NSW, does not overcome the alcohol related harm that can be caused to this LC and BC by the approval of this Application.
- For all the reasons that are outlined in this document (and which are summarised in Section 1), we submit that the test of s.48(5) of the Act has not been satisfied and the Application must be refused.

Dated: 7 July 2021



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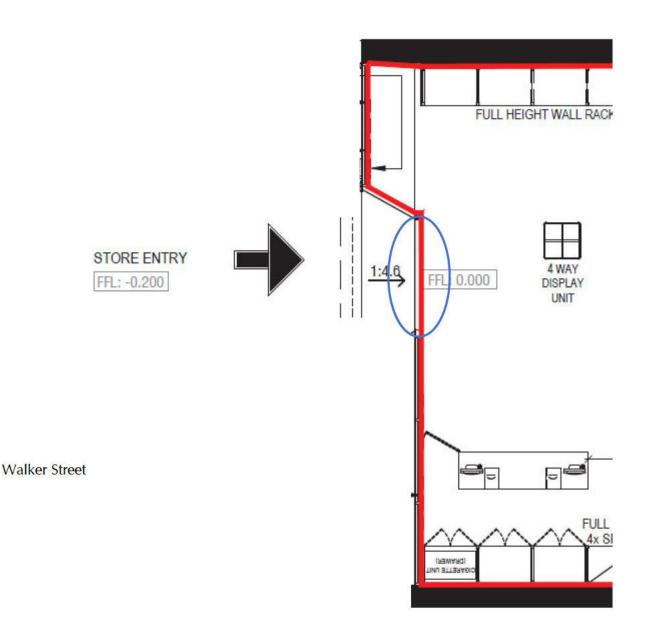
Attachment 1: Map showing the walking route for customers between the Supermarket and: (a) Liquorland; and (b) Helensburgh Premium Liquor.

**Figure 1** (below) is an extract of the Applicant's plan. It is relevant as it ilustrates the location of the proposed entrance to the Liquorland store. We have highlighted that entrance in blue.

Figure 2 (at the next page) illustrates:-

- The 1 customer entrance point to the Supermarket,
- The 1 customer exit point from the Supermarket, and
- The walking distance between the the above points and:- (a) Liquorland on the one hand, and (b) Helensburgh Premium Liquor on the other.

Figure 1: - Proposed Entrance to Liquorland



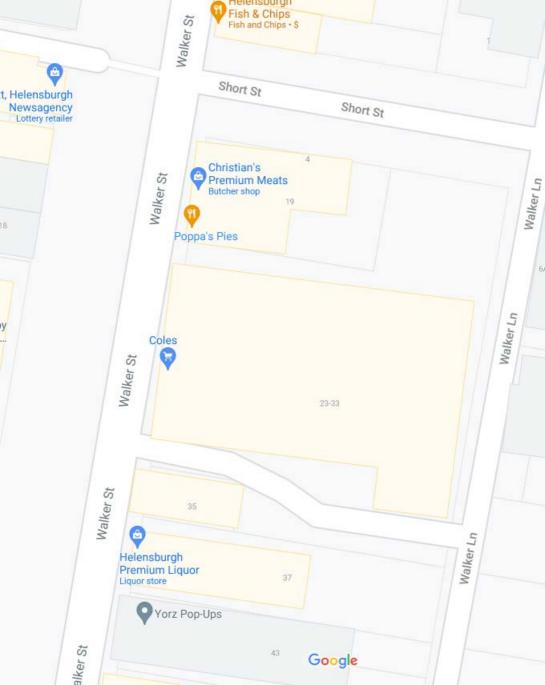


Figure 1: View of the only customer <u>entrance</u> to the Supermarket (at point of arrow) and the view



**Figure 2:** View of the same customer entrance point to the Supermarket as in Figure 1 however this view also shows the breezeway between the Supermarket and the bakery and butchery shops. The proposed Liquorland is the last tenancy in this strip shopping location (i.e. the shop with the white roller shutters).



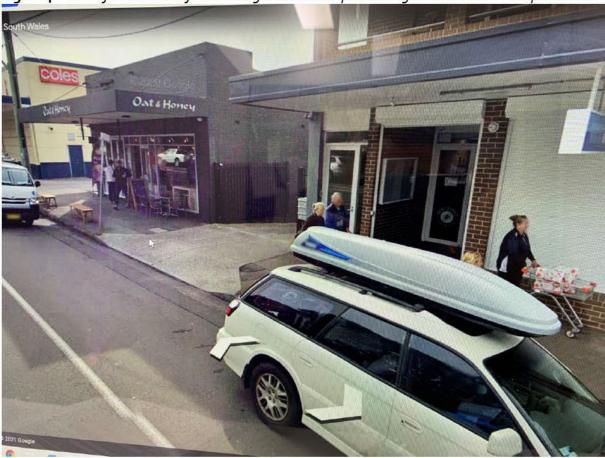
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Figure 3: View of the public <u>exit</u> point from the Supermarket (at arrow point) and the view along

Walker Street towards Helensburgh Premium Liquor.



Figure 4: View of the outside of Helensburgh Premium Liquor looking back towards the Supermarket.



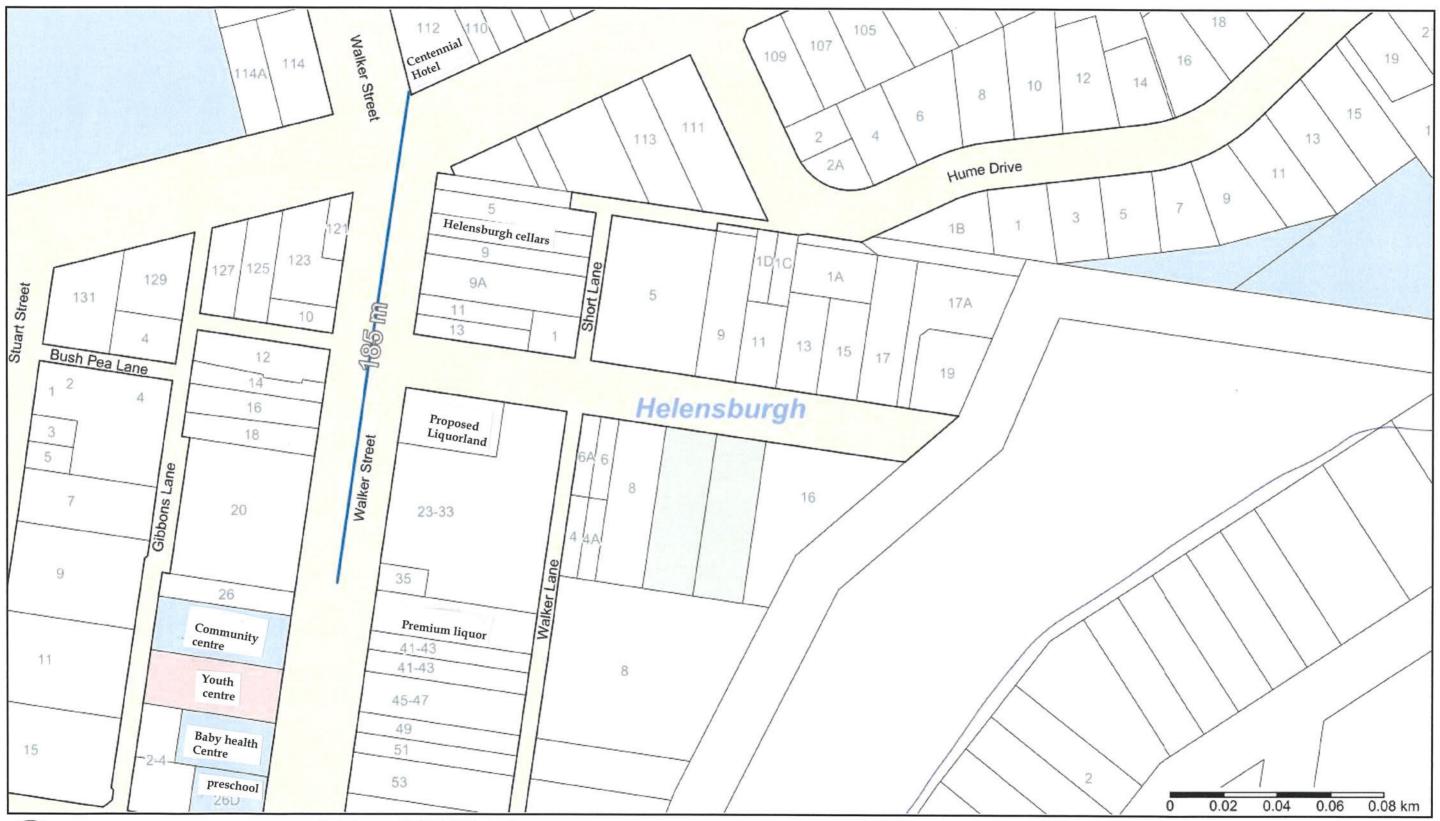
**Figure 5:** Google image view of the outside of Helensburgh Premium Liquor - it is relevant as it shows that residents are current using trolleys from Coles and departing on foot with their trolley and supplies along Walker Street.

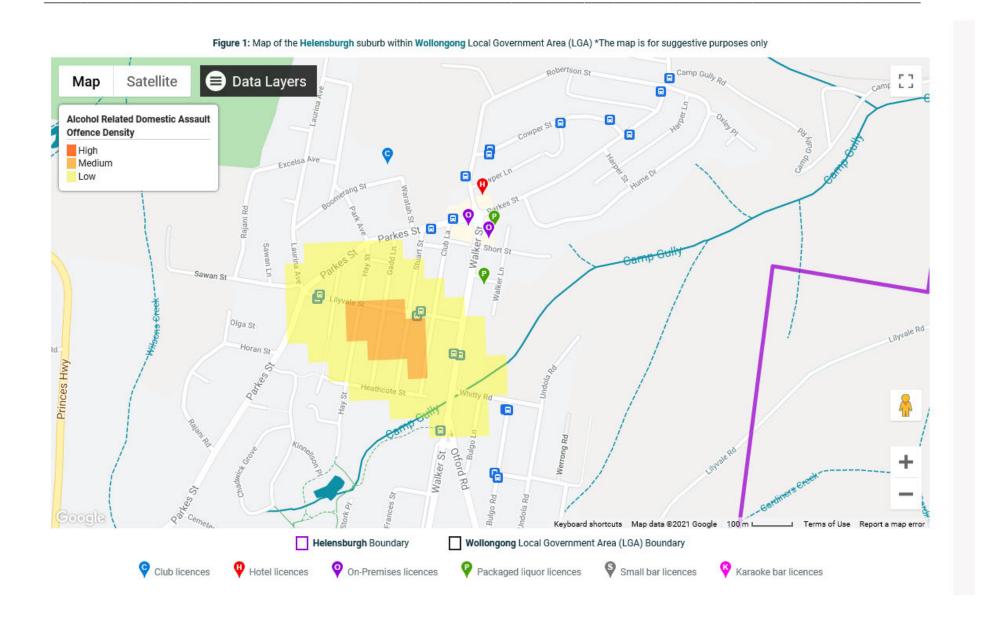


**Attachment 3:** Map showing the location of Centennial Hotel, Helensburgh Cellars, Premium Liquor, Liquorland and nearby sensitive facilities.

Print Date: 1/28/2021 Print Time: 10:59 AM







Attachment 5: Driving Under The Influence Of Alcohol Or Other Substance data issued by the BOCSAR.

#### NSW Recorded Crime Statistics Jan 2011 to March 2021

Driving under the influence of alcohol or other substance legal actions<sup>^</sup> commenced by NSW Police by Local Government Area

99	Driving Under The Influence Of Alcohol Or Other Substance																						
Incident LGA	2011		2012		2013		2014		2015		20	2016		2017		2018		2019		2020		Jan-Mar 2021	
	Number of offences	Rate per 100,000	Number of offences	Rate per 100,000	Number of offences	Rate per 100,000	Number of offences	Rate per 100,000	Number of offences	Rate per 100,000	Number of offences	Rate per 100,000	Number of offences	Rate per 100,000	Number of offences	Rate per 100,000	Number of offences	7	Number of offences	Rate per 100,000	Number of offences	Rate per 100,000	
Wollongong	61	30.2	37	18.2	49	23.9	52	25.2	43	20.6	52	24.7	40	18.8	39	18.1	47	21.5	40	18.3	8	3.7	
Total NSW	1406	19.5	1374	18.8	1305	17.6	1412	18.8	1398	18.4	1347	17.4	1145	14.6	1182	14.8	1109	13.7	1170	14.5	135	1.7	

Source: NSW Bureau of Crime Statistics and Research

Reference: ac21-20362

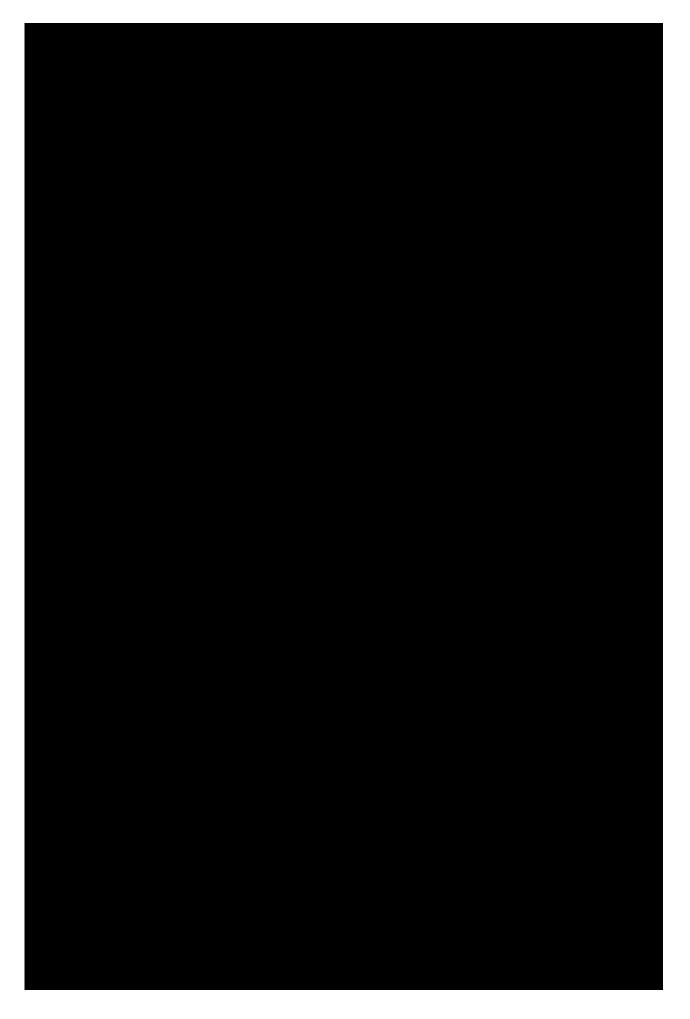
<sup>^</sup> The unit of measurement used by BOCSAR when reporting driving offences is the number of legal actions commenced by police rather than the number of incidents recorded. Legal actions include infringement notices, court referrals, formal cautions and warnings under the Young Offenders Act and Youth Conference referrals.

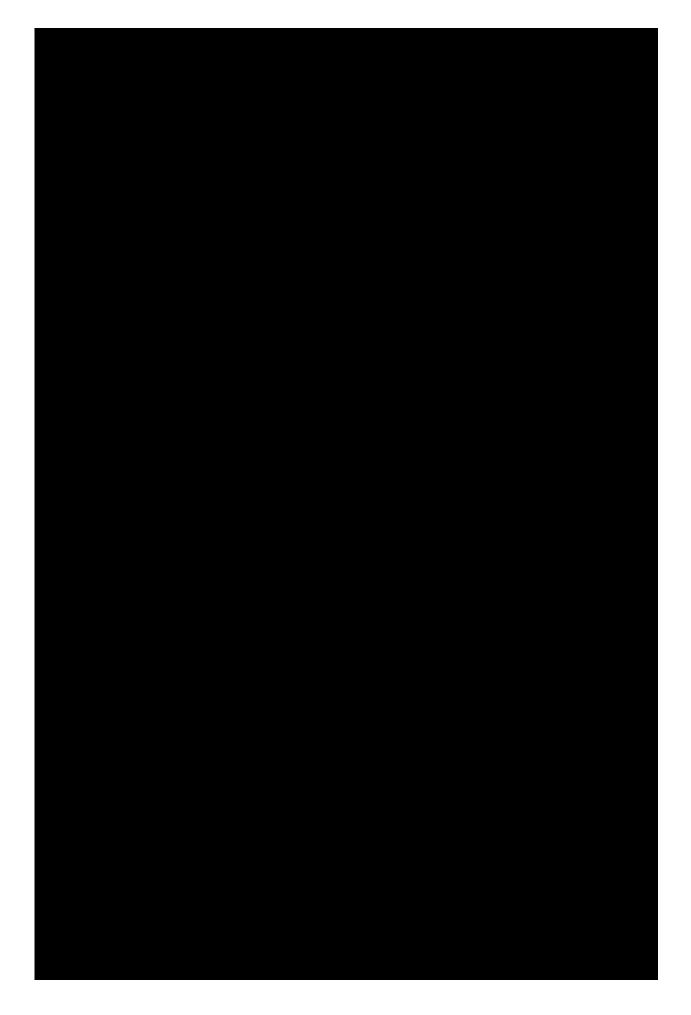


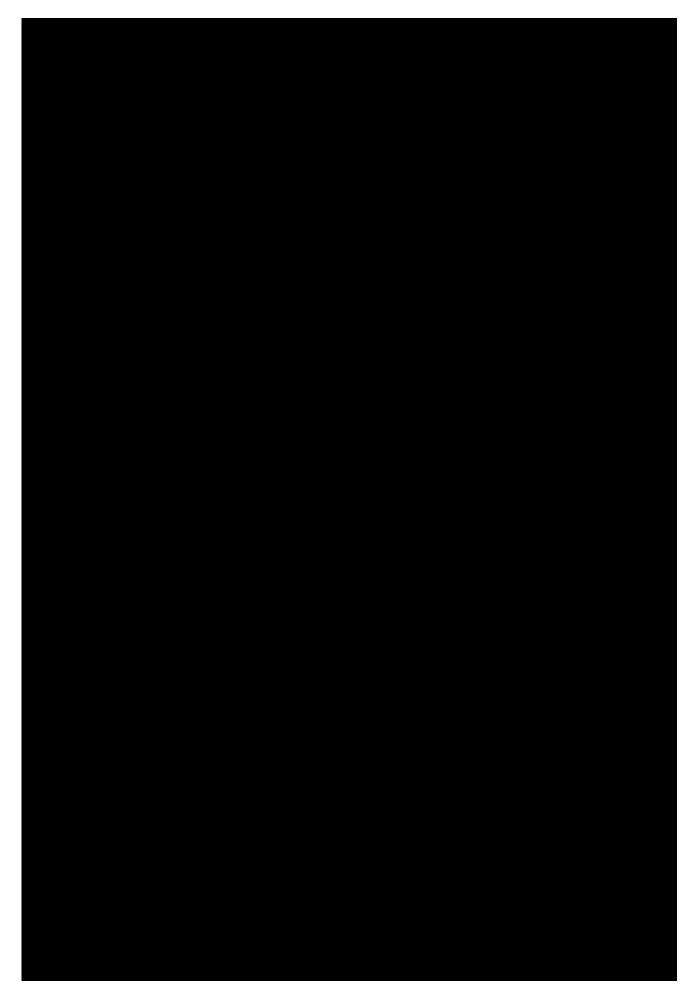


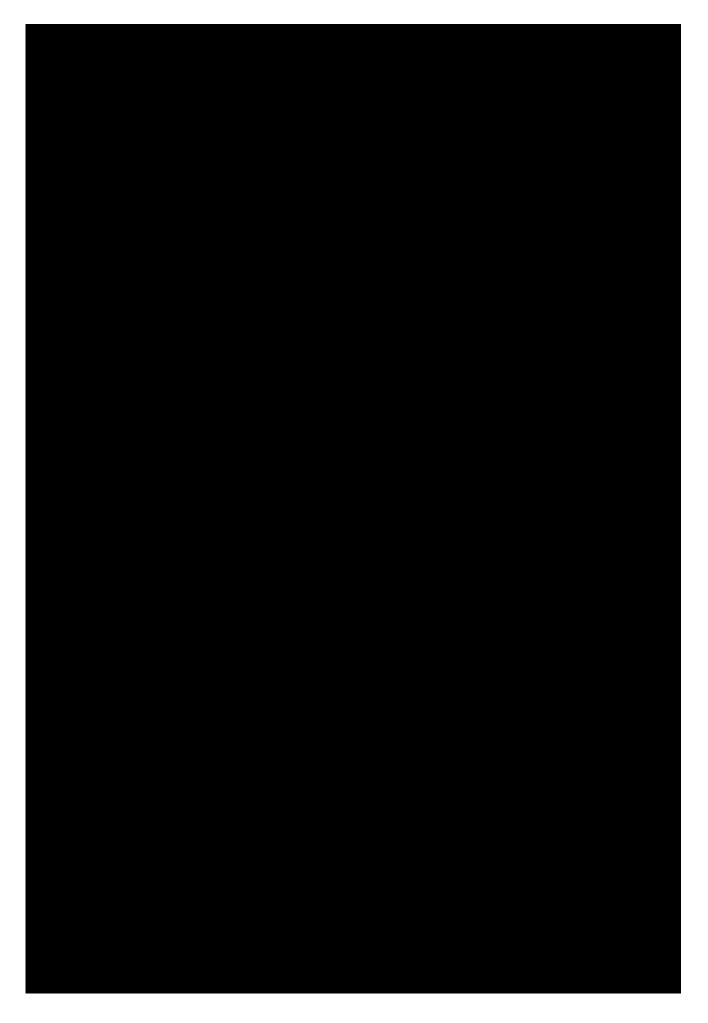


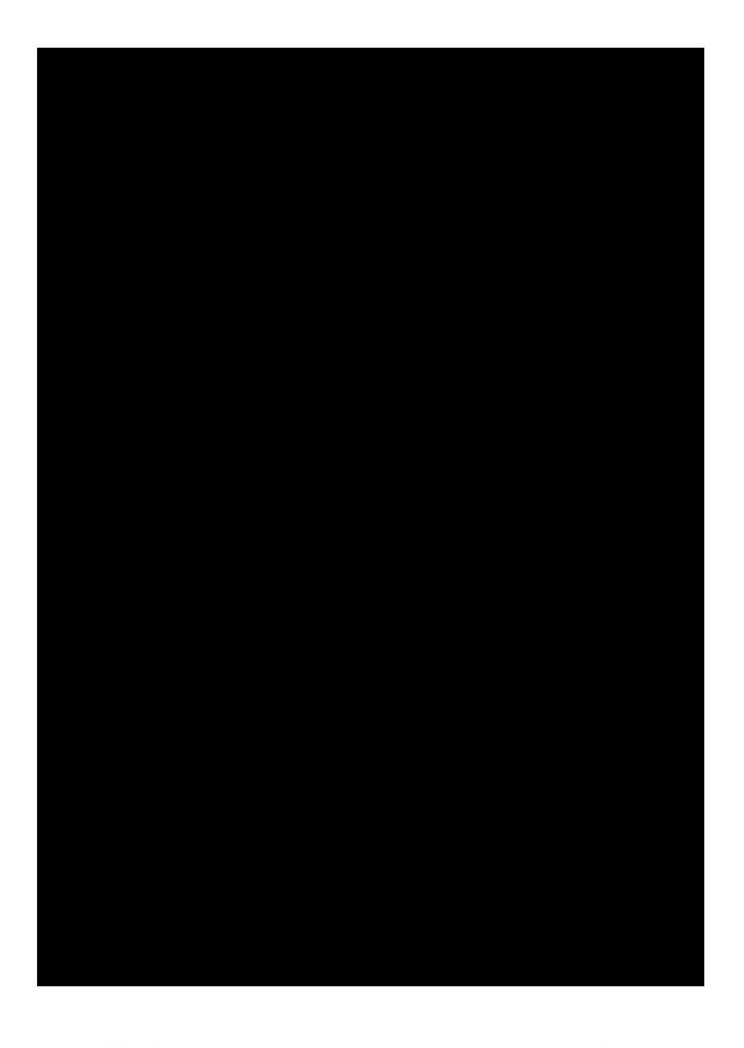
















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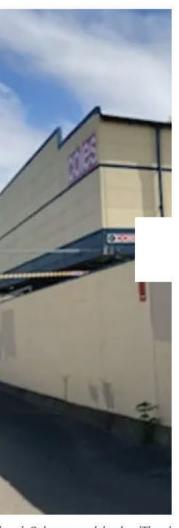
# south coaster

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FRIDAY, 25 JUNE 2021

## south coaster





Helensburgh Coles car park by night: 'You have them smashing trolleys against cars all the time,' according to a local resident.

Helensburgh Coles car park by day: 'There's

## 'They couldn't care less' - resident shares Coles car park nightmare

Mar 01 2021 | Updated March 1, 2021

South Coaster







Helensburgh mum Jane\* lives near Coles, but she won't shop there. Instead, Jane drives half an hour to Bulli Woolworths for groceries – even if it's just a bottle of milk.

"I will literally jump in my car and drive somewhere else rather than give them business," Jane told 2508 last month. "They couldn't care less about the community."

For the past four years, since moving to a home near the Coles car park, Jane says her family has suffered sleepless nights thanks to noisy hoons.

"You have them smashing trolleys against cars all the time. If Coles locked the car park at night when they closed, none of this would happen."

Trouble-makers gather on "weekends, school holidays and when it rains", she said. "Because it's a good hang-out place in the dry.

"It's been a nightmare. This has been going on for years. There's also dirt everywhere, some houses have rubbish coming from the Coles car park into their gardens."

For Jane, the night of January 28 – when about 20 people in eight cars arrived at the car park – was the tipping point. People were riding in trolleys, smashing into walls, racing vehicles through the car park. "They were shouting, screaming, sounding their horns – it was just constant."

Jane called the Police Assistance Line four times, her husband called twice. After about two hours of this behaviour the crowd left at 11.15pm when they saw Jane filming the footage pictured above. "They all suddenly jumped in their cars and left."

Police officers did attend the next day and have since followed up with a phone call, Jane said.

"The police said they were teenagers, driving their parents' cars. The police were good. They did speak to Coles. But [Coles] didn't seem to care."

# south coaster

"So that's how they get away with it. It's not on."

Jane has written, filled out online forms, phoned Coles and posted on its Facebook page. "They're not really fussed. I spoke to Customer Service this morning, they said, 'yeah, yeah, we'll pass it on'."

In a formal complaint to Coles about the January 28 incident, Jane cc'd NSW Police, the offices of Heathcote MP Lee Evans and Cunningham MP Sharon Bird, and Wollongong City Council.

No one has yet come to her aid.

"Nobody seems to care. I'm literally at a loss."

In February, desperate to the point of selling her house and leaving Helensburgh, Jane contacted 2508, sharing her video footage of car park hoons.

2508 contacted Coles. Its Media Relations team took six days to respond with this: "As Coles does not own the centre, we have engaged the Lessor to review the customer's concerns."

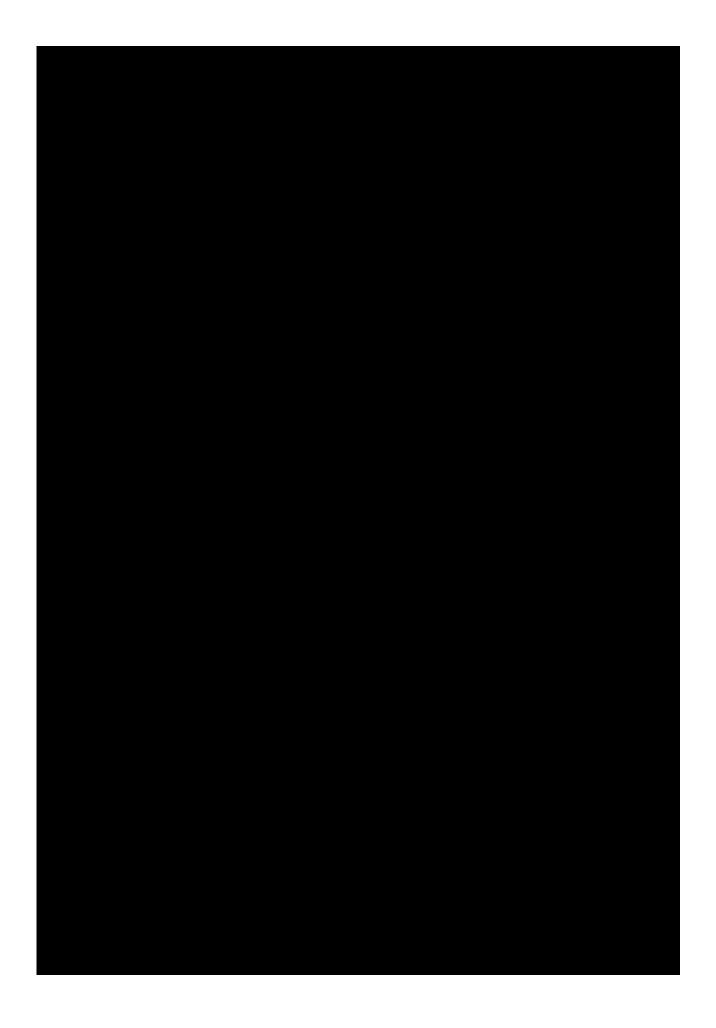
The Coles spokesperson recommended "reaching out to the Harfleur Group".

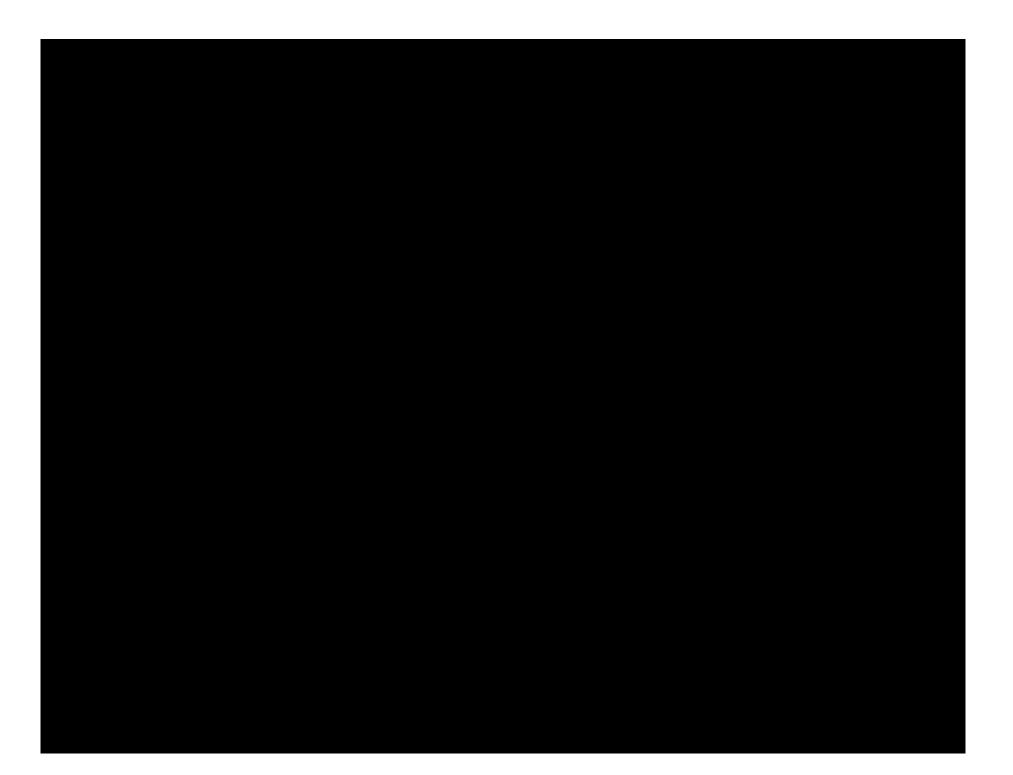
According to the Australian Securities and Investments Commission, the Harfleur Group is an Australian proprietary company registered in Victoria. Only a GPO Box address was listed with ASIC and no comment has yet been obtained.

Neighbourhood Forum 1 convenor Warwick Erwin said he would look into the problem. And, as 2508 was going to press, Jane reported that MP Lee Evans had replied to her letter.

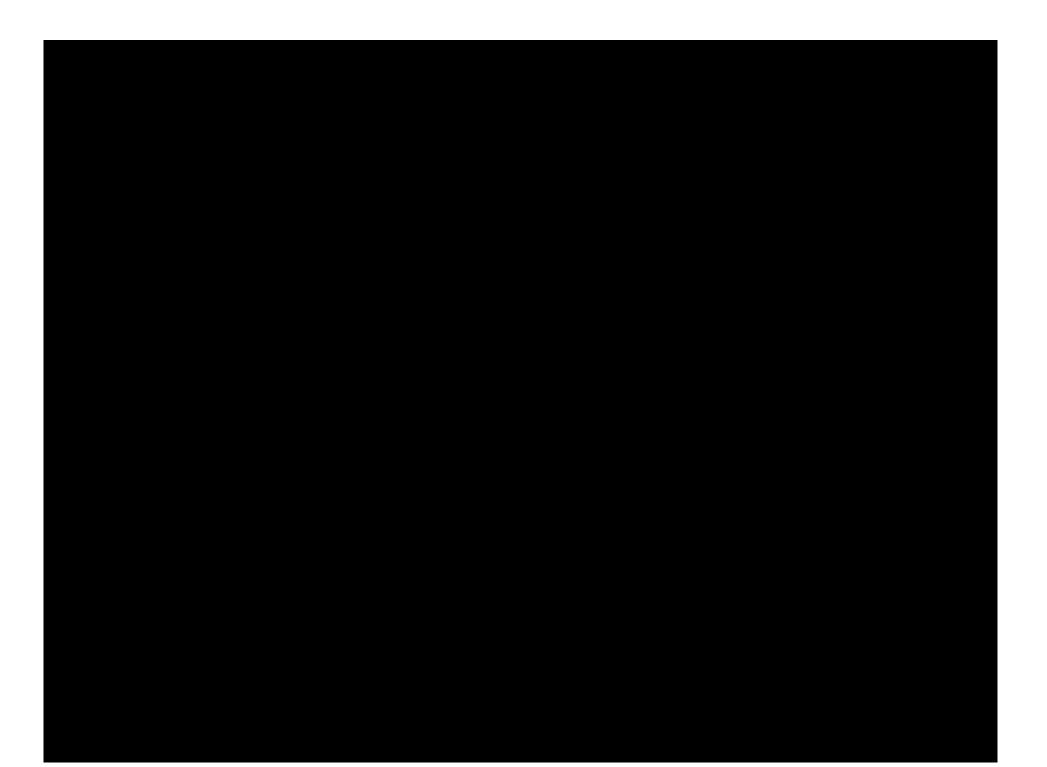
\* real name withheld.

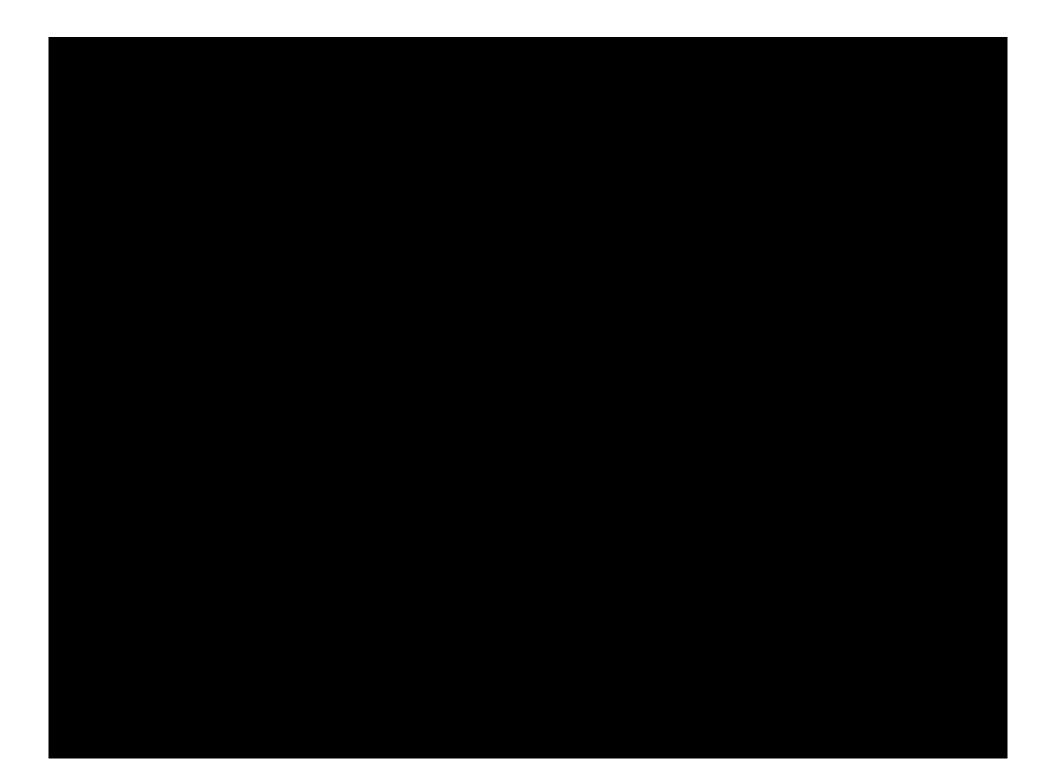


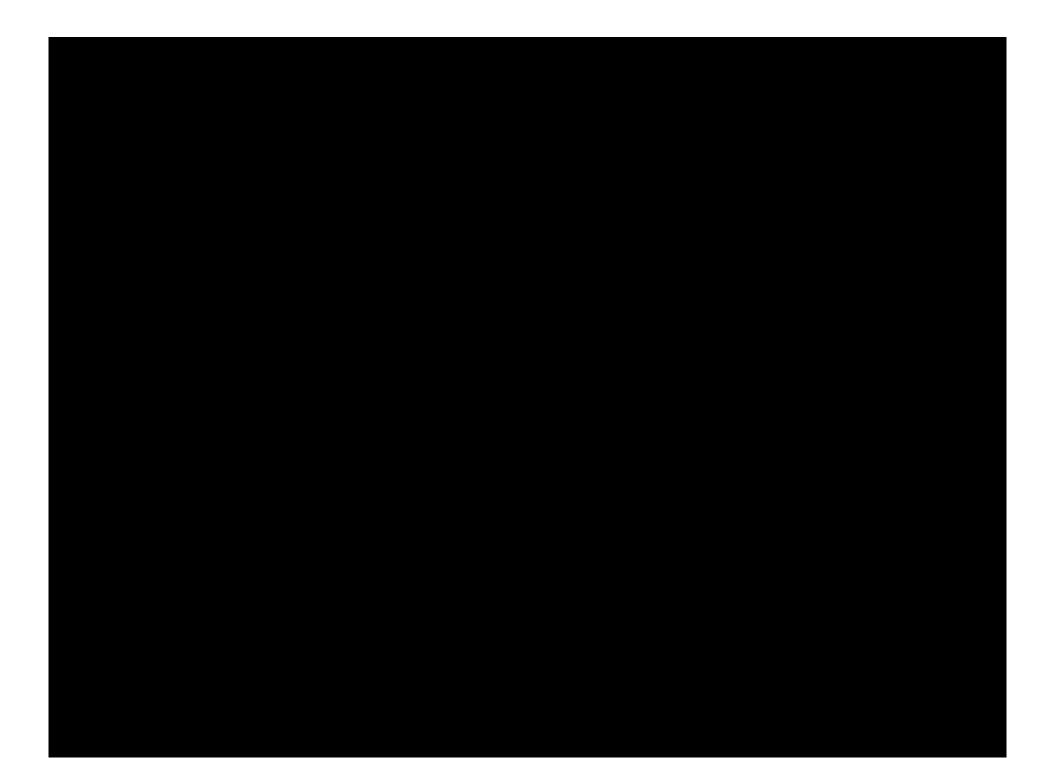


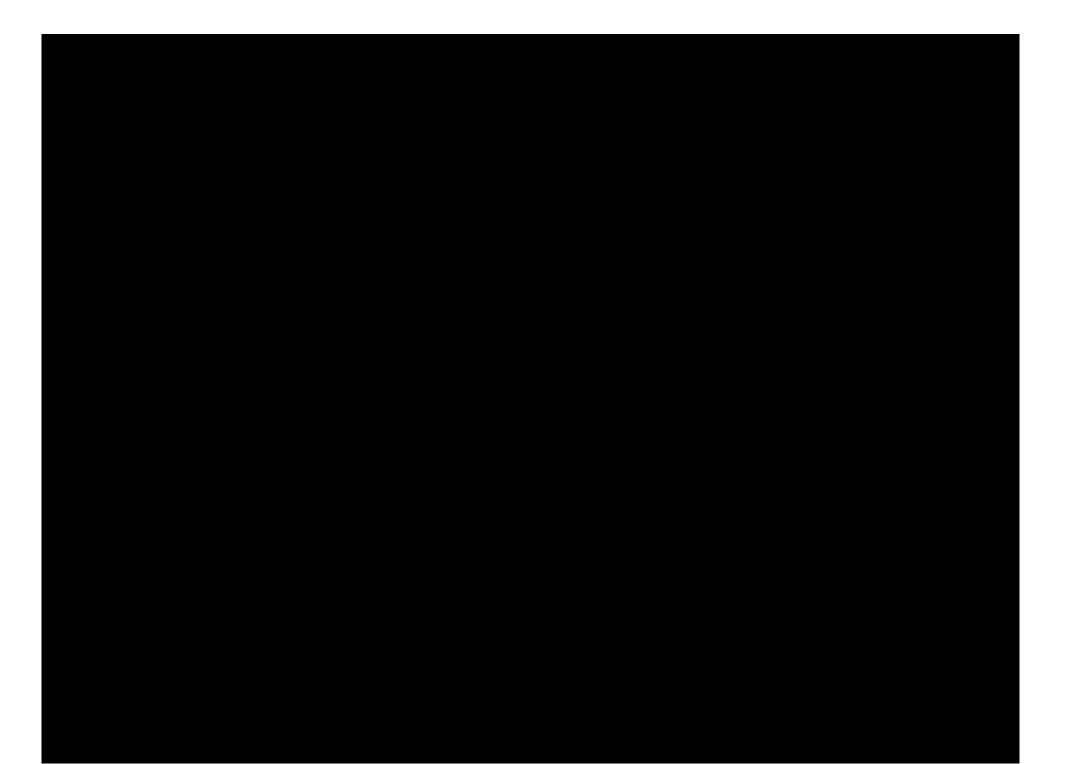


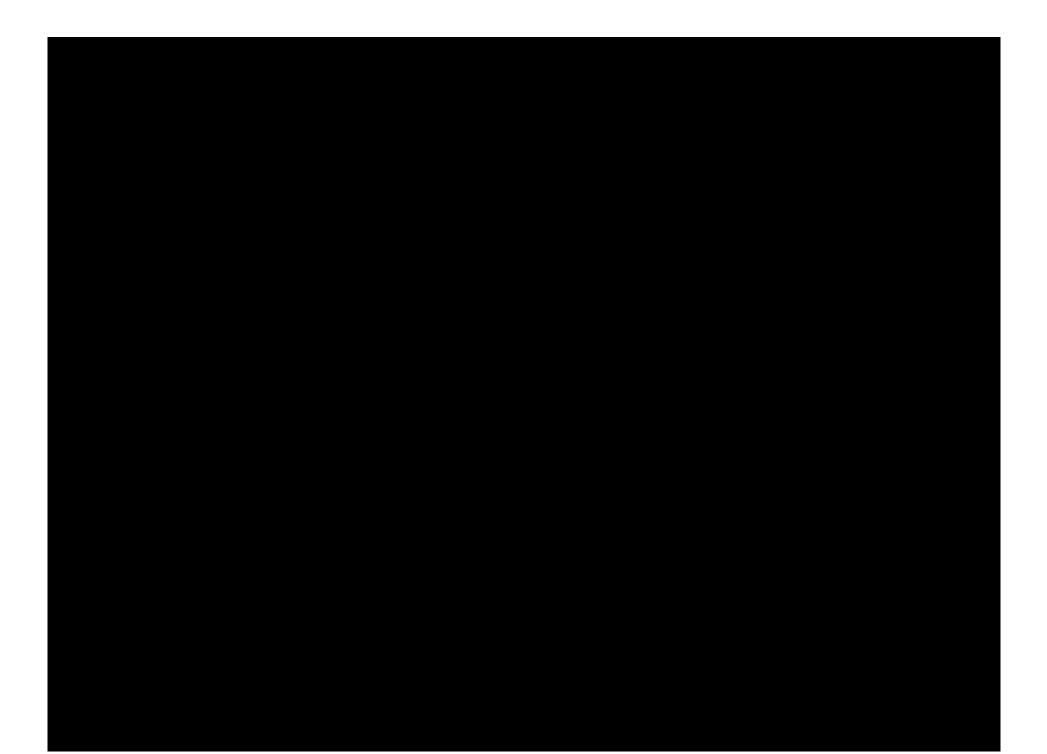


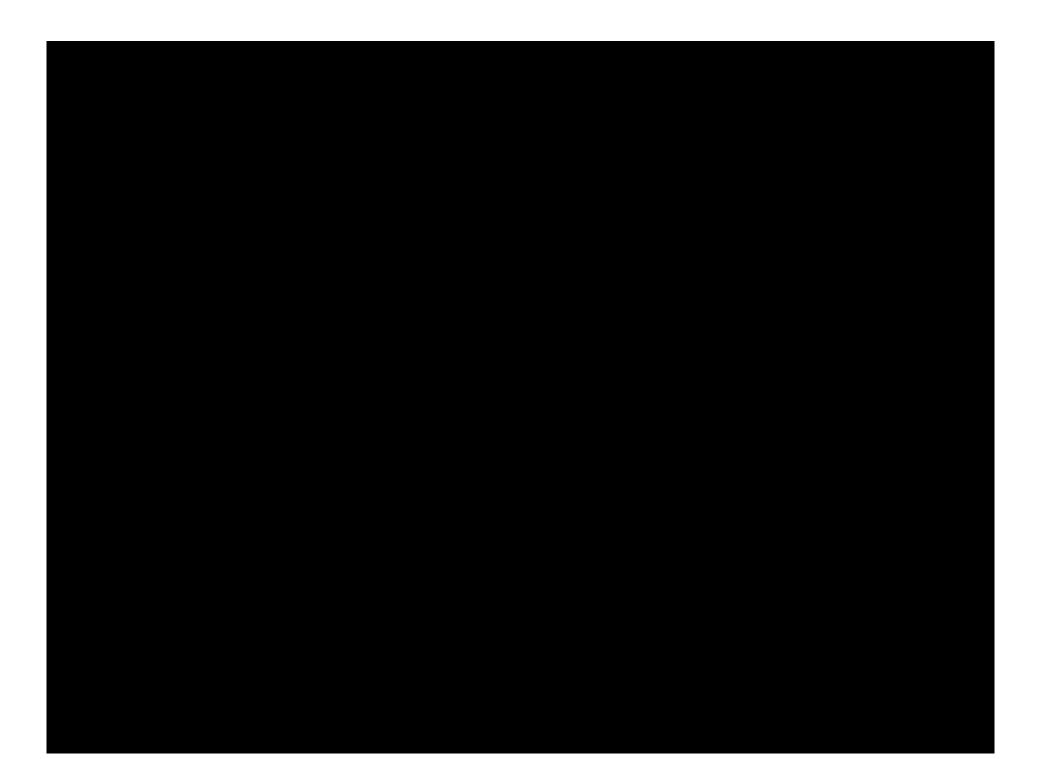










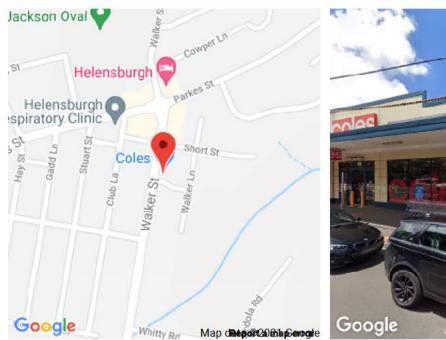


**Attachment 10:** Additional submissions lodged via the use of the link: <a href="https://www.planningalerts.org.au/applications/2000021">https://www.planningalerts.org.au/applications/2000021</a>

## **PlanningAlerts**

## Email alerts of planning applications near you

Helensburgh Plaza, 19-33 Walker Street, Helensburgh NSW 2508





New licence - packaged liquor - bottle shop

We found this application for you on the planning authority's website 20 days ago. It was received by them 8 days earlier.

(Source: NSW Independent Liquor and Gaming Authority, reference APP-0008817690)

74 people were notified of this application via email alerts

#### Recent nearby applications

#### Share

- Facebook
- Twitter

(Source: NSW Independent Liquor and Gaming Authority, reference APP-0008817690)

#### 71 Comments

Have your say by adding your own comment.

1. commented 20 days ago

as a member of the local community i'm extremely concerned about this application. our small semi regional town has three existing bottle shops, including one attached to the local pub and there is also the tradies in town. another liquor shop is not only unnecessary to service our town it is downright irresponsible and dangerous in terms of the associated health, social and criminal justice impacts that excessive alcohol use has on the community. To approve this application would put corporate profits before the genuine interests of the community.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 07:49:48 UTC

#### report comment

2. commented 20 days ago

I am writing to strongly oppose Liquorland's application for a liquor licence in Helensburgh.

While I support healthy competition, we already have three liquor shops, and two pubs within the small regional town (all within walking distance). It is excessive and a potential risk to the health and well-being of the town, encouraging further anti-social behaviour. It would be irresponsible for the authority to consider this licence.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 07:59:16 UTC

#### report comment

3. commented 20 days ago

I appose this development application for yet another liquor store in Helensburgh. This type of store is not needed as several established business that serve the local communities are close by. It would be irresponsible to approve this application. Please consider something more appropriate for this prime site, that would provide diverse retail opportunities for the community and contribute to our town.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 09:12:06 UTC

#### report comment

4. commented 20 days ago

In 2020 a study was conducted within the Helensburgh community by one of the local medical practices which highlighted the impacts of excessive alcohol consumption within our community resulting in the rise of Alcohol related illness and injury. Please do not approve of another alcohol retailer within this community which will only put our town at more risk. The Department of Planning have a social responsibility to lead this community down the right path, for the sake of our community elders and for the young adults of our communities future.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 09:50:35 UTC

#### report comment

5. commented 20 days ago

As a small community with 2 existing licensed venues and 3 additional venues to purchase alcohol there is no capacity for a mega chain liquor retailer.. the community does not want or need this. The health implications and risk to the community are enormous

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 09:56:33 UTC

#### report comment

6. commented 20 days ago

Another bottle shop for this small town will add no value whatsoever, and will more likely negatively impact on the existing and locally owned bottle shops. Please reject this application so that more beneficial applications can be considered for the local community.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 10:21:12 UTC

#### report comment

## 7. commented 20 days ago

Another liquor store is not needed in this town. The current liquor businesses, service the town adequately and the community would hate to see a local business fail because of Liquorland. I strongly oppose the application by Liquorland to open in Helensburgh. I urge the committee to reject this application and consider other more community appropriate businesses to open in this location. The town would benefit from more eateries or restaurants, or other types of small businesses such as dance schools/ marital arts or similar to actually benefit the local community. Helensburgh would love to see it's high street thrive and remain lively and sustainable.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 10:43:37 UTC

#### report comment

8. commented 20 days ago

I strongly believe this liquorland is totally unnecessarily in this small town. There are an excess of bottle shops and another one will serve no contribution to the community what so ever.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 10:44:45 UTC

#### report comment

9. commented 20 days ago

This is a small town with two liquor stores as well as a liquor store attached to the pub, an additional liquor store is unnecessary. The town would benefit from this space being leased to a business that brings new options into town.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 10:47:44 UTC

#### report comment

commented 20 days ago

There is absolutely no need for a large commercial liquor chain to open a bottle shop in our currently well serviced town, with exisiting locally owned and operated bottle shops. It would not only create a negative impact on the livelihood of these established businesses, but for the future of the entire communities health and well-being. Please reconsider this site to be used for a beneficial business which adds value and opportunity to our beautiful community.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 10:48:37 UTC

#### report comment

## 11. commented 20 days ago

Helensburgh is too small for a fourth bottle shop, and this chain store will do nothing to improve the local economy - this will only worsen the current economic climate by inhibiting the current independent retailers. Another bottle shop, especially a big chain, will only represent a slap in the face of the local residents. The application must be denied.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 10:55:23 UTC

#### report comment

## 12. commented 20 days ago

First the landlord of the property raised prices to force the Deli (Cinzi's Fruit & Veg shop) out of the property.

Second Coles removed their Deli counter and replaced it with packaged produce.

Now Coles want to open up a bottle shop to add to the three we already have in this town.

If the Wollongong planning committee approve this, it will prove three things:

- 1. They are in the pocket of enterprise businesses (I.e. Coles) and brown envelopes have been passed along somewhere in this application
- 2. They care more about the liquor industry then the health/fresh food industry despite the LGA's pretence at caring for the health and well-being of its constituents

3. They are totally oblivious to the wants and needs of the Helensburgh community and as such are unfit to make decisions on behalf of our community

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 11:18:13 UTC

#### report comment

## 13. commented 19 days ago

As a local resident of Helensburgh I strong oppose another liquor store in our small town. There will be no added value in any way to our small community, however will cause hardships to the current business owners.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 11:33:24 UTC

#### report comment

#### 14. A concerned resident commented 19 days ago

Helensburgh does not need a fourth liquor store.

Having four liquor stores all within a 500m radius is absurd for a town of just over 6,000 people.

Excessive exposure to liquor stores in our small community will have negative ramifications to the town and how our young adults form relationships with alcohol.

The liquor authority needs to carry out its due diligence to ensure they thoroughly review the communities objections.

Do not approve the application.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 11:42:59 UTC

#### report comment

15. commented 19 days ago

As a real estate agent by trade, I can say with confidence adding a 3rd Liquor store to the suburb will not bring any increase of value to the area and any additional substance to the Helensburgh culture and will likely do more damage to the area by brining the overall town down a few notches in its outwards appearance.

Additional to this we have 3 venues (Pub/ Tradies/ Restaurant in the suburb that distribute alcohol all within a stones throw of each other.

That's 5 options to obtain alcohol within steps of the preposed location - thats grossly unnecessary and negligent if this proceeds as we don't need another.

As the population of the area increases more suitable establishments that increase value and general overall feel for the suburb would be Cafe/ Specialty Food store I.e fruit market or even some sort of cloths/furniture/ pet store or activity store( gym ect).

Adding establishments that are useful to the residents and the culture far exceed just adding another "grog shop"...

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 11:55:21 UTC

#### report comment

16. commented 19 days ago

Our town is well equipped with 3 outlets where alcohol can be purchased. The space you're considering for Liquorland would be better suited to an excellent deli, fresh fish and fruit shop under Coles banner. Coles can then expand their limited product range in store. Thank you.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 14:22:29 UTC

#### report comment

17. commented 19 days ago

This application is further evidence of big business trying to oust small businesses.

With 3 places locally to buy alcohol already it is uneeded and the only way to viably run another liquor business in town would be to run the others into the ground and corner the market.

Along with the social aspects of alcohol being readily available in a small town with no appropriate facilities for young people to focus their attentions, this proposal will compound an already tense issue with antisocial behaviours in town.

I would request that you please dismiss this application.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 16:29:10 UTC

#### report comment

18. commented 19 days ago

This business is not needed or wanted in helensburgh. As outlined in other submissions We already have plenty of places to buy alcohol from and being a small town the council is being irresponsible to the community if it were to allow this application to be approved.

I am strongly opposed this kind of business being brought into our town, we need many things to bring community life together, but not another bottle shop.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 17:17:22 UTC

#### report comment

19. commented 19 days ago

I strongly oppose this application. As a resident of this small town I have seen the effects of alcohol on our way of life. It is totally unacceptable to have another outlet here as we are well serviced by two small businesses and having another is totally unnecessary to add another.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 19:57:26 UTC

#### report comment

20. commented 19 days ago

Just like to say that we do not need another liquor store in Helensburgh. We already have 3 bottle shops, the pub & the the Tradies. What we really need in

the community is a deli as Coles for some reason felt we didn't need one anymore. Most people I know do not like buying packaged meat etc not to mention that this increases plastic packaging instead of reducing it. Definitely don't need another one.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 20:06:51 UTC

#### report comment

## 21. commented 19 days ago

I am all for it. A competitive bottle is exactly what we need. There are 3 venues, one which dominants sales due to its wide variety.

This liquorland will introduce competition in pricing and could also increase local business revenue by keeping locals shopping in town and increasing surrounding suburbs to also divert their trip home.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 21:00:12 UTC

#### report comment

## 22. commented 19 days ago

I would strongly oppose having a liquorland store in Helensburgh. We already have 3 businesses that sell alcohol over the counter and 2 that you can sit in and drink.

Helensburgh does not have a lot of customers coming from out of town to shop. So the demand isn't there. Liquorland will just push the existing businesses out.

Thank you.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 21:07:13 UTC

#### report comment

## 23. commented 19 days ago

I am a business owner directly across from 19/33 Walker st, Helensburgh and I am writing to strongly oppose this application. As others within the community have stated, we have sufficient alcohol outlets within the area, and a third within two blocks of each other is not only unnecessary, but also

extraordinarily poor town planning.

Helensburgh may very well be a rapidly growing community, but we seek retailers that enhance said growth, by creating diversity in our shopping experience, therefore keeping customers within the area.

In regard to community safety, especially for the youth, I consider it unwise to be furthering accessibility to alcohol outlets, potentially increasing the rate of alcohol related crime. Helensburgh isn't deemed large enough to warrant a police presence by the way of a manned police station, with a 000 emergency call taking upwards of forty minutes to receive a response. With this in mind, I would see it as being downright irresponsible to see this application approved. Thankyou for your consideration. I trust you will listen closely to the community.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 21:21:13 UTC

#### report comment

## 24. commented 19 days ago

As a resident of Helensburgh of over a quarter of a century, I don't think we need another Bottle Shop, healthy competition is good but responsible drinking is more important and 3 bottle shops is enough. Put health before wealth. Thank You.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 21:48:54 UTC

#### report comment

## 25. commented 19 days ago

I have no doubt no one care about all of the comments opposing this application and corporate greed will win out yet again. I have never seen any application refused based on community comments. The council is clearly corrupt and does not have the best interests of the community at heart. Helensburgh is too small to have yet another grog shop. Shame they will take zero notice and I expect there will be a new one as soon as it can be greased through council.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 22:22:56 UTC

#### report comment

I oppose this application. The area already has several licensed venues and three liquor stores to serve the community. I would like variety in the services and products available to our small town.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 22:38:57 UTC

#### report comment

## 27. commented 19 days ago

Another alcohol outlet is not required in Helensburgh, if this is granted there would be three outlets within a 500 metre radius, we try to teach our younger person's to drink responsibly having this extra shop is a NO NO Many thanks

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 22:38:59 UTC

#### report comment

## 28. commented 19 days ago

Unsure why there is a need for yet another liquor store in a town that already has three, plus a Tradies and a pub. All this will do is take business away from the small business owners.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 22:41:25 UTC

#### report comment

## 29. commented 19 days ago

I firmly oppose the opening of this business in our beautiful, small town. Our community already has 3 established bottle shops that provide adequately for our town, also owned by wonderful, local residents. I feel that by opening this corporate store you will be taking away not only business from hard working, loyal local businesses, but also the beautiful small town feel that Helensburgh is loved for. Please do not go forth with this.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 23:25:49 UTC

#### report comment

#### 30. Anonymous commented 19 days ago

Please, I urge you to ignore the rediculous hysteria over the development of this bottle shop. You will have more objections submitted than you will from people looking forward to the competitive prices and range.

The current bottle shops are overpriced and the addition of another bottle shop will bring competition and choice, it will not increase rates of drinking or alcoholism, we already have access to alcohol here the addition of another bottleshop will not change this. Perhaps one bottleshop will close, but that's business.

As for 'small business' being affected, one of the bottle shops is owned by a developer who makes millions of dollars a year. Another 'bottle shop' if you can call it that is part of a pub.

The panic and objection of this bottle shop is just by people who wish there was some alternative there like another cafe. We have over 7 cafes in Helensburgh as well as mobile coffee shops- noone whinges or complains that 'small bussiness' will be hurt when yet another cookie cutter cafe is opened.

There is a large majority that are welcoming the new bottle shop, competitive prices etc but we are always drowned out or made to feel inferior or shame for voicing our opinions when welcoming change.

Please, I urge you to heavily consider this comment, as you will hear more from those against the application than you will from those for the application to proceed.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-17 23:43:44 UTC

#### report comment

## 31. commented 19 days ago

This town doesn't need as many liquor stores as it has already. Adding another is not only unnecessary but also socially and morally irresponsible. This is a small semi rural town and the links between alcohol and communities like ours are well documented. We don't need it. As another point, I'm oppose big companies trying to take business away from establish local business'. Please consider the vast majority of people opposing this.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 00:19:24 UTC

#### report comment

## 32. commented 19 days ago

My family and I strongly oppose another bottle

shop in Helensburgh. This isn't about "that's just business" and/or helping to drive down prices with competition. We can still access cheaper prices easily north or south of us or via online shopping.

For us it is about flooding the market in a small town with something we (governments, medical professionals, police included) recognise as being a huge problem in our society - alcohol. Yet here we are opposing a 4th liquor shop.

We say NO.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 00:44:33 UTC

#### report comment

## 33. commented 19 days ago

I strongly oppose the addition of a commercial bottle shop to our small town. There are currently three existing bottle shops which are more than enough for the local community. The health implications of increasing alcohol accessibility far outweigh any perceived benefits - it is a strong no in my opinion.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 01:50:21 UTC

#### report comment

## 34. commented 19 days ago

I strongly object to another liquor store in Helensburgh, especially a large chain

We have 3 liquor stores and in a small town I think it's nice to support local business as much as possible.

I feel that a Liquorland will take away some of our small town feels. For example, imagine driving through somewhere like Berry and seeing a large chain liquor shop - it takes away the small community/country feel of the

place! Same goes for Helensburgh. We're a community that support each other. Another liquor store is just not necessary.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 02:09:54 UTC

#### report comment

## 35. commented 19 days ago

I am writing to apose the application for another liquor outlet. Helensburgh already has several bottle shops and pups for a small community and another is not necessary and potentially dangerous and irresponsible and takes away from the independently owned local bottke shops whom we should be supporting.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 02:12:00 UTC

#### report comment

## 36. commented 19 days ago

Having another liquor store in Helensburg is ridiculous, the community is already served by 3 stores a pub and tradies more options are not required

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 03:31:27 UTC

#### report comment

## 37. commented 19 days ago

We do not need another liquor outlet in our small town. We have two bottle shops and a pub and club which sell packaged liquor as well. Qiute adequate in my opinion.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 03:39:26 UTC

#### report comment

A 4th liquor store in a community of 6000 people is unnecessary and irresponsible. There are also several other outlets that serve alcohol in house. This application is another great example of corporate greed and being out of touch with what the local community want and need. Coles will try to push out the other 3 small business operators and then once they have the monopoly, will raise their prices. Please listen to what the community wants and do the right thing by rejecting their application. Maybe we need to get the media such as 'A Current Affair' involved. It is very disappointing when real people are not heard.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 04:17:29 UTC

#### report comment

39. commented 19 days ago

We have 3 bottle shops already. Approving a 4th is ridiculous in a community so small.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 04:38:38 UTC

#### report comment

40. commented 19 days ago

As a rate paying resident living in Helensburgh i vehemently oppose the approval for an additional liquor license in this town due to:

Existing oversupply of local licences venues per head of population, Low/ inadequate supply of fresh food outlets per head/ population and pending growth of this region,

Poor/ nil evidence of community/social benefit of this replication of supply, Significant evidence of poor health outcomes and low social wellbeing with oversupply of liquor licences and less than diverse supply of fresh healthy food suppliers.

The approval of an additional liquor licence is not in the communitys better interests and must be rejected

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 06:27:11 UTC

# 41. commented 19 days ago

As a member of this community I oppose another liquor shop in Helensburgh, there is no need for another when we have 3 shops already in this small community, there is the Helensburgh Pub and the Tradies that also provide alcohol. I Strongly believe for health reasons it is irresponsible to add yet another liquor shop and especially with the amount of shops that sell liquor ,that there is no need at all. I support small business in Helensburgh and think that a larger supplier will only ruin other small business in this lovely town. I have spoken to the medical professionals in town and they agree and have said that there is a massive rise locally in this town with alcohol related issues and drinking due to covid, stresses ect and I feel that this would impact our community in a negative manner.

### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 07:29:30 UTC

#### report comment

# 42. commented 19 days ago

Our community does not need another alcohol retailer. We are full...too many already for such a small town! Approval of this application will add nothing positive to our community.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 07:45:07 UTC

#### report comment

# 43. commented 19 days ago

Helensburgh has 3 liquor stores and there is one in Stanwell Park, one pub, one club and sports clubs were you can purchase alcohol. The area does not need another place to purchase alcohol from. As society we are trying to reduce domestic violence and alcohol consumption increases the risk. Coles has already driven out the the local fruit and deli store and then they folded their deli section. We don't need them closing down out local small business and then reduce the service they offer.

This store can not be in the best interest of the community and should be rejected.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 07:58:48 UTC

#### report comment

# 44. commented 19 days ago

In agreement with all other comments we do not need another bottle shop we have enough.

Let's hope council will listen. We watch this space for the deaf ears to fall.

### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 09:44:54 UTC

## report comment

# 45. commented 19 days ago

As a Helensburgh resident, I also oppose the application for yet another bottle shop in our small community. Our area has existing crime and vandalism issues that do not need to be exacerbated by the availability of even more alcohol (via Liquorland's proposed late night opening hours). Helensburgh "Plaza" is not a major shopping centre.. We only have a small strip of shops which already includes 3 retail liquor stores, a pub and a club. Surely this application must not be given the green light...

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 10:15:05 UTC

## report comment

# 46. commented 19 days ago

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. 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 10pm would serve as a catalyst for further 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.

### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 10:38:32 UTC

#### report comment

#### 47. Concerned parent commented 19 days ago

Enough pubs and liquor stores. Can you hear the people cry?

Can council find a better use of its time finishing the library project, patching up holes on the road and remediating the ridiculously steep speed bump. Also give us manned police station.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 11:21:31 UTC

#### report comment

48. commented 18 days ago

So you enjoy competition do you, Well I'd like to see Aldi go into the shop where liquor land is proposed Or better still a restaurant that we don't have

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 11:27:16 UTC

#### report comment

49. commented <u>18 days ago</u>

Our small village style town does not need another liquor outlet..4 in our small community is enough...

## delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 11:33:43 UTC

#### report comment

50. commented 18 days ago

I extremely oppose the addition of yet another liquor store in Helensburgh. We are a small town with already 4 liquor stores, 3 on the same street the Liquor Land has applied to be on, definitely in walking distance to the Coles supermarket. We do not need another, now should it be legal to have 4 liquor stores in a 500m radius let alone 6 with the proposition of the liquor land! Absolutely ridiculous!

### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 13:12:57 UTC

#### report comment

51. commented 18 days ago

I've heard several times that Coles in Helensburgh is a C category store, and therefore limited stock lines and offerings compared to Coles in other suburbs. So why would a catchment of 6000 people need a fifth packaged liquor outlet? Smacking Liquorland in this corner building is a wasted opportunity & will simply replace an existing independent liquor outlet - hardly in the community spirit! State Government has just launched their four plan for the Great Southern Walk - from Botany to Kiama, taking in Maddens Plains, so Helensburgh will be right in the middle. Think ahead of how lovely the main street could be, a rival to Berry further down the coast, rather than just another cookie cutter street of chain store outlets.

### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 15:04:17 UTC

### report comment

52. commented <u>18 days ago</u>

Does Helensburgh need another liquor outlet for such a small town? NO definitely not. We already have three not including the local club. The town is

virtually isolated from other suburbs and the addition of another outlet is ludicrous.

## delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-18 23:49:41 UTC

#### report comment

# 53. commented 18 days ago

I strongly oppose this application. There is absolutely no need for another liquor outlet. The community is already over serviced by at least 3 other outlets. Council is in place to listen to the community, consider their views and make decisions based on what is best for the people they serve. If this application goes through, with so many people opposed to the application, it would suggest council isn't serving its people's best interests.

### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-19 01:52:24 UTC

#### report comment

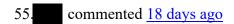
# 54. commented 18 days ago

Absolutely not! We need a variety of shopping retailers in town, liquor retailers in town don't need the competition.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-19 08:42:40 UTC

#### report comment



I support this proposal.

The hysteria regarding another bottle shop causing alcohol-related problems and reducing competition is unfounded and based on no facts whatsoever.

Helensburgh has numerous cafes and restaurants with no complaints when new one's open up. Another bottle shop will provide additional (Welcome) competition that will help reduce prices and create additional jobs.

This proposal should proceed.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-19 08:44:23 UTC

### report comment

56. commented 17 days ago

Hidden by site administrators

57. commented 16 days ago

I oppose the application for a Liquorland Helensburgh because we already have this service well covered in Helensburgh already by local businesses. The issue of competitiveness of price and offering is ridiculous given the multiple options in Menai, Engadine, Heathcote etc if people want to purchase cheaper options stop before getting home to the Burgh.

The issue for our community is diversity - we have a great strip of shops that could offer a more vibrant village shopping experience than it currently does. We connect as people and members of our community most when out and about at the shops and connection is critical for wellbeing. A fourth alcohol retail shop offers nothing except cheaper prices and will move us further away from connection and community.

We have a multitude of local businesses that are often the backbone of our town with sponsorship, work experience, jobs ect. Council should be offering incentives and considering applications that enhance this diversity rather than further diminishing it.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-21 00:39:06 UTC

#### report comment

58. commented <u>15 days ago</u>

We do not need another liquor shop, we already have 3 bottle shops close to each other plus the pub & the club! Stanwell Park also has a bottle shop! Letting a big chain in like Liquorland will affect these existing businesses. Coles should upgrade their Helensburgh store, rather than trying to make more money off the town by putting in Liquorland. There are less bottle shops at Engadine near each other with way more residents.

### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-21 13:13:01 UTC

#### report comment

# 59. commented <u>15 days ago</u>

There is nothing wrong with healthy competition, and the existing bottle shops are overpriced.

You can order alcohol online so the existence of another physical store is not going to lessen domestic violence in any way.

The existing stores need to be more competitive, rather than asking their customers to oppose alternatives.

### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-21 22:41:04 UTC

#### report comment

# 60. commented 15 days ago

I believe that this application is totally unwarranted in Helensburgh, as there are significantly more outlets for alcohol in this village already, more than many towns with much larger populations.

Coles can do a lot of positive actions for the community, rather than compete for the sale of alcohol; ie they can re-open the deli section in the store, that has been closed. Other Coles stores have superior range of products than the restricted ones in Helensburgh, and this would benefit both Coles and the community..

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-22 02:13:27 UTC

#### report comment

## 61. Anonymous commented 14 days ago

I am in full support of Liquorland bringing much needed competition to Helensburgh. The community is paying excessive prices to maintain one persons monopoly. The arguments against are crazy and ludicrous. Minority interests trying to maintain their dominance and premium prices. The residents need to have more options, not being restricted to choice. More competition, choice and jobs!!!!

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-22 23:15:44 UTC

#### report comment

#### 62. Anonymous commented 13 days ago

I support the new Liquorland. The arguments that there are already other bottle shops is irrelevant. These people can choose not to shop there if they want but there are people who can't afford to pay 10-15% more to "support local". The local offerings have been charging "premium" prices for far too long. If the community doesn't support the new Liquorland it won't last, we'll see....

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-23 21:09:34 UTC

#### report comment

# 63. commented 12 days ago

As resident of Helensburgh, in close proximity to the planned liquorland I have great concerns regarding another alcohol outlet to be placed in town. There have been incidents of reckless driving late at night in the plaza parking lot and Coles hasn't been interested in acting upon or resolving those issues, if you add alcohol to the mix it could encourage further drinking and driving in the community.

### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-24 12:51:59 UTC

#### report comment

# 64. commented 9 days ago

There are ample alcohol outlets in Helensburgh already and they support our local community. Liquorland is unlikely to assist our community anywhere nearly as well. Please decline their application.

## delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-28 01:52:39 UTC

#### report comment

I've lived in and around Helensburgh for 28 years. I unequivocally support this application.

Unreasonable pricing from the current liquor shops, or should I more aptly say , liquor shop, will be finally held to account.

Let's not forget, we all benefited when another major company, The Reject Shop, came into Helensburgh. This has been especially evident during Covid. There was no concern back when The Reject Shop was opening what affect they would have on other existing small local businesses. I find it ironic that all of a sudden, a few selective people are now kicking up a stink about Liquorland. I wonder why !!!!

A definite yes for me.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-06-29 05:49:37 UTC

#### report comment

# commented 5 days ago

My partner and I live a 3 minute walk away from the proposed Liquorland. We are in FULL SUPPORT of Liquorland coming to Helensburgh.

The prices charged in our area are beyond acceptable.

To avoid the local price gouging, my partner would normally buy a bottle of wine in Wollongong on the way home from work for us to enjoy. However, due to the current NSW stay at home orders due to Covid, we are both at home working remotely.

Whilst we are big advocates of shopping local, we refuse to allow our pay packets to suffer in order to bolster the coffers of the existing, overpriced stores. Our area might already have two bottle shops, but we are poorly served. Why should we have to leave Helensburgh in order to save money. We do not live in the middle of nowhere.

Furthermore, just because my partner and I occasionally enjoy a well priced bottle of wine responsibly, doesn't mean Helensburgh will suffer from an increase in alcohol related violence or anti social behaviour if Liquorland opens. The scaremongering is farcical. A complete beat up to be honest, choreographed by one or two individuals whose only intent is in protecting their self interests.

Looking forward to Liquorland Helensburgh.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-07-02 05:15:48 UTC

#### report comment

#### 67. Frustrated Local Resident commented 4 days ago

As a member of our local community, I voice my support of the packaged liquor application by Liquorland.

One thing that i'm not in support of is being continually coerced by certain people and businesses in our community to write an objection, and made to feel like a second rate citizen, just because I do not support maintaining the current local liquor shops pricing power, and lack of competition. The full page article in the July , 2508 magazine is embarrassing. Each of us are entitled to our own opinion. My opinion is, I'm in favour of the Liquorland application.

### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-07-03 00:08:38 UTC

#### report comment

68. commented 3 days ago

I do not support a liquorland in helensburgh.

Coles should be investing money in their range of products in their store rather than on another alcohol outlet in an already saturated location. This would be the fourth alcohol outlet in the one street! Meanwhile, coles removed the deli (that the customers wanted to keep) and has not replaced the previous range (the salads, australian made meat and decent seafood) has drastically reduced the gluten free products (such that we need to shop at woolies or online to get the products we used to have in our local store). We need decent food not more booze.

Please consult the professionals in town, the doctors, the psychologists, the chemists, the ambulance officers and the police. You will see a clear and significant issue with alcoholism in this town. I know that one less place to buy alcohol won't fix the horrid problem of addiction but it sure as hell won't help putting in another liquour shop especially not right in the centre of town. Council is currently upgrading the whole town centre, there is no way an ugly franchise liquourland store is inline with the objectives of the town centre upgrade. It will be an eyesore and an embarrassment for our town.

#### delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-07-04 05:58:26 UTC

report comment

69. commented 3 days ago

Helensburgh needs that space for a Deli, fruit, vegetables etc not a cheap liquor store. The Coles stocks minimum necessities at best.

Also the power of a multinational store coming into a already full marketplace will not promote economic growth in the small local community but in the long term could possibly lead to two or three empty shops, job losses and a monopoly situation in the town. It's inappropriate and I do not support it.

## delivered to the planning authority

This comment was successfully delivered to the email server of NSW Independent Liquor and Gaming Authority at 2021-07-04 07:17:24 UTC

report comment

70. commented 2 days ago

Hidden by site administrators

71. commented 1 day ago

Hidden by site administrators



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000690228

Date Lodged: 06-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

WOLLONGONG PD

Statistical Area Level 2

Helensburgh

Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name

Middle Name

Surname

Email Address

Contact Telephone

Address Type Residential

HELENSBURGH NSW 2508

Address Type

Postal



www.liquorandgaming.nsw.gov.au

### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Additional Documents
Letter of Objection 11.docx

July 6, 2021

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

To whom it may concern,

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. See below for photos taken in Charles Harper Park the morning after a typical Friday night. This park is popular with young families and broken glass is often found around the playground, carpark and barbecue areas.

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 10pm 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 will take priority 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.

We note on the Summary of Response to Submissions in the Social and Economic Review (Attachment 4) of the Community Impact Statement a mere 4 out of 40 public submissions are in favour of the proposal. Reading the annexures reveals that the majority of those in support do not live in Helensburgh and their support is based purely on personal convenience and displays a complete lack of community awareness and awareness of the impact of alcohol-related problems. Whose interest is at stake here – a few out-of-towners who wish to purchase alcohol or the Helensburgh community at large?

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











www.liquorandgaming.nsw.gov.au

# Submission Information

SR0000689999

Date Lodged: 06-07-2021

# **Application Details**

**Application Number** 

APP-0008817690

Licence Name

Liquorland

Local Government Area (LGA)

Wollongong

Status

Under assessment

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name

**Email Address** 

Address Type Residential

STANWELL PARK NSW 2508

Address Type Postal

STANWELL PARK NSW 2508

Application Type

New licence - packaged liquor - bottle shop

Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Police Area Command (PAC)

WOLLONGONG PD

Date Posted

10/06/2021

Statistical Area Level 2

Helensburgh

Submission Close Date

10/07/2021

Surname

Middle Name

Contact Telephone



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission Other

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

As a long term resident for over 40 years I am very concerned at another alcohol shop applying for a license to trade in our local shopping centre in Helensburgh. We do not need more access to alcohol, as any examination of the area would show. We are a small semi- isolated community and it is important that our town centre is more that a series or bottleshops, please consider the impact on the community and do not alow this application to go ahead,



Statistical Area Level 2

Helensburgh

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000689921

Date Lodged: 06-07-2021

# **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA) Police Area Command (PAC)

Wollongong

Status Date Posted Submission Close Date

**WOLLONGONG PD** 

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

Email Address Contact Telephone

Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

Your basis for submission



www.liquorandgaming.nsw.gov.au

Interest in submission

Owner or occupant of neighbouring premises - within 50m

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

please find attached supporting letter

**Additional Documents** 

.pdf

6th July 2021

NSW Liquor and Gaming GPO Box 7060 Sydney NSW 2001

RE: APP-0008817690



I am very familiar with the

building, and local businesses in the area. There were three successful, small local business tenants that I managed during that time. They were a fruit shop, butcher, and bakery. All these businesses were newly established, and actively competed against Coles, and flourished. The fact that Coles was next door, and the convenience of abundant parking at the rear including on title parking was what drove these businesses to open. Additionally, these businesses also competed against other established local retailers in their respective fields.

The arguments and fears that are being spread throughout the community that small business cannot compete against Liquorland are completely baseless. Through my experience in managing tenants for over 10 years in Helensburgh, it proved that a well-run small business, offering quality, variety, and service, can easily compete, and take market share away from any competitors, including multi nationals. The fruit shop and butcher became the market leaders in their respective areas. To this day, the butcher and bakery are still flourishing, with the butcher winning numerous small local business awards. The butcher now employs 14 locals, even though they are in direct competition against Coles, and another local butcher. Unfortunately, when the original owners of the fruit shop sold in mid-2017, the new owners couldn't maintain the market leading standard they had set, and the shop closed last year.

Competition and evolution had made those three businesses successful, something that is missing with the two liquor stores in the area currently. When you operate a monopoly, it's easy not to be accountable. I suspect this is why the current establishment and their friends, are on the attack, and trying to stop Liquorland from entering. Furthermore, if approved, the investment by Liquorland will compliment the streetscape rejuvenation that is currently happening. The increase in foot traffic attributable to Liquorland will also benefit all local businesses.





Statistical Area Level 2

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000689346

Date Lodged: 05-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA) Police Area Command (PAC)

Wollongong WOLLONGONG PD Helensburgh

Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

### Your Details

Contact Person

Given Name Middle Name Surname

Email Address Contact Telephone

Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

Your basis for submission



www.liquorandgaming.nsw.gov.au

Interest in submission Health

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

is a community organisation dedicated to delivering a safe family environment for Girls/Boys 16 years and younger to league. is a Lvl2 accredited Good Sports Club, AUS's largest community health sports program run by the ADF funded by state & federal governments. Good Sports helps clubs like us by providing tools & resources to build policy around alcohol management, smoking, mental health, illegal drugs & safe transport. These add up to help create a family-friendly environment that we created at the large state of the control of submission come from concerns around increased accessibility and saturation of alcohol in the local area, the impact it will have on our community and our junior group. The addition of a Liquorland would mean Helensburgh would have 4 outlets selling alcohol 180 metres, this would create a saturation in our local area (0.42% per 1000 people) far exceeding Wollongong (0.23%) and state average (0.31%).



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# **Submission Information**

SR0000688421

Date Lodged: 04-07-2021

## **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

**Date Posted** 

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC)

Statistical Area Level 2

Submission Close Date

**WOLLONGONG PD** 

Helensburgh

10/06/2021 10/07/2021

Under assessment

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Middle Name

Contact Telephone

Surname

Given Name

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquor and gaming.nsw.gov.au

### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - within 50m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Helensburgh already has 4 bottle shops. As a recovering alcoholic I have a strong objection to this application. We already have too many bottle shops. This is ridiculous!!



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000688379

Date Lodged: 04-07-2021

# **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC) **WOLLONGONG PD** 

Statistical Area Level 2 Helensburgh

Status

Under assessment

**Date Posted** 10/06/2021

Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

### Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type

Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

#### Regarding APP-0008817690

To whom it may concern,

I strongly oppose Liquorland's proposal to open a bottle shop in Helensburgh NSW. Here are my reasons why:

- Helensburgh does not have sufficient parking to support a business of this size
- we already have 3 other bottle shops in town, so already have ample availability of product
- there are quite a lot of apartments in and around the Main Street of Helensburgh, increasing the availability of alcohol can only, in my opinion, increase noise disturbance and potentially increase lawlessness.
- quite a few young people hang around in town, with no purpose. My other concern is that these youths will have more of an opportunity to obtain alcohol, leading to underage alcohol abuse. Please, do not approve off this application.



Statistical Area Level 2

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000688277

Date Lodged: 04-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

WOLLONGONG PD Helensburgh

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Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

Contact Telephone

Address Type Residential

**Email Address** 

HELENSBURGH NSW 2508

Address Type Postal



www.liquorandgaming.nsw.gov.au

### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

I don't think another bottle shop is needed in Helensburgh



Statistical Area Level 2

Submission Close Date

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# **Submission Information**

SR0000687419

Date Lodged: 02-07-2021

## **Application Details**

Application Type Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

**WOLLONGONG PD** Helensburgh

**Date Posted** Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Status

**Contact Person** 

Given Name Middle Name Surname

**Email Address** Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I am concerned about the health and domestic violence implications of having yet another liquor outlet in my small town. This will be the 4th such outlet. Liquor saturation, antisocial behavior and 4 shops in 180 metres. Wollongong average liquor outlets 0.23% per 1000 people. Helensburgh with an new Liquorland would be 0.42 % per 1000 people. This greatly exceeds the state average of 0.31% per 1000 people. There are also numerous bottle shops on the way to Helensburgh in nearby Heathcote and Engadine. Please do not allow this, I do not want Helensburgh to be the bottle shop capital of NSW.



Statistical Area Level 2

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000687228

Date Lodged: 01-07-2021

# **Application Details**

Application Number

New licence - packaged liquor - bottle shop APP-0008817690

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Helensburgh

**WOLLONGONG PD** 

Application Type

Status **Date Posted** Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name

Surname

**Email Address** Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission Other

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

My objections to another liquor outlet operating in Helensburgh are- Liquor saturation, antisocial behavior and 4 liquor shops in 180 metres of each other. Wollongong average liquor outlets 0.23% per 1000 people. Helensburgh with Liquorland would be 0.42 % per 1000 people. This greatly exceeds the state average of 0.31% per 1000 people. That many outlets for alcohol in such a small community it not responsible and is an unnecessary addition to our small town of Helensburgh.



Statistical Area Level 2

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000686939

Date Lodged: 01-07-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA) Police Area Command (PAC)

Wollongong WOLLONGONG PD Helensburgh

Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

Email Address Contact Telephone

Address Type Residential

**WORONORA NSW 2232** 

Address Type

Postal

**WORONORA NSW 2232** 



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I fully support the proposed packaged liquor application by Liquourland. Helensburgh is in need of more competition and choice to make the area more sustainable. The dominance and control of the current liquor retailer should not outweigh the potential benefits of more competition, choice and jobs for the local and broader communities



Statistical Area Level 2

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000686931

Date Lodged: 01-07-2021

# **Application Details**

Application Type Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA) Police Area Command (PAC)

**WOLLONGONG PD** Wollongong Helensburgh

Status **Date Posted** Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

**Email Address** 

Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - within 50m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

My submission is in complete support of the application.

We have owned property in Helensburgh for nearly 15 years, and the area is only really serviced by one liquor shop. As a result, its prices are a sad reflection! People are either forced to pay up, or unbelievably, shop out of the area for better choice and savings.

It is quite clear that the impending threat of long overdue competition from Liquorland, is only scaring those whose stranglehold is threatened!!!!



www.liquorandgaming.nsw.gov.au

## **Submission Information**

SR0000686479

Date Lodged: 30-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2 Helensburgh

**WOLLONGONG PD** 

Status Under assessment **Date Posted** 10/06/2021

Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

### Your Details

**Contact Person** 

Given Name

Middle Name

Surname

**Email Address** 

Contact Telephone

Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

Your basis for submission



www.liquorandgaming.nsw.gov.au

Interest in submission Health

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

We work with the older (65+ years cohort) homeless and those at risk of homelessness and find that the application to open another liquor licensed venue would undoubtedly place our current and future resident cohort at risk and also increase the likelihood of worsening the issues of violence, addiction and mental health issues within our resident groups. Given there are 3+ liquor licensed operators within the area and more in Stanwell Park one would assume that the selection, purchase and consumption of alcohol is sufficiently supplied by existing means rather than opening more outlets. We would also countenance that this particular operator has a history of price predation, bulk buys and other methodology when entering a market that would further put our cohort and the general population at further and unnecessary risk. As a provider of crisis and affordable housing in the illawarra and other regions we oppose this application and ask that it be thrown out.



www.liquorandgaming.nsw.gov.au

## **Submission Information**

SR0000685365

Date Lodged: 29-06-2021

## **Application Details**

Application Number

APP-0008817690

New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC)

Statistical Area Level 2 Helensburgh

**WOLLONGONG PD** 

Application Type

**Date Posted** Submission Close Date

10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Under assessment

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

This community is well served by enough places to purchase alcohol. A sense of community spirit is evident by the support of people who live and trade in Helensburgh. The opportunity for large corporations to underwrite local financial losses with their wider footprint of exposure elsewhere, will certainly drive local competition out of business. As a society, there is plenty of alcohol already available and consumed. Give us a Food Court that at least can offer variety of food types.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000684846

Date Lodged: 29-06-2021

### **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC) WOLLONGONG PD

PD Helensburgh

0 0

Under assessment

Date Posted 10/06/2021 Submission Close Date

Statistical Area Level 2

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name Middle Name

Surname

Email Address

Contact Telephone

Address Type Residential

HELENSBURGH NSW 2508

Address Type

Postal



www.liquorandgaming.nsw.gov.au

### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Currently there are three local business that sell alcohol to the public. There are also a number of licensed venues in the area as well. It seems unnecessary for an additional business to be serving alcohol in the area. The likely outcome is that local business will suffer as a result.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000684730

Date Lodged: 28-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA) Police

Wollongong

Police Area Command (PAC) WOLLONGONG PD

Statistical Area Level 2

Helensburgh

Status

Under assessment

Supporting Documents CISB Notices Plan

Date Posted 10/06/2021 Submission Close Date

10/07/2021

Your Details

ABN:

**Contact Person** 

Given Name

Middle Name

Surname

**Email Address** 

Contact Telephone

Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

Your basis for submission



www.liquor and gaming.nsw.gov.au

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Additional Documents

.docx Liquor Applacation.docx

In 2020 a study was conducted within the Helensburgh community by one of the local medical practices which highlighted the impacts of excessive alcohol consumption within our community resulting in the rise of Alcohol related illness and injury. Please do not approve of another alcohol retailer within this community, which will only put our town at more risk. The Department of Planning have a social responsibility to lead this community down the right path, for the sake of our community elders and for the young adults of our community's future.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000684356

Date Lodged: 28-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

WOLLONGONG PD

Statistical Area Level 2

Helensburgh

Status

Under assessment

Date Posted 10/06/2021 Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Middle Name

Surname

Email Address

Given Name

Contact Telephone

Address Type Residential

HELENSBURGH NSW 2508

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I object to the proposed alcohol retailer in Helensburgh. Helensburgh already has 3 alcohol retailers in a town with a small population of roughly 6000. It is my opinion that there is not a need for another business that is driven by a publicly listed company, that will look to take away from the established family businesses in area. The existing businesses already support the local community, which is something that will not happen with a large shareholder owned business who is only interested in making money with no community interest. This business will only look to remove the competition from the area which in turn will also take away from the support the current businesses offer the community.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000684363

Date Lodged: 28-06-2021

## **Application Details**

Application Type Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Helensburgh

**WOLLONGONG PD** 

Status Under assessment

Supporting Documents

CISB Notices Plan

**Date Posted** 10/06/2021

Submission Close Date

Statistical Area Level 2

10/07/2021

Your Details

**Contact Person** 

Given Name

Middle Name

Surname

**Email Address** 

Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Helensburgh already has a number of licensed liquor premises that provide healthy competition to each other and provide the community with sufficient choice and value. Adding another outlet is only increasing promotion of alcohol intake within a community where growth of youth numbers is on the increase. The incumbent licensed venues provide a significant amount of funding and support back in to the community, and so a big corporate entity coming in will impact patronage on the smaller business and reduce their support of the community. I can only speak for myself in saying I would boycott this store out of principle if it were approved; and approval of such an application would do the perception of our government no favours in the long run. Hard to understand the positives to come of this application but quite easy to see all the possible negatives.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000682530

Date Lodged: 25-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

WOLLONGONG PD

Statistical Area Level 2

Helensburgh

Status

Under assessment

Supporting Documents

Date Posted 10/06/2021 Submission Close Date

10/07/2021

CISB Notices Plan

Your Details

Contact Person

Given Name

Middle Name

Surname

**Email Address** 

Contact Telephone

Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

Your basis for submission



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Interest in submission

Owner or occupant of neighbouring premises - more than 100m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Submission document attached

Additional Documents Liquorland objection.pdf

and Country. Fielding both Men's and Women's teams, Support from local Community Businesses has allowed us to grow to the point where we have the largest crowds in the I our games and we have attracted players from all over NSW to play at Helensburgh is a local Community level, Volunteer based Sporting club rely on support from Local community members and local small businesses.  Increasing the Liquor outlet saturation in Helensburgh to a level beyond Wollongong an averages can only impact adversely on the Rugby league and wider community of Helens Our support comes from Local businesses, including the existing liquor outlets which we under further pressure should the Liquor outlet saturation be increased. This would the support to be reduced or removed should these businesses be impacted by another liquor I have been on the Executive of the Junior sport for 10 years prior to that and have no knowledge of our local Coles or Liquor any form of assistance, sponsorship or support of our sport. Constantly campaigning to	ving totally d State sburgh. ould be n cause our
on support from Local community members and local small businesses.  Increasing the Liquor outlet saturation in Helensburgh to a level beyond Wollongong an averages can only impact adversely on the Rugby league and wider community of Helens Our support comes from Local businesses, including the existing liquor outlets which we under further pressure should the Liquor outlet saturation be increased. This would the support to be reduced or removed should these businesses be impacted by another liquor outlets which we have been on the Executive of the Junior sport for 10 years prior to that and have no knowledge of our local Coles or Liquor any form of assistance, sponsorship or support of our sport. Constantly campaigning to	d State sburgh. ould be n cause our
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Junior sport for 10 years prior to that and have no knowledge of our local Coles or Liquo any form of assistance, sponsorship or support of our sport. Constantly campaigning to	r outlet.
support for our club, I have been given absolutely no reason to expect any future support or liquorland would be forthcoming, leading me to my conclusion this can only be detrimed and athletes.	rland giving raise t from Coles
Whilst the big end of town may wax lyrical about big business' corporate citizenship, the reality on the ground in this small, social community is that it simply isn't present.	harsh
I have no doubt the net result of increasing the level of Liquor outlet saturation would be this community	e negative to
An increase in anti social behaviour is of real concern should, this Saturation be increase Liquor outlets within 180 metres of eachother, and our Sporting facilities just a mere mi away.	
Should this License be granted, I have grave fears for the future of our local Community facilities with financial support drying up and Anti social behaviour increasing due to an saturation of Liquor outlets in a small town such as Helensburgh.	
	ect to the
granting of this License. Sincerely	
Sincerery	

Helensburgh is a small community with a large focus on local, community level sport.



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# **Submission Information**

SR0000682701

Date Lodged: 25-06-2021

## **Application Details**

Application Type Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2 Helensburgh

**WOLLONGONG PD** 

Status Under assessment **Date Posted** 10/06/2021

Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Middle Name

Contact Telephone

Surname

Given Name

**Email Address** 

Address Type Residential

Helensburgh NSW 2508

Address Type

Postal

Helensburgh NSW 2508



www.liquorandgaming.nsw.gov.au

### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

As a local resident of helensburgh i am opposed to the application of anther liquor licence. We already have multiple liquor licences and shops that sell liquor all within a very small area less than 200 metres. I believe that would put the ratio of population to liquor outlets to be far above the state average and will result in antisocial behaviour



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# **Submission Information**

SR0000682675

Date Lodged: 25-06-2021

## **Application Details**

Application Type Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC) **WOLLONGONG PD** 

Helensburgh

Under assessment

Supporting Documents

**Date Posted** 10/06/2021

Submission Close Date

Statistical Area Level 2

10/07/2021

CISB Notices Plan Your Details

**Contact Person** 

Given Name

Middle Name

Surname

**Email Address** 

Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

As a resident of Helensburgh I am against this Liquor licence application on the grounds of the resulting anti social behavior , alcohol saturation with several venues already operating in a small area (less than 200 metres). The ratio of Population to liquor outlets I believe would be too high well above the state average. In a small town that is already struggling with social issues relating to Alcohol coupled with the fact that there is very little police presence in town , and the long distance to the closest operating station is a recipe for disaster. This town does not need another bottle shop based on all of the grounds above.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000682051

Date Lodged: 24-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA) Police Area Command (PAC) Statistical Area Level 2

Wollongong WOLLONGONG PD Helensburgh

Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

Email Address Contact Telephone

Address Type Residential

Cronulla NSW 2230

Address Type

Postal

Cronulla NSW 2230



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission Other

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

The community needs this Liquorland. The compelling reason we need Liquorland is highlighted by none other than it's written objections. The objectors are telling local people and submitting objections advising people to shop OUT of the area if they want competition and cheap liquor. This is ludicrous and anti-competitive behaviour. Why should we have to pay more to shop locally? We need competition to keep the community shopping local. It does not make any economic sense. It is just one individual who is controlling and manipulating the situation just for their own benefit. The community and its shoppers lose. The silent majority in the community know this, and are sick and tired of it. Residents have been scared to speak out due to the risk of online bullying and public persecution. This needs to stop. Certain local businesses are exploiting the local community. We need Liquorland and more competition to take Helensburgh out of the dark ages. Liquorland is a definite win for all.



Statistical Area Level 2

Helensburgh

Surname

www.liquorandgaming.nsw.gov.au

## Submission Information

SR0000682065

Date Lodged: 24-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC)

WOLLONGONG PD

Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents
CISB Notices Plan

Your Details

Contact Person

Given Name Middle Name

Email Address Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Liquor saturation would be four bottle shops within 180meters. Wollongong average for liquor outlets is 0.23% per 1000 people. Helensburgh with liquorland would be 0.42 % per 1000 people. this greatly exceeds the state average of 0.31% per 1000 people. Privately owned local bottle shops in Helensburgh currently sponsor sporting and the Arts in the local community. Liquorland would make it impossible for these shops to continue this generous sponsorship.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000682007

Date Lodged: 24-06-2021

## **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

**Date Posted** 

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2 Helensburgh

Submission Close Date

**WOLLONGONG PD** 

Status

Under assessment

10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Middle Name

Contact Telephone

Surname

Given Name

**Email Address** 

Address Type

Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Liquor saturation would be four bottle shops within 180 metres. Wollongong average for liquor outlets is 0.23% per 1000 people. With the addition of Liquorland to Helensburgh this would increase to 0.42 % per 1000 people, which greatly exceeds the state average of 0.31% per 1000 people. Privately owned local bottle shops in Helensburgh currently sponsor sporting and the Arts in the local community. Liquorland would make it impossible for these shops to continue this generous sponsorship.



Statistical Area Level 2

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000681973

Date Lodged: 24-06-2021

## **Application Details**

Application Type Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

**WOLLONGONG PD** Helensburgh

Status **Date Posted** Submission Close Date Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

**Email Address** 

Contact Telephone

Address Type Residential

STANWELL PARK NSW 2508

Address Type

Postal

STANWELL PARK NSW 2508



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Liquor saturation would be four bottle shops within 180meters.

Wollongong average for liquor outlets is 0.23% per 1000 people.

Helensburgh with liquorland would be 0.42 % per 1000 people.

this greatly exceeds the state average of 0.31% per 1000 people.

Privately owned local bottle shops in Helensburgh currently sponsor sporting and the Arts in the local community.

Liquorland would make it impossible for these shops to continue this generous sponsorship.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000681456

Date Lodged: 23-06-2021

### **Application Details**

Application Type Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC) **WOLLONGONG PD** 

Helensburgh

Status

Under assessment

**Date Posted** 10/06/2021

Submission Close Date

Statistical Area Level 2

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I 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.

I have been a resident 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, vandalism and violence. 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. I urge that this application be REJECTED.

I lodged a submission to a similar notice stuck on the front of the shop of the proposed outlet to n.beath@jdklegal on 9 February 2021.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000681414

Date Lodged: 23-06-2021

### **Application Details**

Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Application Type

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC) WOLLONGONG PD

Helensburgh

ollongong

Under assessment

Date Posted 10/06/2021 Submission Close Date

Statistical Area Level 2

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name

Middle Name

Contact Telephone

Surname

Email Address

Email Address

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I 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.

I have been a resident 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, vandalism and violence. 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. I urge that this application be REJECTED.

I lodged a submission to a similar notice stuck on the front of the shop of the proposed outlet to n.beath@jdklegal.com.au on 9 February 2021.



Statistical Area Level 2

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000680625

Date Lodged: 22-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA) Police Area Command (PAC)

Wollongong WOLLONGONG PD Helensburgh

Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents
CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

Email Address Contact Telephone

Address Type Residential

THIRROUL NSW 2515

Address Type

Postal

THIRROUL NSW 2515



www.liquorandgaming.nsw.gov.au

### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I express support for the Liquorland application in Helensburgh. We are a young community hampered by the lack of options, and blatant profiteering. Our area desperately needs competition, more product range , and more local job opportunities



www.liquorandgaming.nsw.gov.au

## **Submission Information**

SR0000679715

Date Lodged: 21-06-2021

## **Application Details**

**Application Number** Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Street Address Licence Name

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA) Police Area Command (PAC)

Wollongong

**WOLLONGONG PD** 

Statistical Area Level 2

Helensburgh

Status

Under assessment 10/06/2021 Submission Close Date 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Middle Name

Given Name

Contact Telephone

**Date Posted** 

Surname

**Email Address** 

Address Type Residential

MIRANDA NSW 2228

Address Type

Postal

MIRANDA NSW 2228



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission Other

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I first wrote a letter of support at the start of the year, and this is my second submission supporting the application by Liquorland. The selected location is ideal for one stop convenience. Undercover parking at the rear, and all my daily needs like supermarket, bakery and butcher all undercover, next door to each other. For years people have had to push a full trolley of groceries down the road, or across the road, just to buy an overpriced bottle of wine. The competition as a result of the Liquorland application if approved, will benefit the wider community. It's time the community is better served.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000679169

Date Lodged: 21-06-2021

## **Application Details**

**Application Number** Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

**WOLLONGONG PD** Helensburgh

Status

Under assessment

**Date Posted** 10/06/2021

Submission Close Date

Statistical Area Level 2

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Surname

**Email Address** 

Contact Telephone

Address Type Residential

**VAUCLUSE NSW 2030** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - within 50m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I forward my support with respect to the Liquorland license application. The area is severely limited by choice. Without genuine competition, the existing retailers have not needed to innovate. This has resulted in a decline in choice, and an increase in prices. Thanks



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000679095

Date Lodged: 21-06-2021

## **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC) **WOLLONGONG PD** 

Statistical Area Level 2

Helensburgh

Status

Under assessment

Supporting Documents CISB Notices Plan

**Date Posted** 10/06/2021

Submission Close Date

10/07/2021

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

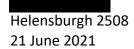
### Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Additional Documents
Liquorland application for Helensburgh.pdf



RE: Liquor Licence Application By LiquorLand (Coles Group) in Helensburgh

#### To Whom It May Concern:

I must admit that I was a bit surprised to see that this application said 'Helensburgh Plaza', as Helensburgh Plaza consists of three shops which are already occupied — one by a Coles supermarket, one by a butcher and one by a bakery. I thought maybe it was going to be situated somewhere in Coles (maybe where the Deli section used to be). Now I realise that it actually refers to the vacant shop on the corner of Walker Street and Short Street. All three shops, i.e. Coles, the butcher shop and the bakery front onto Walker Street.

I totally object to this proposal. The 2508 area (Helensburgh, Otford, Stanwell Tops, Stanwell Park, Coalcliff and Darkes Forest) has an estimated population of around 10,000 people, with an estimated 27% under 18. We already have 2 packaged liquor shops plus the one attached to the hotel in Helensburgh, and one packaged liquor shop in Stanwell Park. We also have Helensburgh Hotel and Tradies, and a number of licensed restaurants. How many alcohol outlets does our little community need?

I quote from the proposal: (APP-0008817690-CISB.pdf, P. 16) "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." I have paced out the distance from the Coles exit to Helensburgh Premium Liquor south of Coles along Walker Street. 60 paces. The distance from the Coles exit to the proposed Liquorland is 52 paces. Anyone who quibbles over an 8 pace difference not being a convenient "one stop shopping experience" must be very lazy. Helensburgh has a very small CBD located mostly along the eastern side of Walker Street, with only the Coles supermarket. What are they implying by "in all of Helensburgh"?

The existing alcohol outlets in the area are strong supporters and sponsors of community organisations. Helensburgh values the support of these businesses. I don't think Coles/Liquorland will provide the same sort of support to our community.

Helensburgh is already sufficiently supplied with convenient to access packaged liquor outlets. I divide my alcohol purchases between both Helensburgh bottle shops. They are both run by local Helensburgh residents.

As I have previously said, I totally object to this licence proposal. I sincerely hope you will reject this application.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000678619

Date Lodged: 19-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

WOLLONGONG PD

Statistical Area Level 2

Submission Close Date

Helensburgh

10/07/2021

Status Date Posted

Under assessment 10/06/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

Email Address

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Helensburgh does not need another liquor store. We already have three within a 100m walk. This will drive local businesses out of town and add to the alcohol consumption of an already over supplied town. Please do not approve this application.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000678444

Date Lodged: 19-06-2021

## **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

**Date Posted** 

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2 Helensburgh

Status

Under assessment

**WOLLONGONG PD** 

Submission Close Date

10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Helensburgh already has enough liquor outlets. Coles should concentrate on providing adequate goods in their supermarket. They already enjoy a monopoly in the grocery sector and a successful application here would only drive others out of business in town.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000678443

Date Lodged: 19-06-2021

### **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC)

Statistical Area Level 2

Submission Close Date

**WOLLONGONG PD** 

Helensburgh

**Date Posted** 10/06/2021

10/07/2021

Under assessment

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type Residential

Helensburgh NSW 2508

Address Type

Postal

Helensburgh NSW 2508



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

This development is not needed in Helensburgh. It will negatively affect the community by damaging the existing smaller liquor businesses and driving them out of business. It will also encourage excess alcohol consumption in a community that already battles social problems and minimal, sporadic law enforcement.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000677568

Date Lodged: 17-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

WOLLONGONG PD

Statistical Area Level 2

Helensburgh

Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name

Middle Name

Surname

Email Address

Contact Telephone

Address Type Residential

**VAUCLUSE NSW 2030** 

Address Type Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - within 50m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Hi, I make reference to the "Public Consultation-Site Notice" with respect to the proposed Liquorland that I read affixed to 19 Walker St Helensburgh on Sunday, 13th of June 2021.

affixed to 19 Walker St Helensburgh on Sunday, 13th of June 2021.

I strongly support the application. We desperately need more competition and choice in the area. If approved, Liquorland will definitely bring this, along with much need jobs, and much needed investment to Helensburgh. At the moment, there are 2 liquor stores. One is extremely small, old, and poorly optioned, while the second liquor store basically operates a monopoly in the area. As a result, its prices are exorbitant. Locals are forced to leave the area and shop elsewhere as a result. This is detrimental to Helensburgh economically.

The proposed site is excellent, with an abundance of rear parking. Most importantly, It is not near schools. Liquorland will be a vote of approval in Helensburgh, and hopefully encourage other small businesses to fill other empty shops, and voids in the community.



Statistical Area Level 2

Surname

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000677521

Date Lodged: 17-06-2021

## **Application Details**

Application Type Application Number

New licence - packaged liquor - bottle shop APP-0008817690

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

**WOLLONGONG PD** 

Helensburgh

Status **Date Posted** Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name

**Email Address** Contact Telephone

Address Type Residential

STANWELL TOPS NSW 2508

Address Type Postal

STANWELL TOPS NSW 2508



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

We already have 3 bottleshops in the Main Street!!! We do not need a 4th. Our town is a small community, our Coles is tiny, we only have a handful of places for food, most stores are vacant as there isn't enough demand. We do not need a 4th bottle shop. It is disproportionate to the population and not in the communities best interest.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000677402

Date Lodged: 17-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

WOLLONGONG PD Helensburgh

vvoliorigorig

Status
Under assessment

Date Posted 10/06/2021 Submission Close Date

Statistical Area Level 2

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Middle Name

Surname

Email Address

Given Name

Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - between 50-100m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I have no objection to this proposal. I would like Close to increase their variety in stock particularly fruit and veggies and the deli needs to be reinstated.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000677009

Date Lodged: 17-06-2021

# **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Status

Police Area Command (PAC)

Helensburgh

Wollongong

**WOLLONGONG PD** 

Statistical Area Level 2

Submission Close Date

Under assessment

**Date Posted** 10/06/2021

10/07/2021

Supporting Documents CISB Notices Plan

### Your Details

**Contact Person** 

Middle Name

Contact Telephone

Surname

Given Name

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - between 50-100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I support the application submitted by Liquorland. In Helensburgh we lack competition in the retail sector so I believe this is a positive thing for our area. I would however like to see Coles have a greater variety in their stock including; fresh food deli, more fruit and veg, more variety in other products. This will save people travelling to Woolworths at Engadine for their weekly shopping.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000676807

Date Lodged: 16-06-2021

## **Application Details**

**Application Number** 

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

10/06/2021

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2

**WOLLONGONG PD** 

Status **Date Posted** 

Under assessment

Helensburgh

10/07/2021

Submission Close Date

Supporting Documents

CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type Residential

THIRROUL NSW 2515

Address Type

Postal

THIRROUL NSW 2515



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I wish to voice my support for a Liquorland opening in Helensburgh. I moved from Sydney to the local are with my wife in order to start a family 2 years ago. Whilst we have found excellent choice and value for money in buying a house, the cost of buying a box of beer is ridiculous. I hope Liquorland is successful in its application so we can enjoy the simple pleasures in life without it costing us an arm and a leg.

**Thanks** 



Statistical Area Level 2

Submission Close Date

www.liquorandgaming.nsw.gov.au

# Submission Information

SR0000676690

Date Lodged: 16-06-2021

## **Application Details**

Application Type **Application Number** 

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC)

WOLLONGONG PD Helensburgh

Date Posted Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name Middle Name Surname

**Email Address** Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - between 50-100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I hearby support Liquorland's application. Helensburgh is missing competition and choice in many areas of the community. I suggest that Coles reinvest in their supermarket to reinstate certain product lines including the deli.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674683

Date Lodged: 14-06-2021

## **Application Details**

Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Application Type

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC) WOLLONGONG PD

Helensburgh

Status

Under assessment

Date Posted 10/06/2021 Submission Close Date

Statistical Area Level 2

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name

Middle Name

Surname

Email Address

Contact Telephone

Address Type Residential

STANWELL TOPS NSW 2508

Address Type

Postal

STANWELL TOPS NSW 2508



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission Other

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

I strongly support this application as I believe there is nothing wrong with healthy competition and employment. This is despite the fact that there already another 3 liquor outlets in Helensburgh.

Arguments about the previous liquor outlet that had the then applicant arguing why shouldn't there be a third outlet

despite 2 already, are applicable to Coles Liquorland, in other words, why can't there be a fourth? Helensburgh and district has basically double its population in the last 20 years to over 6,300 to the then 2016 census( you can safely add another 2,000 to that to this date), so freedom of choice is definitely a consideration. More employment, earning more points with Coles, though might be viewed as a minor consideration still offers more since the other outlets do not offer such a thing. A bonus for sensible pensioners.

It is failed to see what any detrimental social impact can be considering the approved previous 3 liquor outlets. Therefore, I strongly support.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674336

Date Lodged: 12-06-2021

## **Application Details**

**Application Number** Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Street Address Licence Name

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Police Area Command (PAC)

Helensburgh

Wollongong

Status

**WOLLONGONG PD** 

**Date Posted** 

Submission Close Date

Statistical Area Level 2

10/06/2021 10/07/2021

**Supporting Documents** CISB Notices Plan

Under assessment

Your Details

**Contact Person** 

Middle Name

Surname

**Email Address** 

Given Name

Contact Telephone

Address Type Residential

OTFORD NSW 2508

Address Type

Postal

OTFORD NSW 2508



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission Other

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

We are a small community which already has a competitive alcohol sales market which more than adequately serves the community. Another packaged alcohol license in this small area is unnecessary and will fill a shop which could other provide our slightly isolated community with a useful utility. I strongly oppose another liquor store in a town where we have one grocery option, limited access to other necessities for a healthy life.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674308

Date Lodged: 12-06-2021

## **Application Details**

Application Type Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Statistical Area Level 2 Police Area Command (PAC) **WOLLONGONG PD** 

Helensburgh

Status **Date Posted** Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

**Email Address** Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

### Your submission

All text entered here, including information in attachments will be provided to the applicant.

We have enough places that sell alcohol. No more please



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674238

Date Lodged: 12-06-2021

## **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2

Submission Close Date

**WOLLONGONG PD** 

Status

Under assessment

Helensburgh

Supporting Documents

CISB Notices Plan

**Date Posted** 10/06/2021

10/07/2021

Your Details

**Contact Person** 

Middle Name

Contact Telephone

Surname

Given Name

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Helensburgh already have three bottle shops, a hotel and a licensed club within the small shopping precinct. There is a population of approx 6,000 people and no full time police in the area, police having to come from Wollongong 30 minutes away of available. It is a known fact that alcohol causes many health problems, social problems and I feel strongly that the vacant shop would be much better suited to encouraging a healthy lifestyle, such as a fresh fruit and vegetable shop, delicatessen or the like which we have neither in our town centre. It concerns me greatly that this liquor shop is even being considered, to the detriment of local residents and also to the smaller independent stores that are already operating and serving the community. It is just a case of big companies bullying out the small operators and not giving a damn about the local residents and their wishes. Are Liquorland going to pay to have our Police station manned to deal with the issues that will arise



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674227

Date Lodged: 12-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC) WOLLONGONG PD

Helensburgh

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Status Under assessment Date Posted 10/06/2021

Submission Close Date

Statistical Area Level 2

10/07/2021

Supporting Documents CISB Notices Plan

O----------

Your Details

Contact Person

Given Name

Middle Name

Surname

Email Address

Contact Telephone

Address Type Residential

STANWELL PARK NSW 2508

Address Type

Postal

STANWELL PARK NSW 2508



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission Other

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

Helensburgh and surrounding suburbs are quite small close communities. There is already the capacity to buy takeaway liquor from 3 locations within a 250 metre stretch on Walker Street. The location for the new proposed Liquorland falls inside this same stretch of street. The town simply doesn't need a fourth outlet providing the same products. The original bottleshop (small business and locally owned) is just surviving since the larger retailer Local Liquor opened in town. It doesn't make sense to introduce more competition when the product and service is already available at competitive prices. Small Business should be valued and not threatened. The town is not in need of more liquor shops. Thank you.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674179

Date Lodged: 12-06-2021

## **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

**Date Posted** 

10/06/2021

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2

Helensburgh

Status

Under assessment

**WOLLONGONG PD** 

Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

This business will be good for developing the town. Currently the town bottle shops are well over priced and having the bottle shops has not increased crime or anti social behaviour in any way. A new addition to the town provides jobs, development and reasonable prices rather than independent shops. The suggested hours will have no impact on the community as it stands.



Statistical Area Level 2

Helensburgh

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674186

Date Lodged: 12-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA) Police Area Command (PAC)

Wollongong WOLLONGONG PD

Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents
CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

Email Address Contact Telephone

Address Type Residential

OTFORD NSW 2508

Address Type

Postal

OTFORD NSW 2508



www.liquorandgaming.nsw.gov.au

## Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

Coles would like to close all small businesses in town- if a florist opens the start selling flowers. Helensburgh has already got 3 bottle shops, a club and pub. I totally object to another bottle shop

The address is also listed incorrectly on the application. Location should show as corner Walker and Short street, Helensburgh. We do not have a plaza!



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674127

Date Lodged: 12-06-2021

## **Application Details**

Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Application Type

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2 Helensburgh

WOLLONGONG PD

Status
Under assessment

ssment 10/06/2021

Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name

Middle Name

**Date Posted** 

Surname

Email Address

Contact Telephone

Address Type Residential

HELENSBURGH NSW 2508

Address Type

Postal

**HELENSBURGH NSW 2508** 



www.liquorandgaming.nsw.gov.au

## Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

I am opposed to the potential addition of a Liquor Land to our town. We currently have two bottle shops as well as the pub. This store could be detrimental to our existing small businesses as well as the town itself. We are already seeing a rise in criminal activity and adding more booze to that equation is not a good thing. In a town our size we certainly do not need four places to purchase alcohol.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674118

Date Lodged: 12-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

WOLLONGONG PD

Statistical Area Level 2

Helensburgh

Status Date Posted Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Middle Name

Surname

Email Address

Given Name

Contact Telephone

Address Type Residential

STANWELL PARK NSW 2508

Address Type

Postal

STANWELL PARK NSW 2508



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

The Helensburgh community is already served by three business with packaged liquor licenses. The existing businesses are owned and operated by local residents that support the local community wherever possible. The thought of these businesses being diluted or undercut by a large multinational is horrible. Plus we simply don't need another bottle shop! What we need is a fruit and veg shop - a business to promote healthy living. What message will it send to our young people to have every fifth shop along our shopping strip a bottle shop! I believe the locals will boycott this business if it is opened.



Statistical Area Level 2

Submission Close Date

Helensburgh

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674113

Date Lodged: 12-06-2021

## **Application Details**

**Application Number** Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Street Address Licence Name

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

**WOLLONGONG PD** 

Local Government Area (LGA) Police Area Command (PAC)

Wollongong

Under assessment 10/06/2021 10/07/2021

**Date Posted** 

**Supporting Documents** CISB Notices Plan

Your Details

Status

**Contact Person** 

Given Name Middle Name Surname

**Email Address** 

Contact Telephone

Address Type Residential

Stanwell Park NSW 2508

Address Type

Postal

Stanwell Park NSW 2508



www.liquorandgaming.nsw.gov.au

## Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

I strongly oppose the application for a liquor licence and the inclusion of another liquor store in Helensburgh. Helensburgh already has 3 liquor stores that more than meet the needs of the communicating. I feel that this will just encourage more unhealthy consumption of alcohol creating more anti social behaviour. There is already a parking issue around Walker St and this will exacerbate this problem even further with more traffic.



Statistical Area Level 2

www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674107

Date Lodged: 12-06-2021

## **Application Details**

Application Type Application Number

New licence - packaged liquor - bottle shop APP-0008817690

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA) Police Area Command (PAC)

Wollongong

**WOLLONGONG PD** Helensburgh

Status **Date Posted** Submission Close Date

Under assessment 10/06/2021 10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name Middle Name Surname

**Email Address** Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type Postal

**HELENSBURGH NSW 2508** 



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

In a town of 7000 residents there are already four other places to get off premise liquor. The pub the tradies club and 2 bottle shops already. The new proposed liquor land would be situated right in the middle of the 2 existing bottle shops. Meaning that within a 100 metre stretch of the main shopping road if this goes ahead thee will be 3 bottle shops.

It is not needed and not wanted by any of the locals.



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# **Submission Information**

SR0000674088

Date Lodged: 11-06-2021

## **Application Details**

Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Application Type

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC) WOLLONGONG PD

Helensburgh

0 0

Status
Under assessment

Date Posted 10/06/2021

Submission Close Date

Statistical Area Level 2

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Middle Name

Contact Telephone

Surname

Given Name

**Email Address** 

Address Type

Residential

COALCLIFF NSW 2508

Address Type

Postal

**COALCLIFF NSW 2508** 



www.liquorandgaming.nsw.gov.au

## Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

I object to another liquor store in the area. There are curently 4 in the 2508 area which is more than enough to service the residents . I think it is disgusting that Coles provide a level 3 store to the area yet want to make more money off the locals through alcohol sales. Poor form Coles.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674075

Date Lodged: 11-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

WOLLONGONG PD

Statistical Area Level 2

Helensburgh

Status
Under assessment

Crider decedentierit

Date Posted 10/06/2021 Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

Contact Person

Given Name

Middle Name

Surname

Email Address

Contact Telephone

Address Type Residential

STANWELL PARK NSW 2508

Address Type

Postal

STANWELL PARK NSW 2508



www.liquorandgaming.nsw.gov.au

## Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

I am strongly opposed to a further liquor outlet. There is no benefit to the community in adding another place to buy alcohol. Extended opening hours could increase alcohol consumption that evidence shows can lead to harmful behaviours such as family violence. Instead of an unnecessary 3rd bottle shop, this premise could be a greengrocer or similar that benefits the health of the community not damages it.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674073

Date Lodged: 11-06-2021

## **Application Details**

Application Type Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Helensburgh

**WOLLONGONG PD** 

Status Under assessment **Date Posted** 10/06/2021

Submission Close Date

Statistical Area Level 2

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Middle Name

Surname

**Email Address** 

Given Name

Contact Telephone

Address Type Residential

STANWELL PARK NSW 2508

Address Type

Postal

STANWELL PARK NSW 2508



www.liquorandgaming.nsw.gov.au

## Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

Your submission

All text entered here, including information in attachments will be provided to the applicant.

There is no need for another bottle shop in Helensburgh. This will significantly impact on established locally owned existing bottle shops in the area. The location of the bottle shop adjacent to Coles, the only supermarket in the area, is highly visible including to children and recovering alcoholics and will lead to visual stimulus to buy alcohol which will otherwise be avoided.



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## **Submission Information**

SR0000674067

Date Lodged: 11-06-2021

## **Application Details**

Application Type Application Number

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC) **WOLLONGONG PD** 

Helensburgh

Status Under assessment **Date Posted** 10/06/2021

Submission Close Date

Statistical Area Level 2

10/07/2021

**Supporting Documents** CISB Notices Plan

## Your Details

Redacted

Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission

Other

## Your submission



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All text entered here, including information in attachments will be provided to the applicant.

We currently have 3 bottle shops on walker st one of which is the centennial hotel . We have no police station in Helensburgh there is enough bad behaviours as it is , add another bottle shop there will be more drinking more likely it will be cheaper alcohol , we can't control the over drink binging in our town as it is .

Coles took away there deli we need a fruit shop or deli not another bottlo . How about an application for a manned police station first .



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674059

Date Lodged: 11-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Liquorland Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA) Police

Wollongong

Police Area Command (PAC) WOLLONGONG PD

Helensburgh

Status

Under assessment

Date Posted 10/06/2021

Submission Close Date

Statistical Area Level 2

10/07/2021

CISB Notices Plan

Supporting Documents

Your Details

Contact Person

Given Name

Middle Name

Contact Telephone

Surname

Email Address

Address Type Residential

HELENSBURGH NSW 2508

Address Type

Postal

**HELENSBURGH NSW 2508** 



www.liquorandgaming.nsw.gov.au

## Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission Other

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

There are currently 3 exisiting bottle shops with 150m of this proposed location. For a town a town as small as helensburgh, there are already more than enough locations that sell liquor. additionally the fact they wish to trade until midnight is not inline with what the community is about, there are no other businesses within 500m that trade anywhere near this late, there are many people, and families that live around the proposed location and this will have a negative impact on them



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000674058

Date Lodged: 11-06-2021

## **Application Details**

Application Number Application Type

APP-0008817690 New licence - packaged liquor - bottle shop

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Status

Police Area Command (PAC) **WOLLONGONG PD** 

Statistical Area Level 2 Helensburgh

Under assessment

**Date Posted** 10/06/2021

Submission Close Date

10/07/2021

Supporting Documents CISB Notices Plan

Your Details

No organisation

ABN:

**Contact Person** 

Given Name Middle Name Surname

**Email Address** 

Contact Telephone

Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

Your basis for submission



www.liquorandgaming.nsw.gov.au

Interest in submission Health

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

I feel that we have enough liquor outlets in Helensburgh. We also have a lot of crime and no manned Police Station. I personally feel that this may contribute to vandalism in the small town.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000703167

Date Lodged: 01-08-2021

## **Application Details**

Application Number

New licence - packaged liquor - bottle shop APP-0008817690

Application Type

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2 Helensburgh

**WOLLONGONG PD** 

Status Under assessment **Date Posted** 10/06/2021

Submission Close Date

10/08/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Contact Telephone

Surname

**Email Address** 

Address Type Residential

STANWELL PARK NSW 2508

Address Type

Postal

STANWELL PARK NSW 2508



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission

Other

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

Helensburgh shoppers are already provided with sufficient liquor outlets and overserviced with liquor licenses. Other services are more vital: hardware, clothing, greengrocers.

The proposed premises would have no off-street unloading area for truck deliveries.

There is no street-front parking. Below street level plaza parking is already problematic.

Liquorland has no link or connection in any way to the local community. Current liquor outlets are very supportive of the community and would likely be driven out of business.

In a central town position, a large liquor outlet would detract from the unique village atmosphere of Helensburgh.

Possible increase in anti-social behaviour in a village which is already under-policed.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000706566

Date Lodged: 08-08-2021

## **Application Details**

Application Type Application Number

New licence - packaged liquor - bottle shop APP-0008817690

Licence Name Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508 Liquorland

Local Government Area (LGA)

Wollongong

Under assessment

Police Area Command (PAC) **WOLLONGONG PD** 

Helensburgh

Status

**Date Posted** 

Submission Close Date

Statistical Area Level 2

10/06/2021 10/08/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Given Name

Middle Name

Surname

**Email Address** 

Contact Telephone

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal

**HELENSBURGH NSW 2508** 



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do Not keep my details confidential - the applicant will be given a copy of my submission that includes my personal details

## Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - more than 100m

## Your submission

All text entered here, including information in attachments will be provided to the applicant.

I feel strongly that this application should not be approved. We are a very small town and already have 3 locations where alcohol can be purchased. The late opening hours of this application concern me about the safety of my community. Helensburgh has very limited retail options and taking up a large shop front with something that is really not needed will be a huge waste and not serve the community. There are so many other retail options that are desperately needed in the community. I hope you consider my concerns. Many thanks.



www.liquorandgaming.nsw.gov.au

# **Submission Information**

SR0000707813

Date Lodged: 10-08-2021

## **Application Details**

Application Number

APP-0008817690

Application Type

New licence - packaged liquor - bottle shop

Licence Name

Liquorland

Street Address

Helensburgh Plaza, 19-33 Walker Street, HELENSBURGH NSW 2508

Local Government Area (LGA)

Wollongong

Police Area Command (PAC)

Statistical Area Level 2

**WOLLONGONG PD** Helensburgh

Status

Under assessment

**Date Posted** 10/06/2021

Submission Close Date

10/08/2021

Supporting Documents CISB Notices Plan

Your Details

**Contact Person** 

Middle Name

Contact Telephone

Surname

Given Name

**Email Address** 

Address Type Residential

**HELENSBURGH NSW 2508** 

Address Type

Postal

**HELENSBURGH NSW 2508** 



www.liquorandgaming.nsw.gov.au

#### Confidentiality Option

Do keep my details confidential - the applicant will not be given a copy of my submission that includes my personal details

#### Your basis for submission

Interest in submission

Owner or occupant of neighbouring premises - within 50m

#### Your submission

All text entered here, including information in attachments will be provided to the applicant.

- I object to this application. I live just near proposed Liquorland and reasons for opposition are 1. We already have 3 bottle shops and 1 pub within 250metres, we don't need any more bottle shops.
- 2. As demonstrated with Coles pushing out competition from a wonderful deli and fruit shop that once occupied this spot, the same will happen with current bottle shops ie competition from Liquorland will squash existing local bottle shops. Existing bottle shops are run by locals who support communit unlike Liquorland.
- 3. Access to storage for Liquorland is across footpath which will cause obstruction to footpath.
- 4. The last thing Helensburgh needs is another access point to liquor.
- 5. Other more attractive, family and community orientated businesses could be proposed for this site.
- 6. Business hours proposed are long. Adding more noise and traffic levels in neighbourhood which includes residential living both on Walker and Short streets.

Sent: 17/06/2021 7:50 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter , Helensburgh NSW 2508

Email of commenter

## Comment

In 2020 a study was conducted within the Helensburgh community by one of the local medical practices which highlighted the impacts of excessive alcohol consumption within our community resulting in the rise of Alcohol related illness and injury. Please do not approve of another alcohol retailer within this community which will only put our town at more risk. The Department of Planning have a social responsibility to lead this community down the right path, for the sake of our community elders and for the young adults of our communities future.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-View this application on PlanningAlerts">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46170028/ce7782bc8dc4424103b4462d411f0df5e9acc116.gif]

Sent: 17/06/2021 8:21 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter , Helensburgh

Email of commenter

## Comment

Another bottle shop for this small town will add no value whatsoever, and will more likely negatively impact on the existing and locally owned bottle shops. Please reject this application so that more beneficial applications can be considered for the local community.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46172235/5ea00f4fbce33b9fa30583be76c99b8816ebc690.gif]

Sent: 17/06/2021 7:56 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

## Comment

As a small community with 2 existing licensed venues and 3 additional venues to purchase alcohol there is no capacity for a mega chain liquor retailer.. the community does not want or need this. The health implications and risk to the community are enormous

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46170440/ee4ffaf60594d82046f8f29cc93c9510967774dc.gif]

Sent: 17/06/2021 7:12 PM

To: contact.us@liquorandgaming.nsw.gov.au

**Subject:** Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

# Comment

I appose this development application for yet another liquor store in Helensburgh. This type of store is not needed as several established business that serve the local communities are close by. It would be irresponsible to approve this application. Please consider something more appropriate for this prime site, that would provide diverse retail opportunities for the community and contribute to our town.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46167232/84e91f3d581430fe124936c7484f5b13f8d043c6.gif]

**Sent:** 17/06/2021 5:59 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh NSW 2508

Email of commenter

## Comment

I am writing to strongly oppose Liquorland's application for a liquor licence in Helensburgh. While I support healthy competition, we already have three liquor shops, and two pubs within the small regional town (all within walking distance). It is excessive and a potential risk to the health and well-being of the town, encouraging further anti-social behaviour. It would be irresponsible for the authority to consider this licence.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46161895/3ddb98abda5fa7486008315d8bc0288dbafefaa7.gif]

**Sent:** 17/06/2021 5:49 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

## Comment

as a member of the local community i'm extremely concerned about this application. our small semi regional town has three existing bottle shops, including one attached to the local pub and there is also the tradies in town. another liquor shop is not only unnecessary to service our town it is downright irresponsible and dangerous in terms of the associated health, social and criminal justice impacts that excessive alcohol use has on the community. To approve this application would put corporate profits before the genuine interests of the community.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46161190/7d0f593213ed6880f7e633baab253f75ef447f2c.gif]

Sent: 18/06/2021 11:50 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh nsw 2508

Email of commenter

## Comment

I strongly oppose the addition of a commercial bottle shop to our small town. There are currently three existing bottle shops which are more than enough for the local community. The health implications of increasing alcohol accessibility far outweigh any perceived benefits - it is a strong no in my opinion.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46239296/44e9ee5c0f53f9e5ab52f50b4478270a2c389b88.gif]

Sent: 18/06/2021 7:07 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

## Comment

I would strongly oppose having a liquorland store in Helensburgh. We already have 3 businesses that sell alcohol over the counter and 2 that you can sit in and drink.

Helensburgh does not have a lot of customers coming from out of town to shop. So the demand isn't there. Liquorland will just push the existing businesses out. Thank you.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46218749/9fe0b91d2d958cccf55b2deba32e6b515364002d.gif]

Sent: 18/06/2021 7:00 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter

helensburgh

Email of commenter



### Comment

I am all for it. A competitive bottle is exactly what we need. There are 3 venues, one which dominants sales due to its wide variety.

This liquorland will introduce competition in pricing and could also increase local business revenue by keeping locals shopping in town and increasing surrounding suburbs to also divert their trip home.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46218231/fcd38700bb47e23a5fd8c10d607d24271e4e87dd.gifl

Sent: 18/06/2021 10:44 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh 2508

Email of commenter

### Comment

My family and I strongly oppose another bottle

shop in Helensburgh. This isn't about "that's just business" and/or helping to drive down prices with competition. We can still access cheaper prices easily north or south of us or via online shopping. For us it is about flooding the market in a small town with something we (governments, medical professionals, police included) recognise as being a huge problem in our society - alcohol. Yet here we are opposing a 4th liquor shop. We say NO.

This comment was submitted via PlanningAlerts, a free service run by <a href="mailto:the-openAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="Miles to Australia Foundation">Wiew this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46234525/14d49acc324109328f03c3459d0eba6656e1b4d2.gif]

Sent: 18/06/2021 10:19 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh 2508

Email of commenter

### Comment

This town doesn't need as many liquor stores as it has already. Adding another is not only unnecessary but also socially and morally irresponsible. This is a small semi rural town and the links between alcohol and communities like ours are well documented. We don't need it. As another point, I'm oppose big companies trying to take business away from establish local business'. Please consider the vast majority of people opposing this.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46232718/883a263eeda13525c35461ccbf7f5b2cbc0ca7f8.gif]

Sent: 18/06/2021 9:43 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter Anonymous

Address of commenter Helensburgh

Email of commenter

### Comment

Please, I urge you to ignore the rediculous hysteria over the development of this bottle shop. You will have more objections submitted than you will from people looking forward to the competitive prices and range.

The current bottle shops are overpriced and the addition of another bottle shop will bring competition and choice, it will not increase rates of drinking or alcoholism, we already have access to alcohol here the addition of another bottleshop will not change this. Perhaps one bottleshop will close, but that's business.

As for 'small business' being affected, one of the bottle shops is owned by a developer who makes millions of dollars a year. Another 'bottle shop' if you can call it that is part of a pub.

The panic and objection of this bottle shop is just by people who wish there was some alternative there like another cafe. We have over 7 cafes in Helensburgh as well as mobile coffee shops- noone whinges or complains that 'small bussiness' will be hurt when yet another cookie cutter cafe is opened.

There is a large majority that are welcoming the new bottle shop, competitive prices etc but we are always drowned out or made to feel inferior or shame for voicing our opinions when welcoming change.

Please, I urge you to heavily consider this comment, as you will hear more from those against the application than you will from those for the application to proceed.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-View this application on PlanningAlerts">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46230146/79581ec83638685f3b21f4ead284913b8947ca26.gif]

Sent: 18/06/2021 9:25 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Email of commenter

Address of commenter Helensburgh

Comment

I firmly oppose the opening of this business in our beautiful, small town. Our community already has 3 established bottle shops that provide adequately for our town, also owned by wonderful, local residents. I feel that by opening this corporate store you will be taking away not only business from hard working, loyal local businesses, but also the beautiful small town feel that Helensburgh is loved for. Please do not go forth with this.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46228849/947ca961fcef91a4a08d7127e8ee5a4586a460f2.gif]

------ Original Message ------

From: PlanningAlerts [contact@planningalerts.org.au]

**Sent:** 17/06/2021 8:48 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh NSW 2508

Email of commenter

### Comment

There is absolutely no need for a large commercial liquor chain to open a bottle shop in our currently well serviced town, with exisiting locally owned and operated bottle shops. It would not only create a negative impact on the livelihood of these established businesses, but for the future of the entire communities health and well-being. Please reconsider this site to be used for a beneficial business which adds value and opportunity to our beautiful community.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46174244/60a0acf4b703a3a85d280193409260e96f207c11.gif]

Sent: 17/06/2021 8:47 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

### Comment

This is a small town with two liquor stores as well as a liquor store attached to the pub, an additional liquor store is unnecessary. The town would benefit from this space being leased to a business that brings new options into town.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46174176/2a63146d1b6aa159fda5348f80cb7b5149ee4136.gif]

Sent: 17/06/2021 8:44 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

### Comment

I strongly believe this liquorland is totally unnecessarily in this small town. There are an excess of bottle shops and another one will serve no contribution to the community what so ever.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46173962/286d49f40336bc17ff812a1ffbc52d3b85c99368.gif

**Sent:** 17/06/2021 8:43 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter

Helensburgh 2508

Email of commenter

### Comment

Another liquor store is not needed in this town. The current liquor businesses, service the town adequately and the community would hate to see a local business fail because of Liquorland. I strongly oppose the application by Liquorland to open in Helensburgh. I urge the committee to reject this application and consider other more community appropriate businesses to open in this location. The town would benefit from more eateries or restaurants, or other types of small businesses such as dance schools/ marital arts or similar to actually benefit the local community. Helensburgh would love to see it's high street thrive and remain lively and sustainable.

This comment was submitted via PlanningAlerts, a free service run by <a href="mailto:the-openAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="Miles to Australia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46173879/8a3e8c54817d4f8117dc0035c8c3ad37e0227234.gif]

Sent: 21/06/2021 10:39 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter

Email of commenter



### Comment

I oppose the application for a Liquorland Helensburgh because we already have this service well covered in Helensburgh already by local businesses. The issue of competitiveness of price and offering is ridiculous given the multiple options in Menai, Engadine, Heathcote etc if people want to purchase cheaper options stop before getting home to the Burgh.

The issue for our community is diversity - we have a great strip of shops that could offer a more vibrant village shopping experience than it currently does. We connect as people and members of our community most when out and about at the shops and connection is critical for wellbeing. A fourth alcohol retail shop offers nothing except cheaper prices and will move us further away from connection and community.

We have a multitude of local businesses that are often the backbone of our town with sponsorship, work experience, jobs ect. Council should be offering incentives and considering applications that enhance this diversity rather than further diminishing it.

This comment was submitted via PlanningAlerts, a free service run by <a href="mailto:the-openAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="Miles to Australia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46312504/164cc9a4905607ebca5d179f81dcce6c59d7d699.aifl

Sent: 17/06/2021 8:55 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh.

Email of commenter

### Comment

Helensburgh is too small for a fourth bottle shop, and this chain store will do nothing to improve the local economy - this will only worsen the current economic climate by inhibiting the current independent retailers. Another bottle shop, especially a big chain, will only represent a slap in the face of the local residents. The application must be denied.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46174731/98ed50ce7fcc1ff6575da8bc0625a90afe4dc83a.gif]

Sent: 22/06/2021 8:41 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter House Helensburgh, NSW W 2508

Email of commenter

### Comment

There is nothing wrong with healthy competition, and the existing bottle shops are overpriced. You can order alcohol online so the existence of another physical store is not going to lessen domestic violence in any way.

The existing stores need to be more competitive, rather than asking their customers to oppose alternatives.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46316962/60c7fef12a773f74d364aa16eea4ba731ac8e66e.gif]

Sent: 21/06/2021 11:12 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

### Comment

We do not need another liquor shop, we already have 3 bottle shops close to each other plus the pub & the club! Stanwell Park also has a bottle shop! Letting a big chain in like Liquorland will affect these existing businesses. Coles should upgrade their Helensburgh store, rather than trying to make more money off the town by putting in Liquorland. There are less bottle shops at Engadine near each other with way more residents.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46314966/f33378199ca74c20469e87e30842670955da6222.gif

Sent: 19/06/2021 11:52 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter

Helensburgh

Email of commenter

### Comment

I strongly oppose this application. There is absolutely no need for another liquor outlet. The community is already over serviced by at least 3 other outlets. Council is in place to listen to the community, consider their views and make decisions based on what is best for the people they serve. If this application goes through, with so many people opposed to the application, it would suggest council isn't serving its people's best interests.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46298752/312de13130d3a95094bbeeec20010505b9fb1a1a.gif]

**Sent:** 19/06/2021 1:04 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter

Email of commenter



### Comment

I've heard several times that Coles in Helensburgh is a C category store, and therefore limited stock lines and offerings compared to Coles in other suburbs. So why would a catchment of 6000 people need a fifth packaged liquor outlet? Smacking Liquorland in this corner building is a wasted opportunity & will simply replace an existing independent liquor outlet - hardly in the community spirit! State Government has just launched their four plan for the Great Southern Walk - from Botany to Kiama, taking in Maddens Plains, so Helensburgh will be right in the middle. Think ahead of how lovely the main street could be, a rival to Berry further down the coast, rather than just another cookie cutter street of chain store outlets.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46274946/1f0ce6305293c16a5ad8544919fd28637a1c52af.gif]

Sent: 18/06/2021 11:12 PM

To: contact.us@liquorandgaming.nsw.gov.au

**Subject:** Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh, NSW 2508

Email of commenter

### Comment

I extremely oppose the addition of yet another liquor store in Helensburgh. We are a small town with already 4 liquor stores, 3 on the same street the Liquor Land has applied to be on, definitely in walking distance to the Coles supermarket. We do not need another, now should it be legal to have 4 liquor stores in a 500m radius let alone 6 with the proposition of the liquor land! Absolutely ridiculous!

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-View this application on PlanningAlerts">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46270829/7f97513f5b7290c9ce49a1db94aa95f74d0b1a98.gif]

**Sent:** 18/06/2021 9:33 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter



### Comment

Our small village style town does not need another liquor outlet..4 in our small community is enough...

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46267080/b4e1872784d272ab6d0c038502883e5f05856de4.gif]

Sent: 18/06/2021 9:27 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

### Comment

So you enjoy competition do you, Well I'd like to see Aldi go into the shop where liquor land is proposed Or better still a restaurant that we don't have

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46266842/c6b36a112c723dd8c4841a3724aef91d499a2495.gif

Sent: 18/06/2021 9:21 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter Concerned parent

Address of commenter

Email of commenter



### Comment

Enough pubs and liquor stores. Can you hear the people cry?

Can council find a better use of its time finishing the library project, patching up holes on the road and remediating the ridiculously steep speed bump. Also give us manned police station.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46266636/488f313e928c6b0583af37db454f445eb38cc18e.gif]

Sent: 18/06/2021 2:38 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

### Comment

We have 3 bottle shops already. Approving a 4th is ridiculous in a community so small.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46251978/649b26b38fa9451d08dba44e45baba989f1f6b2a.gif]

**Sent:** 18/06/2021 2:17 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh NSW 2508

Email of commenter

### Comment

A 4th liquor store in a community of 6000 people is unnecessary and irresponsible. There are also several other outlets that serve alcohol in house. This application is another great example of corporate greed and being out of touch with what the local community want and need. Coles will try to push out the other 3 small business operators and then once they have the monopoly, will raise their prices. Please listen to what the community wants and do the right thing by rejecting their application. Maybe we need to get the media such as 'A Current Affair' involved. It is very disappointing when real people are not heard.

This comment was submitted via PlanningAlerts, a free service run by <a href="mailto:the-openAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="Miles to Australia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46251197/300283f529f7df349e7ed1d8417f34fbfaa4ab17.gif]

Sent: 18/06/2021 1:39 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter



### Comment

We do not need another liquor outlet in our small town. We have two bottle shops and a pub and club which sell packaged liquor as well. Qiute adequate in my opinion.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-View this application on PlanningAlerts">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46249153/b66bd5d74d1ba1625b292c44c38eed1fc25ab63a.gif]

Sent: 18/06/2021 12:11 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh Email of commenter

### Comment

I am writing to apose the application for another liqour outlet. Helensburgh already has several bottle shops and pups for a small community and another is not necessary and potentially dangerous and irresponsible and takes away from the independently owned local bottke shops whom we should be supporting.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46240857/a031170f74ccdf30f50331c06d3b1734880a07d6.gif

Sent: 18/06/2021 12:09 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter , Helensburgh 2508

Email of commenter

### Comment

I strongly object to another liquor store in Helensburgh, especially a large chain.

We have 3 liquor stores and in a small town I think it's nice to support local business as much as possible.

I feel that a Liquorland will take away some of our small town feels. For example, imagine driving through somewhere like Berry and seeing a large chain liquor shop - it takes away the small community/country feel of the place! Same goes for Helensburgh.

We're a community that support each other.

Another liquor store is just not necessary.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46240710/8e811b6203fb6ccb6630ea0b91d5f56de1d1c2f7.gif]

Sent: 18/06/2021 8:41 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter , Helensburgh

Email of commenter

### Comment

Unsure why there is a need for yet another liquor store in a town that already has three, plus a Tradies and a pub. All this will do is take business away from the small business owners.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46225613/c92e3be6d5122fe04c6421c55a90c65610fa33ea.gif

Sent: 18/06/2021 8:15 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter



As a Helensburgh resident, I also oppose the application for yet another bottle shop in our small community. Our area has existing crime and vandalism issues that do not need to be exacerbated by the availability of even more alcohol (via Liquorland's proposed late night opening hours). Helensburgh "Plaza" is not a major shopping centre.. We only have a small strip of shops which already includes 3 retail liquor stores, a pub and a club. Surely this application must not be given the green light...

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46264128/b10fae9f07d08e6996ef82513859ec88636e68dd.gif]

Sent: 18/06/2021 8:38 AM

To: contact.us@liquorandgaming.nsw.gov.au

**Subject:** Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh 2508

Email of commenter

### Comment

Another alcohol outlet is not required in Helensburgh, if this is granted there would be three outlets within a 500 metre radius, we try to teach our younger person's to drink responsibly having this extra shop is a NO NO Many thanks

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46225423/25600ad1e367908448740f601fd1e0f09d6ba09b.gif]

Sent: 18/06/2021 1:31 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter stanwell park

Email of commenter

### Comment

Having another liquor store in Helensburg is ridiculous, the community is already served by 3 stores a pub and tradies more options are not required

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46248320/5e252a459175005f0019f3829e1e61011fc30a98.gif]

Sent: 18/06/2021 8:38 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter helensburgh

Email of commenter



I oppose this application. The area already has several licensed venues and three liquor stores to serve the community. I would like variety in the services and products available to our small town.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46225421/dc03ce06f6617087c3857f8233f4522870413730.gif

Sent: 18/06/2021 8:22 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter

Email of commenter



### Comment

I have no doubt no one care about all of the comments opposing this application and corporate greed will win out yet again. I have never seen any application refused based on community comments. The council is clearly corrupt and does not have the best interests of the community at heart. Helensburgh is too small to have yet another grog shop.

Shame they will take zero notice and I expect there will be a new one as soon as it can be greased through council.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46224260/c898b085bdbfaedf373941e4758ede0c7e9981f9.gif]

Sent: 18/06/2021 7:48 AM

To: contact.us@liquorandgaming.nsw.gov.au

**Subject:** Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh 2508.

Email of commenter

### Comment

As a resident of Helensburgh of over a quarter of a century, I don't think we need another Bottle Shop, healthy competition is good but responsible drinking is more important and 3 bottle shops is enough. Put health before wealth. Thank You.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-View this application on PlanningAlerts">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46221770/ec49d83f6c97b3b708ac59270b250b194631c06b.gif]

**Sent:** 18/06/2021 7:21 AM

To: contact.us@liquorandgaming.nsw.gov.au

**Subject:** Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh, 2508 NSW

Email of commenter

### Comment

I am a business owner directly across from 19/33 Walker st, Helensburgh and I am writing to strongly oppose this application. As others within the community have stated, we have sufficient alcohol outlets within the area, and a third within two blocks of each other is not only unnecessary, but also extraordinarily poor town planning.

Helensburgh may very well be a rapidly growing community, but we seek retailers that enhance said growth, by creating diversity in our shopping experience, therefore keeping customers within the area. In regard to community safety, especially for the youth, I consider it unwise to be furthering accessibility to alcohol outlets, potentially increasing the rate of alcohol related crime. Helensburgh isn't deemed large enough to warrant a police presence by the way of a manned police station, with a 000 emergency call taking upwards of forty minutes to receive a response. With this in mind, I would see it as being downright irresponsible to see this application approved.

Thankyou for your consideration. I trust you will listen closely to the community.

This comment was submitted via PlanningAlerts, a free service run by <a href="mailto:the-openAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="Miles to Australia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46219772/559f84e62fb32a7681fa87aa2aa5ae5c239a624a.gif]

**Sent:** 18/06/2021 6:06 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

### Comment

Just like to say that we do not need another liquor store in Helensburgh. We already have 3 bottle shops, the pub & the the Tradies. What we really need in the community is a deli as Coles for some reason felt we didn't need one anymore. Most people I know do not like buying packaged meat etc not to mention that this increases plastic packaging instead of reducing it. Definitely don't need another one.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46214365/f643e04e9067a1b6add4a4828e1240261b4aee38.gif]

Sent: 18/06/2021 5:57 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Email of commenter

Address of commenter Helensburgh NSW

### Comment

I strongly oppose this application. As a resident of this small town I have seen the effects of alcohol on our way of life. It is totally unacceptable to have another outlet here as we are well serviced by two small businesses and having another is totally unnecessary to add another.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46213695/fc4e7a86db997e1fd9562d6e30251c36cd46370b.gif]

Sent: 18/06/2021 7:44 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh 2508

Email of commenter

### Comment

In agreement with all other comments we do not need another bottle shop we have enough. Let's hope council will listen. We watch this space for the deaf ears to fall.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46263012/d615a9c5a42759b8b9262f6bb31a17732b09cbe6.gif

Sent: 18/06/2021 5:58 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Stanwell Tops

Email of commenter

### Comment

Helensburgh has 3 liquor stores and there is one in Stanwell Park, one pub, one club and sports clubs were you can purchase alcohol. The area does not need another place to purchase alcohol from. As society we are trying to reduce domestic violence and alcohol consumption increases the risk. Coles has already driven out the the local fruit and deli store and then they folded their deli section. We don't need them closing down out local small business and then reduce the service they offer. This store can not be in the best interest of the community and should be rejected.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46259171/95a1fb20af69beef96e78db7999b91cdb38895aa.gifl

Sent: 18/06/2021 5:45 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

**Email of commenter** 

### Comment

Our community does not need another alcohol retailer. We are full...too many already for such a small town! Approval of this application will add nothing positive to our community.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46258673/19c37b3cca5fc979c7876f10d639ac947dd437c0.gif

Sent: 18/06/2021 3:17 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter helensburgh Email of commenter

### Comment

This business is not needed or wanted in helensburgh. As outlined in other submissions We already have plenty of places to buy alcohol from and being a small town the council is being irresponsible to the community if it were to allow this application to be approved.

I am strongly opposed this kind of business being brought into our town, we need many things to bring community life together, but not another bottle shop.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46202095/ad7b82fa72c44f17d6b43cece9ee1522ceb59583.gif]

Sent: 18/06/2021 5:29 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter helensburgh 2508

Email of commenter

### Comment

As a member of this community I oppose another liquor shop in Helensburgh, there is no need for another when we have 3 shops already in this small community, there is the Helensburgh Pub and the Tradies that also provide alcohol. I Strongly believe for health reasons it is irresponsible to add yet another liquor shop and especially with the amount of shops that sell liquor ,that there is no need at all. I support small business in Helensburgh and think that a larger supplier will only ruin other small business in this lovely town.

I have spoken to the medical professionals in town and they agree and have said that there is a massive rise locally in this town with alcohol related issues and drinking due to covid, stresses ect and I feel that this would impact our community in a negative manner.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46258102/ac5d46c1a8ed31ff2403857429364f073c8231f8.gif]

Sent: 18/06/2021 4:27 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

### Comment

As a rate paying resident living in Helensburgh i vehemently oppose the approval for an additional liquor license in this town due to:

Existing oversupply of local licences venues per head of population,

Low/ inadequate supply of fresh food outlets per head/ population and pending growth of this region, Poor/ nil evidence of community/social benefit of this replication of supply,

Significant evidence of poor health outcomes and low social wellbeing with oversupply of liquor licences and less than diverse supply of fresh healthy food suppliers.

The approval of an additional liquor licence is not in the communitys better interests and must be rejected

This comment was submitted via PlanningAlerts, a free service run by <a href="mailto:the-openAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="Miles to Australia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46255928/c95bf6d3a3f4a92184edcdbdef2c04d5a4399144.gif]

Sent: 20/06/2021 4:39 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter



As a Helensburgh resident, I also oppose the application for yet another bottle shop in our small community. Our area has existing crime and vandalism issues that do not need to be exacerbated by the availability of even more alcohol (via Liquorland's proposed late night opening hours). Helensburgh "Plaza" is not a major shopping centre.. We only have a small strip of shops which already includes 3 retail liquor stores, a pub and a club. Surely this application must not be given the green light...

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46308498/a8b279fdfb3430a60bb186e5fd1092a7983d1bce.gif]

Sent: 19/06/2021 6:44 PM

To: contact.us@liquorandgaming.nsw.gov.au

**Subject:** Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

### Comment

I support this proposal.

The hysteria regarding another bottle shop causing alcohol-related problems and reducing competition is unfounded and based on no facts whatsoever.

Helensburgh has numerous cafes and restaurants with no complaints when new one's open up. Another bottle shop will provide additional (Welcome) competition that will help reduce prices and create additional jobs.

This proposal should proceed.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46302170/7f81558df33af494ba66abbe5cde8ae457d5bb44.gif]

Sent: 19/06/2021 6:42 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter



Absolutely not! We need a variety of shopping retailers in town, liquor retailers in town don't need the competition.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-View this application on PlanningAlerts">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46302160/ea5933ea59e8e5e5a6e6d06141200420cabdc87d.gif

**Sent:** 18/06/2021 8:38 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning **Department**

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

### Comment

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. 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 10pm would serve as a catalyst for further 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.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts [Inline image URL:

http://email2.planningalerts.org.au/o2/46265010/56a27e5ba5ff92e8f9c936ed009d9dd672335744.qif]

Sent: 19/06/2021 9:49 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter helensburgh

Email of commenter

### Comment

Does Helensburgh need another liquor outlet for such a small town? NO definitely not. We already have three not including the local club. The town is virtually isolated from other suburbs and the addition of another outlet is ludicrous.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46294028/75e50c8069ee15ac63845d39de2604d19819e47c.gif

**Sent:** 18/06/2021 2:29 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter

Email of commenter



### Comment

This application is further evidence of big business trying to oust small businesses.

With 3 places locally to buy alcohol already it is uneeded and the only way to viably run another liquor business in town would be to run the others into the ground and corner the market.

Along with the social aspects of alcohol being readily available in a small town with no appropriate facilities for young people to focus their attentions, this proposal will compound an already tense issue with antisocial behaviours in town.

I would request that you please dismiss this application.

This comment was submitted via PlanningAlerts, a free service run by <a href="mailto:the-openAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="Miles to Australia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46198639/8107169ce3204fd41930287d75a97af3e339b1ae.gif]

Sent: 18/06/2021 12:22 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

### Comment

Our town is well equipped with 3 outlets where alcohol can be purchased.

The space you're considering for Liquorland would be better suited to an excellent deli, fresh fish and fruit shop under Coles banner. Coles can then expand their limited product range in store. Thank you.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46189595/dd9c92e8b5f262cb43b2e15469e2b7d73fe6aa0e.gif]

**Sent:** 17/06/2021 9:55 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh

Email of commenter

### Comment

As a real estate agent by trade, I can say with confidence adding a 3rd Liquor store to the suburb will not bring any increase of value to the area and any additional substance to the Helensburgh culture and will likely do more damage to the area by brining the overall town down a few notches in its outwards appearance.

Additional to this we have 3 venues (Pub/ Tradies/ Restaurant in the suburb that distribute alcohol all within a stones throw of each other.

That's 5 options to obtain alcohol within steps of the preposed location - thats grossly unnecessary and negligent if this proceeds as we don't need another.

As the population of the area increases more suitable establishments that increase value and general overall feel for the suburb would be Cafe/ Specialty Food store I.e fruit market or even some sort of cloths/furniture/ pet store or activity store( gym ect).

Adding establishments that are useful to the residents and the culture far exceed just adding another "grog shop"...

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46179073/6a5e191577d944ba115f664d2dda72310545b711.gif]

**Sent:** 17/06/2021 9:42 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter A concerned resident

Address of commenter NSW 2508

Email of commenter

### Comment

Helensburgh does not need a fourth liquor store.

Having four liquor stores all within a 500m radius is absurd for a town of just over 6,000 people. Excessive exposure to liquor stores in our small community will have negative ramifications to the town and how our young adults form relationships with alcohol.

The liquor authority needs to carry out its due diligence to ensure they thoroughly review the communities objections.

Do not approve the application.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46178177/6ed35fc1d11e57fb959b22504a30bc0ddd2a9b1b.gif]

Sent: 17/06/2021 9:33 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter

Helensburgh

Email of commenter

### Comment

As a local resident of Helensburgh I strong oppose another liquor store in our small town. There will be no added value in any way to our small community, however will cause hardships to the current business owners.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46177477/7f550660d7580ab99417fc7d378025a516111c98.gif

**Sent:** 17/06/2021 9:18 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh, NSW, 2508

Email of commenter

### Comment

First the landlord of the property raised prices to force the Deli (Cinzi's Fruit & Veg shop) out of the property.

Second Coles removed their Deli counter and replaced it with packaged produce.

Now Coles want to open up a bottle shop to add to the three we already have in this town.

If the Wollongong planning committee approve this, it will prove three things:

- 1. They are in the pocket of enterprise businesses (I.e. Coles) and brown envelopes have been passed along somewhere in this application
- 2. They care more about the liquor industry then the health/fresh food industry despite the LGA's pretence at caring for the health and well-being of its constituents
- 3. They are totally oblivious to the wants and needs of the Helensburgh community and as such are unfit to make decisions on behalf of our community

This comment was submitted via PlanningAlerts, a free service run by <a href="mailto:the-openAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="mailto:View this application on PlanningAlerts">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46176374/640d314844e1202400d61baa60749a5dd7b280a7.gif

Sent: 23/06/2021 9:15 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter Anonymous

Address of commenter Helensburgh 2508

Email of commenter

### Comment

I am in full support of Liquorland bringing much needed competition to Helensburgh. The community is paying excessive prices to maintain one persons monopoly. The arguments against are crazy and ludicrous.

Minority interests trying to maintain their dominance and premium prices. The residents need to have more options, not being restricted to choice. More competition, choice and jobs !!!!

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46385414/c6a8366c30007ae4b9ab59136955b306d6744d44.gif

Sent: 22/06/2021 12:13 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh, 2508

Email of commenter

### Comment

I believe that this application is totally unwarranted in Helensburgh, as there are significantly more outlets for alcohol in this village already, more than many towns with much larger populations. Coles can do a lot of positive actions for the community, rather than compete for the sale of alcohol; ie they can re-open the deli section in the store, that has been closed. Other Coles stores have superior range of products than the restricted ones in Helensburgh, and this would benefit both Coles and the community..

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46319890/857f9a078825ebb03cd625be2a6af27bccb3a36d.gif]

Sent: 24/06/2021 7:09 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter Anonymous

Address of commenter Helensburgh

Email of commenter



### Comment

I support the new Liquorland. The arguments that there are already other bottle shops is irrelevant. These people can choose not to shop there if they want but there are people who can't afford to pay 10-15% more to "support local". The local offerings have been charging "premium" prices for far too long. If the community doesn't support the new Liquorland it won't last, we'll see....

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46437207/83504427612d14fdbf441fd891ccbc5a88257ce3.gif]

Sent: 24/06/2021 10:51 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh Email of commenter

Comment

As resident of Helensburgh, in close proximity to the planned liquorland I have great concerns regarding another alcohol outlet to be placed in town. There have been incidents of reckless driving late at night in the plaza parking lot and Coles hasn't been interested in acting upon or resolving those issues, if you add alcohol to the mix it could encourage further drinking and driving in the community.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-View this application on PlanningAlerts">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46463051/941906f8b7c374a4b1c3a93b5e9a6d974a85dfe8.gif]

**Sent:** 29/06/2021 3:49 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter

Caringbah

Email of commenter

### Comment

I've lived in and around Helensburgh for 28 years. I unequivocally support this application. Unreasonable pricing from the current liquor shops, or should I more aptly say, liquor shop, will be finally held to account.

Let's not forget , we all benefited when another major company, The Reject Shop , came into Helensburgh. This has been especially evident during Covid . There was no concern back when The Reject Shop was opening what affect they would have on other existing small local businesses. I find it ironic that all of a sudden , a few selective people are now kicking up a stink about Liquorland. I wonder why !!!!

A definite yes for me .

This comment was submitted via PlanningAlerts, a free service run by <a href="mailto:the-openAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="Miles to Australia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46505104/3965ee07978d7ec0c2deb620bddfff602e5ff39e.gif]

Sent: 5/07/2021 2:28 PM

To: contact.us@liquorandgaming.nsw.gov.au

**Subject:** Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh NSW 2508

Email of commenter

### Comment

Helensburgh needs that space for a Deli, fruit, vegetables etc not a cheap liquor store. The Coles stocks minimum necessities at best.

Also the power of a multinational store coming into a already full marketplace will not promote economic growth in the small local community but in the long term could possibly lead to two or three empty shops, job losses and a monopoly situation in the town. It's inappropriate and I do not support it.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46657201/bb8985889fbf70e85d91ea9be46e3329151199dd.gif]

Sent: 4/07/2021 3:58 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter helensburgh nsw 2508

Email of commenter

### Comment

I do not support a liquorland in helensburgh.

Coles should be investing money in their range of products in their store rather than on another alcohol outlet in an already saturated location. This would be the fourth alcohol outlet in the one street! Meanwhile, coles removed the deli (that the customers wanted to keep) and has not replaced the previous range (the salads, australian made meat and decent seafood) has drastically reduced the gluten free products (such that we need to shop at woolies or online to get the products we used to have in our local store). We need decent food not more booze.

Please consult the professionals in town, the doctors, the psychologists, the chemists, the ambulance officers and the police. You will see a clear and significant issue with alcoholism in this town. I know that one less place to buy alcohol won't fix the horrid problem of addiction but it sure as hell won't help putting in another liquor shop especially not right in the centre of town.

Council is currently upgrading the whole town centre, there is no way an ugly franchise liquorland store is inline with the objectives of the town centre upgrade. It will be an eyesore and an embarrassment for our town.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46655364/5aeaa658ece107e83fce5152f788d051115510cd.gif

Sent: 3/07/2021 10:08 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter Frustrated Local Resident
Address of commenter Helensburgh
Email of commenter

### Comment

As a member of our local community, I voice my support of the packaged liquor application by Liquorland.

One thing that i'm not in support of is being continually coerced by certain people and businesses in our community to write an objection, and made to feel like a second rate citizen, just because I do not support maintaining the current local liquor shops pricing power, and lack of competition. The full page article in the July , 2508 magazine is embarrassing. Each of us are entitled to our own opinion. My opinion is, I'm in favour of the Liquorland application.

This comment was submitted via PlanningAlerts, a free service run by <a href="mailto:the-openAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="Miles to Australia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46651634/b4fef8a20140b430fae69a1ce3526da44f285a21.gif]

Sent: 2/07/2021 3:15 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter

Helensburgh

Email of commenter

### Comment

My partner and I live a 3 minute walk away from the proposed Liquorland. We are in FULL SUPPORT of Liquorland coming to Helensburgh.

The prices charged in our area are beyond acceptable.

To avoid the local price gouging, my partner would normally buy a bottle of wine in Wollongong on the way home from work for us to enjoy. However, due to the current NSW stay at home orders due to Covid, we are both at home working remotely.

Whilst we are big advocates of shopping local, we refuse to allow our pay packets to suffer in order to bolster the coffers of the existing, overpriced stores. Our area might already have two bottle shops, but we are poorly served. Why should we have to leave Helensburgh in order to save money. We do not live in the middle of nowhere.

Furthermore, just because my partner and I occasionally enjoy a well priced bottle of wine responsibly, doesn't mean Helensburgh will suffer from an increase in alcohol related violence or anti social behaviour if Liquorland opens. The scaremongering is farcical. A complete beat up to be honest, choreographed by one or two individuals whose only intent is in protecting their self interests. Looking forward to Liquorland Helensburgh.

This comment was submitted via PlanningAlerts, a free service run by <a href="the-OpenAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="the-OpenAustralia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46646430/e9db4e57aed2363ceb8193924d569f453d45d1c2.gif]

**Sent:** 7/07/2021 10:52 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Helensburgh NSE 2508

Email of commenter

### Comment

4 bottle shops in the space of 200 metres? No parking, no loading dock and no parking for truck deliveries. How can you approve this in good conscience?

This will not add anything to our community, and only take income from community based businesses. Please DO NOT APPROVE yet another bottle shop!

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts

### [Inline image URL:

http://email2.planningalerts.org.au/o2/46774310/5d476016be14f9f616d0ea241090893f94256b02.gif]

Sent: 15/07/2021 9:09 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter

Helensburgh 2508

Email of commenter



### Comment

I am writing to oppose this site application for a liquor store. There is an existing 3 liquor outlets and a pub within a 200 metre stretch where this site sits directly in the middle of. Helensburgh lacks a diverse retail and hospitality offering currently and the site is a prime location for something more suitable to what is needed in this town. All 3 current liquor outlets are small family run businesses that would suffer greatly if a large commercial liquor store was installed not 50 metres away from their place of business. These current stores have active community sponsorships in sports and charity, as well as a close relationship with the town that prevents the irresponsible sale of alcohol. It is not reasonable or responsible to allow this application to be approved, and local community opposition and input against this site should be the main influence in the decision and final outcome.

This comment was submitted via PlanningAlerts, a free service run by <a href="mailto:the-openAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="Miles to Australia Foundation">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/47096176/4d5c20ef6219f744b7c93c4c1cbf02565c9e15a2.gif]

**Sent:** 10/07/2021 3:31 PM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

### For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter Anonymous

Address of commenter Helensburgh

Email of commenter

### Comment

We strongly object to another liquor outlet! We currently have 4 liquor shops (including just down the hill Stanwell Park which is 2508). As a small business in 2508 we want to keep the character of our community to small family run businesses and definitely do not want to see a large corporation such as Coles corrode that community feeling. The other small business liquor shops will go out of business as there is no way they can compete with prices that Coles mass buying can bring. We infrequently buy alcohol but honestly don't mind paying a little bit more because we realise it supports small family business. Please listen to the majority who strongly oppose this direction.

This comment was submitted via PlanningAlerts, a free service run by <a href="mailto:the-openAustralia Foundation">the OpenAustralia Foundation</a> for the public good. <a href="mailto:View this application">View this application on PlanningAlerts</a> [Inline image URL:

http://email2.planningalerts.org.au/o2/46924654/5b897448a365d9eec6b04b19252f135a47defd90.gif]

Sent: 10/07/2021 7:56 AM

To: contact.us@liquorandgaming.nsw.gov.au

Subject: Comment on application APP-0008817690

# For the attention of the General Manager / Planning Manager / Planning Department

Application APP-0008817690

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

Description New licence - packaged liquor - bottle shop

Name of commenter

Address of commenter Engadine

Email of commenter

### Comment

My late husband tried to buy the proposed Liquorland building for our retirement nest egg in 2007 when ccupied it.

Sorry to let the truth get in the way of all the misinformation being said, but the property does have its own parking spots on title. All the spots that directly wrap around the building in the Coles car park, actually belong to the property.

Also, isn't that a loading dock our beloved Grima Bros. use to to unload fruit produce into the building from their large truck on Short St. Their loading dock was always an area to say hello.

There are vacant shops in the area, so i'm not sure people are trying to stop needed investment and the creation of new jobs.

I support Liquorlands application and see no reason for rejection based on what i read and hear. Hopefully its a catalyst for others to open new businesses as well.

This comment was submitted via PlanningAlerts, a free service run by the OpenAustralia Foundation for the public good. View this application on PlanningAlerts
[Inline image URL:

http://email2.planningalerts.org.au/o2/46907415/9e85a334c806f052078268e99b9cc5e665e88b9c.gifl

From:

Sent: Friday, 2 July 2021 11:51 AM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

Subject: APP- 0008817690

Independent Liquor and Gaming Authority APP- 0008817690 Liquorland Helensburgh

I am amazed that Coles would even consider extending its business in Helensburgh. Given that it is the only supermarket, it has a very poor store, often poorly stocked and it does not look after the premises it presently uses, especially the car park. It definitely could not be trusted to provide a community friendly liquor store.

The town is well provided with liquor stores already and one more would disadvantage the community. It is likely Coles will introduce a price war and put other trusted businesses with established links in the community at a disadvantage. In addition, more alcohol in the community may increase bad behaviour especially among the youth. This will not serve anyone's interests except in dollar terms for the landlord and Coles. Night time noise and anti-social behaviour are already an issue in a town struggling to have enough police present at times of difficulty. The cost to the community, its infrastructure and services will be considerable.

I ask the NSW Liquor and Gaming Authority to show its independence and use some common sense and reject this unnecessary, irresponsible and dangerous proposal.

Yours respectfully

Helensburgh



### **Liquorland Helensburgh**

Fri, Jul 2, 2021 at 3:26 PM

[Quoted text hidden]



Submission in favour for Liquorland Helensburgh.docx 23K

To Independent Liquor & Gaming Authority NSW (ILGA)

01/07/2021

RE: APP-0008817690

I have read the CIS by Liquorland, and wish to submit my support for the application for a Packaged liquor licence for Liquorland in the premises located at 19-33 Walker St Helensburgh NSW.

### Reasons for supporting the application are:

1/ Firstly and most importantly, based on my understanding of the data included in the CIS, it appears that statistically, the residents of Helensburgh and the surrounding communities, would not be at a higher risk of alcohol-related harm by the presence of an additional liquor store such as Liquorland.

2/ Liquorland, as a brand and a business, and as part of a group with shareholders, would have legal obligations to protect the amenity of the community and facilitate public safety, such as security measures providing greater surveillance than currently exists at the location. Trading to 10pm/7 days a week would mean that the location would be more illuminated and under active surveillance than it currently is.

3/The location and premises appear suitable with no immediate presence of residential dwellings on the site, except those across the roads and the back laneway. The premises is surrounded by food shops being a butcher, pie/bread shop, Coles and crossing Short St, by a take-away shop. These are all complementary/synergy businesses which would benefit from the foot traffic to/from Liquorland.

4/ Having been in Helensburgh for several decades and being familiar with how businesses operate in town, I have a fair understanding of the culture and behaviour of the community. I believe that Liquorland's patronage would come mainly from residents who currently purchase packaged liquor out of town, from those dissatisfied with the current options in town or from those that purchase online but are prepared to purchase locally from Liquorland. Therefore, the amount of liquor consumed within the community would not necessarily increase by having Liquorland in town.

5/Having Coles and Liquorland within close proximity (a few metres apart) would provide a one-stop shopping option, in all weather conditions, to purchase groceries and liquor conveniently in the one shopping trip, parking in the car park on-site.

6/The ability to shop at both Coles and Liquorland allows the customer the option of maximising the use of Rewards Loyalty Programs, both earning and redeeming, such as Flybuys, Velocity, etc.

7/ For various reasons, including but not limited to uncompetitive prices, there are residents who do not purchase packaged liquor in town. Having Liquorland in town, it would further reduce "out-of-town spending" by those residents who currently shop at other liquor stores located in Sutherland Shire or in the Illawarra, or who shop online.

8/Providing more shopping options in town has the real potential to encourage residents to shop and visit other local businesses. More shopping options could encourage the 'shop/buy local' behaviour.

All opportunities that directly or indirectly promote shopping in town are greatly needed and appreciated by most local businesses. I have seen over the past several decades many businesses close down due to a lack of regular and consistent patronage and spending. For example, we have lost 2 Fish & Chips shops, 2 Deli shops, 3 Fruit and Vegetable shops, 2 shoe stores, 5 Clothes stores, 3 Arts & Craft businesses, just to name a few.

9/ Liquorland is an experienced operator, with financial and resource backing, making it a "lower risk" business in terms of failing and closing up shop leading to another empty shop in town.

- 10/ Liquorland promises to be a well-stocked and competitive priced liquor shop with staff being well-trained in both product knowledge, customer service and in the Responsible Service of Alcohol.
- 11/ The CIS states that Liquorland will provide 6 -8 jobs. We would hope that these jobs go to local residents. This number of jobs generally would be a higher amount than a "mum and dad" business occupying the premises.
- 12/ Liquorland would be an additional source for the community to raise money, sponsorship etc for local school fetes, sporting clubs, interest groups etc, benefiting the local residents.
- 13/ Liquorland would not impact negatively on the opportunity for other businesses to open in town as there are several other empty shops still available to lease, and additional new commercial premises to be built in Walker Street (DA approval already in place).

### In Summary

Please provide Liquorland the opportunity to operate in Helensburgh and allow the community to have more shopping options and the benefits this would bring to the town, its residents and other businesses. I strongly believe that it is unlikely that the consumption of alcohol and the risk of alcohol-related problems in the community would increase due to the presence of Liquorland. If the authorities have any concerns, please consider imposing conditions to mitigate any issues rather than rejecting outright the proposal.

### Anonymous

From:

**Sent:** Sunday, 4 July 2021 3:48 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

Dear Sir / Madam

The proposal to have another liquor store in Helensburgh APP-0008817690 is unnecessary and irresponsible. There are already three liquor stores within a two minute walk which is more than enough for a town of this size.

Coles has already degraded a previously good supermarket; why should they be rewarded with a liquor licence to further impact this town.

Regards

From:

Sent: Sunday, 4 July 2021 3:45 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au> Subject: APP-0008817690 Application for Liquor Land Helensburgh

The Proposed Bottle shop at 19-21 Walker street Helensburgh by Liquorland is a concern Noise levels in Coles car park and policing are an issue.

The town is growing we would welcome a Manchester shop like "Bed n Bath" a Delicatessen would be wonderful. Farmers Market?

Home wear shop. Another Fruit shop. With Covid -19 More than ever we need Variety shops.

Locally owned businesses welcomed that support our Community.

Support for our young people with local employment under Eighteen is important for Helensburgh.

My Husband and I live in Stanwell Park 6kilometres up the hill to our Local shopping area Helensburgh.

Please reconsider this proposal.

with thanks

Stanwell Park.

Twenty year residents.

From:		
Carata Cumalau	II. 0004 40.05 AM	

**Sent:** Sunday, 4 July 2021 10:25 AM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** Fwd: Application APP-0008817690

Good morning, I am writing as a local resident, in regards to Coles Supermarkets intention to put a Liquorland outlet at 19-21 Walker Street Helensburgh 2508.

Application no APP-0008817690.

Some years ago there was a need for a liquor shop to open in Helensburgh that sold premium wines etc. A the time I voiced clearly that opportunity was lacking and the area from Heathcote to Wombarra was only serviced by three rather small offerings in Helensburgh. That need has now been met. Helensburgh does now have a specialty liquor shop as well as those existing outlets, which for a village the size of Helensburgh, shows that it is now well served.

My concern is that by increasing the opportunity to buy alcohol there is a very real chance that drinking related illnesses will be able to increase. One only has to look at the lockdowns over the past 18 months, since the COVID pandemic began, to notice that drinking habits have changed. The drinking behavioural patterns of many adults in Australia, and around the world, have been steadily increasing. Increasing the daily intake of alcohol was an easy choice for comfort and solace by many people who had become distanced from friends and families.

I have talked to many of the doctors and health professionals in the Helensburgh area and they have shared that concern. I think the primary consideration right now is the health of Helensburgh both physical and mental.

I would also like it noted that the majority of the feedback I have received from residents echoes the concerns I have outlined in this email.

It is one thing to supply a product, it is another to deliver that product without due concern for the residents.

I would like you to acknowledge my objection to the application.



From:

Sent: Saturday, 3 July 2021 7:29 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

I am writing to raise my concerns about the application for a Liquorland in the main street of Helensburgh.

I see no community benefit or interest in this. Helensburgh currently has multiple locally operated small businesses which would likely be driven out of business by a multinational company.

Additionally, the proposed location has no off-street delivery options and represents a safety and parking hazard to local residents

Helensburgh NSW 2508

Sent: Saturday, 3 July 2021 2:48 PM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

This application should be REJECTED for the following reasons:

- There is no parking available
- local shoppers are currently provided with 3 other liquor premises
- There is no community benefit to the people of Helensburgh
- The proposed premises indicate there is no off-street unloading for truck deliveries
- Liquorland will create a price war that will impact the very small businesses of the existing liquor stores
- There is no link or connection of this company to local community
- concerns of an increase in secondary sale to teenagers that may lead to antisocial behaviour.

I implore the department to decline this application.

#### Regards

Concerned Helensburgh Resident

Date: Sat, Jul 3, 2021 at 8:50 AM

Subject: APP-0008817690

To: <new.applications@liquorandgamind.nsw.gov.au>

#### To Liquor and Gaming

I do not support the Liquorland proposed bottle shop at 19-21 Walker St Helensburgh. The parking of the surrounding areas is currently insufficient and this will only be compounded by heavy vehicles unloading to supply this bottle shop. Unloading heavy vehicles on the street and needing to cross the public footpath will be a risk to public safety. Short street has an incline and makes it challenging to unload and the load wants to roll downhill also putting the public at risk.

There are three existing bottle shops servicing Helensburgh I don't believe we need a fourth.

These bottle shops trading hours will create late night noise and antisocial behavior. The existing bottle shops have strong ties to the local community supporting local charities, sporting clubs and communities.

The public footpath is not for the use of heavy packaged goods to be unloaded.

regards

Helensburgh 2508

Sent: Friday, 2 July 2021 4:57 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

Subject: application number 0008817690

This email is to voice my concern that another liquor outlet is being considered in Helensburgh which is ludicrous as it would mean four liquor outlets within 185 meters in a town of roughly 7000 residents many of whom are minors.

I feel this would greatly impact our town as far as antisocial behaviour from alcohol impacted people, and is of great concern as we have very limited police presence which is already a impacting local residents, especially in the Coles carpark area near this proposed store.

The proposed shop has no additional

Parking options with no parking at the front of the store and only two parking spaces directly adjacent. There is no where for delivery trucks to off load other than on a residential street.

The empty store would be far more of an asset to the local community if it were restored to a fruit and vegetable outlet or delicatessen as previously, as we no longer have this service available in our shopping centre - this would encourage a healthy lifestyle.

Regards

Sent from my iPhone

**Sent:** Friday, 2 July 2021 3:40 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-00088173690

I wish to submit an objection to Liquorland owned by Coles Group opening a new liquor shop in Helensburgh.

It is certainly not needed as there are already has 4 privately owned liquor store run by locals of the Helensburgh Community. These businesses support our local sporting groups and charities.

A multi national company such as Coles Group do not care about our local community.

When Coles first came to Helensburgh there was a local fruit and vegetable store owned by a local trader. Their tactic in the beginning was to keep their prices of fruit and vegetables down as low as possible, which they could do because of their buying power.

Once our local shop owner went out of business Coles hiked up their prices as they then had the monopoly in our town.

As a doctor in this town for 40 years I know that another licensed liquor outlet will adversely affect the health and wellbeing of this lovely community. Please do not let this go ahead.

Many thanks



Sent: Sunday, 4 July 2021 10:06 PM

To: Licensing Submissions <submissions.licensing@liquorandgaming.nsw.gov.au> Subject: Application for a new packaged liquor licence no. APP-0008817690 for

Helensburgh Plaza

To the Authority,

I write to express my objection to the grant of a new packaged liquor licence to Liquorland (Australia) Pty Limited for a new liquor shop in Helensburgh.

I have worked in Helensburgh as a for almost 50 years and still do so.

I work at the moment for

I write to you as a private citizen, and not on behalf of my employer or on behalf of anyone else.

It is my belief that there is no 'need' for any new packaged liquor licence to be issued in Helensburgh to anyone new.

The town is already very well serviced, for the supply of liquors, by:

- \* the Tradies Club,
- \* the local Hotel and its bottleshop,
- \* the 2 local liquor stores which are located on the same side of the street as the proposed new liquor shop and both a within a very short walking distance of it.

All such sources of liquor have a wide range of beers, wines and spirits for those who wish to buy them.

I foresee that any new liquor licence would just make business more difficult (in the sense of less profitable) for the present licence owners within the Helensburgh township and encourage more alcohol consumption in the local community.

Please reject the application number APP-0008817690.

You may contact me if you wish to do so and publish this objection if you wish to do so.

Best wishes.

**Sent:** Monday, 5 July 2021 10:43 AM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

Subject: re APP-0008817690 Liquor application

Good Morning,

This email refers to the application APP-0008817690 for a liquor licence at the corner

of Walker and Short Street Helensburgh NSW 2508. Which is an independent building not part of the

Helensburgh Plaza development with no car parking provided.

There are two liquor stores in Helensburgh which are only 185metres apart and this application would put another Liquor store right in the middle of these two existing liquor outlets.

This would increase Helensburgh Alcohol outlets percentage of population to 46.99% which is much higher then the normal percentage population for Alcohol outlets.

Also this would increase in the secondary sale to younger persons and teenagers and also this will put pressure on police resources in Helensburgh which are at present very limited as there is permanent no police in residence.

Thank you,

Resident of Helensburgh.

Sent: Monday, 5 July 2021 10:33 AM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

Subject: APP-0008817690

As a resident of Helensburgh, NSW, I wish to voice that, in my opinion, and local opinion, we do NOT wish to have yet another liquor outlet here in town. We already have several other outlets, some of whom would possibly go out of business with the advent of Liquorland. In these troubled times we certainly do NOT need more alcohol in this small town.

Yours sincerely,

**Sent:** Monday, 5 July 2021 12:24 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

To NSW Liquor & Gaming,

Re: APP-0008817690

My family have lived in the small community of Helensburgh NSW for over 50 years and if there is one thing this town does not need is another bottle shop. We have a hotel, club and two bottle shops now another one just sends the wrong message to the young ones growing up in this close-knit town. Hopefully Liquor & Gaming come to their senses and realise that just because a big conglomerate thinks they can throw their weight around and do whatever; is proved wrong.

Hopefully this Application is quashed.

From a concerned local, Regards,

children & grandchildren.

Sent: Monday, 5 July 2021 11:02 PM

To: Licensing Submissions <submissions.licensing@liquorandgaming.nsw.gov.au>

Subject: Objection to Liquor Licence Application APP-0008817690

Reference: APP-0008817690

Neighbourhood Forum 1 members at the February 2021 meeting voted unanimously to object to the package liquor licence application by the Coles Group owned LiquorLand (APP-0008817690) based on the application would have a detrimental impact on the community and there would be no benefit to the community of Helensburgh and the surrounding villages of 2508 area in any way whatsoever.

In Liquorland's own community impact statement, table 6 states the ratio of liquor licenses in Helensburgh is currently 0.28% per 1000 people. The ratio of packaged liquor licenses in Wollongong is 0.23% per 1000 people. NSW average is 0.31% per 1000 people. If Liquorland's proposal for a packaged liquor license is approved the Helensburgh ratio will be lifted to 0.42% per 1000 people which greatly exceeds the states average. This is unacceptable to the community of the 2508 area.

If the application succeeds there will be 4 take away bottle shops, package liquor outlets, within 180 metres on Walker Street, saturating the central business centre of Helensburgh. The shopping area for families of our town.

Liquorland in their application has incorrectly identified the premises as Helensburgh Plaza, 19 - 33 Walker St when the building on the corner of Walker and Shorts St, 19 -21 Walker St is not part of Helensburgh Plaza and remained as a separates building, according to Council records, with NO parking. The hours of operation, if the application is successful should be no more than those of the existing packaged liquor licenced shops in Helensburgh of only 10:00am to 10:00pm Monday to Sunday.

The current liquor stores in Helensburgh are privately owned and run by locals who care about our community as proven by the sponsorship of our sporting clubs and support for our local charities. That support will be lost with Coles Group's Liquorland as a price war would be expected that may lead to the closure of one or more locally owned business. The Coles Group have clearly shown via the down grade of the Coles store in Helensburgh and the lack of care of what happens in the car park, that there is little concern for the local community. Therefore another licence liquor outlet creates potential for greater antisocial behaviour, alcohol abuse and underage drinking via secondary sources of supply.

Neighourhood Forum 1 (2508 area)

Neighbourhood Forum1 are independent forums of residents, supported by Wollongong City Council.

# The Manager. NSW Liquor & Gaming <a href="mailto:new.applications@liquorandgaming.nsw.gov.au">new.applications@liquorandgaming.nsw.gov.au</a> GPO Box 7060 SYDNEY NSW 2001

Referring to: APP 0008817690 19-33 Walker St Helensburgh

## **New Packaged Liquor Application**

My name is \_\_\_\_\_, and I am a resident of helensburgh for over 25 years I would like to oppose the proposed Liquorland Bottle shop application.

The reason for my objection to the Proposed Liquorland is that it increases exposure and potential access to alcohol to young people. It further sends a negative message by "normalising" its purchase with household goods and other local community activities.

After reading the applicants community impact statement I can clearly see that the Coles group has had no consultation with anyone from our community

Approval would mean a mass saturation in a 200m retail strip well above the Wollongong and state average per capita.

The population of Helensburgh is not planned to increase in any significant way in the near future and the only advantage to Coles/Liquorland is for larger monopoly business profits at the expense of the community & local shopkeepers. The Coles monopoly will gain strength adjacent to its groceries sales next door and is only separated by the butchers shop in between on Walker Street. Given that small business occupies over 98% of sales in Australia, allowing Coles with another liquor outlet in a prime commercial retail space would add to big business to the expense of small local businesses.

Please no more outlet approvals for packaged liquor sales.

Yours truly,

Helensburgh

Date: 6 July 2021 at 6:06:00 pm AEST

To: new.application@liquorandgaming.nsw.gov.au

Subject: APP-0008817690

To NSW Independent Liquor and Gaming Authority Re Application APP-0008817690 for a Liquorland Outlet in Helensburgh, NSW.

There are a number of issues with this application.

They give incorrect address namely Helensburgh Plaza 19-33 Walker Street. The building, which used to be a Fruit and Vegetable Shop owned by various proprietors, has been there for many years. Prior to the Fruit and Vegetable shops the building in its past life was a variety of stores, one being a Real Estate Agent, Haberdashery shop and even Jeff's Lawnmowers worked out of the back of it. It is nothing to do with the Helensburgh Plaza Development, which according to Wollongong City Council's property mapping and the DA for "Helensburgh Plaza" it was never included. It is an independent building with NO PARKING at all.

Helensburgh residents are already provided with significant convenience for the purchase of packaged liquor. One of these premises, Helensburgh Premium Liquor is only a Coffee shop away from Coles Supermarket.

The community have no interest or can see the benefit of another packaged liquor outlet in Helensburgh. All the small businesses of the existing liquor outlets and Helensburgh Tradies in Helensburgh currently support all the local sporting clubs, charities and community groups in our area. Liquorland has no link or connection in any way to the local community and may create a price war that will impact on the support all these groups receive now. Apart from Helensburgh Tradies all the other liquor outlets in Helensburgh are very close by.

The Helensburgh area (2508 postcode) has over 25 liquor licences for a population of just over 7000 residents, therefore is over-serviced already by liquor licenses.

The proposed premises has no off-street delivery. Liquorland's store plan even indicates that there is no off street unloading area for truck deliveries and there is no street front parking plus the shop is on a corner. When people exit Coles car park and turn left into Short Street they go past the outside wall of the premises that Liquorland propose to use and then turn either left or right into Walker Street, which is already difficult if turning right as you can't see oncoming traffic very well and have to creep out.

Already in the so named "Helensburgh Plaza" car park (known by the locals as Coles car park) there is a lot of night-time noise and antisocial behaviour. The people who live in Town Houses, right beside Coles car park often complain about the night-time noise, all to no avail. Neither Coles Supermarket or the landlord will address the issues or take responsibility for the car park.

Allowing this Liquorland application will put increased pressure on police resources in Helensburgh – already Police resources and almost non- existent.

There are many concerns by residents that an increase in the secondary sale to younger persons and teenagers will occur.

We have lived in the area for over 40 years so we are aware how the community feels.

STANWELL TOPS NSW 2508

**Sent:** Tuesday, 6 July 2021 6:21 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

Coles Helensburgh has put an application in to have a liquorland. I think this is not needed and irresponsible.

Listed below are some of the reasons

\* 4 Liquor shops in 180meters is completely irresponsible and will SATURATE Walker Street Helensburgh with alcohol.

\*Helensburgh is already above Wollongogng and state averages for package liquor outlets. Adding another will mean our town WILL BE GROSSLY ABOVE AVERAGE.

\*Coles has already put the fruit shop out of business with its price wars, a new liquor outlet can only mean the closure of one or more LOCAL FAMILY own businesses.

\*Current Bottle Shops are family owned and run by LOCALS. This stops the sale to minors in its tracks and MASSIVELY REDUCES THE SECONDARY SUPPLY TO MINORS.

\*Helensburgh Cellars, Tradies, Helensburgh Hotel and Helensburgh Premium Liquor ALL SPONSOR our Local sporting communities.

Coles has been around for along time and does NOT sponsor any. We have never seen Coles on the back of a Helensburgh sporting jersey? Please take these points into account.

Regards

Concerned resident

Sent from Yahoo Mail on Android

Sent: Tuesday, 6 July 2021 5:54 PM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

Subject: APP-0008817690 Objection

I am writing to object to the application for a liquor licence at 19-21 Walker Street, Helensburgh (Ref: APP-0008817690). I live in Stanwell Park (included in the 2508 postcode) and Helensburgh is my nearest retail area.

My main objections to the application are that there is little to no dedicated parking provision for the shop and it is located in close proximity to the pedestrian crossing i.e. it will increase manoeuvres near the crossing as people try to street park. Parking is already in high demand in the town. I also cannot see where deliveries will be made without blocking local streets including the main street.

On our local community forum, I was then shocked to learn that the 2508 postcode has 25 liquor licences for a population of 7,000. Whilst I like a drink, that seems extremeley high and I really do question the validity and worth of making that 26. It seems the area already has an above average number of liquor licences per person.

I hope you take these concerns into consideration when determining the application.

Kind regards

Sent: Tuesday, 6 July 2021 4:54 PM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

Subject: Application number APP-0008817690

To whom it may concern,

I am writing in response to the above application to have a proposed liquorland bottle shop in Helensburgh.

Helensburgh already has 3 liquor outlets for locals and one at Stanwell Park.

This would be way to may per population of these two suburbs. Aren't we supposed to be reducing alcohol due to all the health, mental and social issues?

This is a big NO from me!

Concerned

Sent from Yahoo Mail for iPhone

Sent: Tuesday, 6 July 2021 2:30 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** Bottle shop Helensburgh./ APP-0008817690

I would like to strenuously object to the proposal of another bottle shop in Helensburgh.

The address given is 19-33 Walker St. Helensburgh Plaza. The actual address is 19-21 Walker St.

I have lived in Helensburgh for 73 years, born & bred here so know what I am talking about, there is no parking at this premises as it is an independent building from Helensburgh Plaza.

We already have 3 bottle shops in the town who support local sporting bodies, we also have 25 liquor licenced premises in the 2508 postcode area for a population of just over 7000 residents.

There is no off-street parking for deliveries & no unloading area for truck deliveries. There is a lot of antisocial behaviour in the Coles carpark of a night and they refuse to take responsibility, telling complainants to speak to the landlord who is situated in Melbourne.

Helensburgh has no police in the town, they have to come from either Wollongong or Engadine when a complaint is lodged.

I hope this answers some questions as NO LIQUORLAND REQUIRED.

Regards,

Helensburgh N.S.W. 2508

Sent from Mail for Windows 10



The Manager NSW Liquor and Gaming GPO BOX 7060 SYDNEY NSW 2001

By email: new.applications@liquorandgaming.nsw.gov.au

RE: New Packaged Liquor Application APP 0008817690 at 19-33 Walker St Helensburgh NSW 2508

Dear Sir/Madam

I am writing to express my concern regarding an application for a new liquor licence in Helensburgh.

Having owned and operated for the past 20 years, I have a unique understanding of the area and will always advocate for the health and well being of my community.

After viewing the community impact statement, I cannot support this application and urge you to reject it. There are already 4 liquor premises within the 180-meter shopping strip and adding a 5<sup>th</sup> is excessive and would overconcentrate liquor supply which is not in the best interests of my community. Further competition will serve to commoditise the product and increase accessibility

Below is an extract from the applicant's Social Impact statement

Wollongong LGA licenced packaged liquor premises

O.23% per 1000 population

O.28% per 1000 population

Helensburgh after this application

O.42% per 1000 population

If this Application is approved Helensburgh would have double the average licence premises per capita.

I refer you to the following studies:

2014 Study by Neil Donnelly, Patricia Menendez and Nicole Mahoney titled

"The Effect of Liquor licence concentrations in local areas on rates of assault in NSW"

Higher Concentrations of Liquor Outlets have consistently been associated with increased social harms... and motor vehicle injury rates (Chickritzhs, Catalano, Pascal & Henrickson 2007: Zhu, Gorman & Horel,2004) and motor vehicle injury rates (Gruenwald, Johnson & Treno, 2002: Jewell & Brown, 1995: La Scala, Gerber, 7 Gruenwald, 2000)

I request you consider the health and well being of our communities and reject this application.

Yours Sincerely



Liquor and Gaming NSW
Independent Liquor & Gaming Authority
Liquor Applications
GPO box 7060
SYDNEY NSW 2001

Re: Application for liquor licence or licence authorisation by Liquorland (Australia) Pty Ltd for a New Packaged Liquor Licence at Helensburgh Plaza, 19-33 Walker Street Helensburgh. Application Number: APP-0008817690

To Whom it may concern,

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 conducting our own targeted public health educational campaigns related to harmful alcohol consumption annually 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.

Yours sincerely

Sent: Wednesday, 7 July 2021 11:52 AM

**To:** New Applications <new.applications@liquorandgaming.nsw.gov.au> **Subject:** APP-008817690 - Opposing Liquorand shop in Helensburgh

Hi,

I refer to the proposed bottleshop at 19-33 Walker Street, Helensburgh by Liqourland.

I would like to strongly advise my concerns for there to be a 4th liquor shop opening up in the small village of Helensburgh and voice my opinion in opposing the opening of another liquor outlet in town. There are many reasons some include:

We have a lot of underage drinking and the issues that come with that. This is a small town and we already have 3 bottle outlets in the immediate town. Along with quite a few others in nearby towns.

The existing small businesses would struggle with the large chain opening up here.

In summary, I can't see any benefit to the town by having it open here, and can see a lot of reasons it would have adverse effects on the town and its people.

Thank you

Helensburgh Resident

Sent: Wednesday, 7 July 2021 11:20 AM

**To:** New Applications <new.applications@liquorandgaming.nsw.gov.au> **Subject:** APP-0008817690 Additional liquor outlet in Helensburgh NSW 2509

Dear Sir/Madam,

I'm sending this email in protest to the above application being approved.

I feel that this application should be rejected on the following grounds:

- 1. We currently have four (4) outlets that sell alcohol to our community and for a population of around 5,000 another outlet is unnecessary;
- 2. We are predominantly a family demographic and the proliferation of yet another alcohol outlet is not providing diversity within our local shopping village;
- 3. Due to the number of children within our community, access to yet another alcohol outlet could prove tempting and give them a sense of "it is ok to drink" and that it is something that should be done, as access is so easy. Really what messaging are we giving them;
- 4. As the existing outlets are predominately family run, and immersed in our community, they are very familiar with the residents and are diligent in confirming that the clients purchasing alcohol, are over the legal age to do so; and
- 5. Alcoholism and domestic violence is rampant within our society and as a Government organisation you have a responsibility to safeguard our community.

I feel that as a resident of 30<sup>+</sup> years at Helensburgh, the shopping area must be diverse and vibrant and to have a fifth liquor outlet all within 1 kilometre of each other, is outrageous and totally unnecessary.

I hope that you consider my concerns for our children/families and community and therefore decline the above application.

Always at your service,



Sent: Wednesday, 7 July 2021 10:46 AM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

Subject: APP-0008817690 - Liquor Store Liquorland Helensburgh

I wish to object to the application for a liquor premises for Liquorland in Helensburgh.

Our small town already has three (3) liquor stores which I believe is already far too many for our small community. Another one would be ridiculus and appear to push the message that drinking is the norm to everyone including our young ones and that this is acceptable - WHICH IT IS NOT!!!

Alcholism is already a problem, we don't need to encourage it.

Common sense must prevail. Say NO!!!!!



Sent: Wednesday, 7 July 2021 10:23 AM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

APP-0008817690

Dear Sir/Madam,

I am writing to you to show my concern about adding another alcohol outlet in Helensburgh, Liquorland is the proposed outlet, we all ready have 3 outlets and that seems and do we really need another one, there aren't all that many people for the addition of another, we are not all alcoholics and would think that in the age of responsible drink this is over kill. We are hoping that our children learn from our example, you can help with that. A large outlet like Liquorland will also be the death knell of the small local outlets.

Please take this into consideration. Thank You.

Yours Sincerely

Sent: Wednesday, 7 July 2021 10:01 AM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

Subject: APP-0008817690

To Whom It May Concern,

I'm writing to you in regards to the submission from Coles regarding opening a Liquorland in Helensburgh NSW.

As a local to Helensburgh I made the decision to raise my own children in this wonderful environment. As you know Helensburgh already has 3 alcohol shops within 180m.

There are plenty of alternative shops which would be more beneficial to a growing community and really support the families living in the area.

I am strongly opposed to the Liquorland submission and am disappointment that Wollongong Council would even consider allowing this to potentially open.

Regards,

Sent from my iPhone

Sent: Wednesday, 7 July 2021 12:28 PM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP -0008817690

APP -0008817690

Re: New bottle shop application for Helensburgh

I have major concerns regarding this application:

There does not appear to be any place for the delivery trucks to unpack the stock as the side & front of the shop are no standing zones & the back is not accessible. Where were they going to unload ????

The current car park behind the proposed shop already is a haven for anti sociable behaviour which will only increase with another unnecessary liquor outlet. There is no benefit and much harm to this small town to have a fourth liquor outlet approved!

## Regards

Sent: Thursday, 8 July 2021 5:34 AM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

Subject: APP-0008817690 - Helensburgh liquorland

Hi,

I understand that this email will be received by someone who does not know or care personally about Helensburgh or how many bottle shops it has and how that will effect the community but I really do so please read my response and everyone else's who will be effected by this.

I am young and I love alcohol and capitalism as much as any other 20 year old but allowing liquorland to set up shop here would be a mistake.

Firstly, it is my understanding that this bottle shop will take the place of another which will be no longer such that the number of bottleshops in Helensburgh within this strip will be the same. This is true in a sense but the site of this new shop is over twice the size and in a more prominent position so it will have a greater impact on the community. higher visability will further normalise alcohol and excessive alcohol consumption for all members of the community especially children. The size difference and lower prices associated with chains will also inevitably bring more alcohol into the community

Second, this is a chain as mentioned, we are a small town where small businesses are allowed to thrive. These businesses give back to the people who live and work here, chains do not give back to the same degree. A few jobs may be created but they will be created whether this bottle shop is approved or not. Allowing this to go through robs us and future generations of the possibility of a shop that can actually make a positive difference here. A shop that will do more than enable bad, addictive habits.

Thirdly, without a police station and a growing population this opens us up to more crime without giving us the tools to fight it.

Please don't do this to my town. small, seemingly innocent approvals like this lead to negative consequences in small towns which deserve your protection. So many people who do not have the means to voice their concerns are horrified at the thought of a liquorland, we know what is best for our community don't enable alcoholism, bad habits and bad decisions.

Thank you for reading mine and all other members of the community's submissions and caring for our futures.

Warm regards,

From: Sent: Wednesday, 7 July 2021 3:57 PM

To: 'new.gov.applications@liquorandgaming.nsw.gov.au'

<new.gov.applications@liquorandgaming.nsw.gov.au>

Cc:

**Subject:** Liquorland application for bottle shop in Helensburgh APP-0008817690

I wish to object to the application on the broad grounds that Helensburgh does not require a further liquor licence Some factors are listed below.

- At present there are several liquor outlets available to residents. A bottle shop near the site of the application, Helensburgh Premium liquor just below the Coles Store, the Tradies Licensed Club and the Centennial Hotel both of which are close to the town centre. Additionally to the north within 15 minutes' drive there is a BWS store at Heathcote and a Dan Murphy store at Engadine. Too the south several of the surrounding villages have liquor outlets.
- The per capita rate of population to outlets will be substantially higher than present.
- There is no evidence within the community of a desire for another outlet.
- Helensburgh Plaza is an independent building with no parking. Antisocial behaviour is an issue in the town and a further liquor will increase the opportunity for under age youth to obtain alcohol. Police resources are very limited.
- It seems likely that Liquorland will decrease the funding able to be provided by existing outlets to sporting clubs etc.
- Helensburgh is a tightly knit community. Liquorland has no connection to the Town.

Yours sincerely

**HELENSBURGH** 

Sent: Wednesday, 7 July 2021 9:34 PM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

We would like to lodge an objection to the proposal <u>APP-0008817690</u>, for the application of a liquor licence to Liquorland to establish a bottleshop at 19 - 33 Walker Street, Helensburgh, 2508.

We offer the following points for your consideration.

- 1) There is no street front parking. According the the Helensburgh Plaza Development DA and Wollongong Council's property mapping, the designated site is an independent building with no off street parking. Parking is already a problem in this area, without providing parking, cars will be forced onto the streets. There are already two bottle shops in Helensburgh that have either provided parking as part of their DA or have multiple nose to the kerb spaces directly outside their premises.
- 2) The Liquorland store plan shows no off-street area suitable for deliveries.
- 3) The Helensburgh area (postcode 2508) has over 25 liquor licences for a population of 7000 residents. This includes three bottle shops within 100m of the proposed Liquorland store. Local residents are already over supplied with liquor licences per head of population.
- 4) There is no community interest or benefit to the community in another bottle shop outlet in Helensburgh. We are a small community that relies upon the generosity of local businesses to support our local clubs and charities. The current three bottle shops are owned by local families and have been generous donors to all manner of fundraisers throughout our town. Coles offers nothing. Coles has no link or connection in anyway to our community. As Liquorland operates under the same parent company there is no reason to believe their lack of community links will be any different.
- 5) There is already an issue with the nighttime anti-social behaviour in the Helensburgh Plaza carpark, for which the landlord and Coles take no responsibility. There are no police based in Helensburgh, Another takeaway liquor outlet so close to this area will add to this community issue.
- 6) At the present time, in the main street of Helensburgh, there are four shops within 100 metres that sell fresh food. There is a Coles, two butchers and a bakery. If this application is approved, there will be four bottleshops within the same 100 metres. Children cannot see liquor licences that are granted to restaurants or pubs and clubs. Bottle shops and their contents are visible to all from the footpath. The message we are giving to children, merely by the number of bottleshops is that liquor is as important as food, As evidenced by many health professionals and police, alcohol is responsible for a wide variety of health and social issues. We are giving our youth very mixed messages about the importance of alcohol.

7) I don't think there are very many places in NSW, if any, that would have so many liquor outlets in such a short stretch of shops.

We have lived in Helensburgh for 32 years and have raised three children here. There have been many changes to the area in those 32 years, the vast majority of which have been of great benefit to the community and its residents. It has been a exciting to watch our town develop and grow. Unfortunately, this development is in no way beneficial to our community or its residents.

Helensburgh 2508

Sent: Wednesday, 7 July 2021 9:12 PM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

Subject: Application APP-0008817690

This letter is in regards to the proposed Coles Liquorland at 19-33 Walker Street Helensburgh NSW 2508.

I would like to state I am strongly opposed to this application.

As a small town we already have more than adequate Liquor outlets with the 3 local owned and operated sites currently trading. To add a fourth just does not make sense, it's actually quite silly and shows that it is not in the best interest of the town, but for Coles / Liquorland bottom line.

As a town, Helensburgh pride themselves on that small village feel, we are not the Shire or the Gong but a small and supportive community. Supportive of our local business's and the families that run them. To drive down our tree lined street and see a Coles Liquorland in the main street would be totally out of scope for our town, so much so that the local's still call the supermarket Bi-Lo, as we just never felt like we were a 'Coles' kind of town.

I have been a resident of Helensburgh for almost 30 yrs and love the country feel. As a mother of 2 teenage daughters, I am also concerned about the over saturation of alcohol outlets that would be available to my daughters if this application were to be approved. Local run outlets, staffed by locals gives confidence that no underage sales would be possible to our growing teen population. Also concerning during these hard times for all with the current COVID crisis it seems very irresponsible for an application to add a 4th outlet to a small town of less than 10,000.

Please take the time to review this submission and consider the impact approving this application would have on our small town and the population as I see only negative impacts for our village.

Kind Regards

Sent: Wednesday, 7 July 2021 8:35 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** App-0008817690

Hi I am a Helensburgh resident, I am strongly against Liquorland opening a store In Helensburgh we already have great local bottle 0s and there are plenty already in town, we don't need another one. The current stores sell quality wines and support local sporting and community clubs. I will refuse to buy from Liquorland if it does come to Helensburgh.

Very disappointing to see that Coles takes away the deli and the local fruit market cannot compete. We don't need another store that sells run of the mill wines that are mostly cheaply made and taste horrible.

We DONT need another bottle 0 that will undercut local business run by local people!

Thanks a concerned resident of Helensburgh

Sent: Wednesday, 7 July 2021 7:00 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject**: APP-0008817690

Hello,

I would like to raise my objection to the appliaction of a new liquor licence in Helensburgh by Liquorland (Coles) with the following concerns:

- 1. Helensburgh is already above Wollongong and the State average's for package liquor outlets. Adding another will increase this to unhealthy levels.
- 2. Current outlets are owned and run by locals, helping with stopping the sale and the practice of secondary supply to minors.
- 3. Our local outlets support the local community, Coles has not.

We would appreciate if our community was not over-saturated with liquor outlets, creating problems where they did not exist.

Regards

Helensburgh, NSW. 2508

Sent: Wednesday, 7 July 2021 6:57 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** New application. - APP-0008817690

I am writing to express my concern with the above mentioned application.

As a resident and home owner in the village of Helensburgh NSW, I am deeply concerned by the proposed opening of another bottle shop. The opening of what would be the 4th packaged liquor retailer can only be seen as excessive and potentially damaging to our small community.

Surely the number of licences that service any community would be considered in such a proposal? With a population of only 6300, the service level of having three bottle shops currently is more than enough! Responsible service of alcohol is something that I know our current proprietors take very seriously - as should our governing bodies around responsible alcohol retailing practices.

Thank you for your serious consideration of these concerns.

3 July 2021

The Manager

NSW Liquor & Gaming

new.applications@liquorandgaming.nsw.gov.au

GPO Box 7060 SYDNEY NSW 2001

New Packaged Liquor Application

APP 0008817690 Helensburgh

My name is I am a local resident and have lived in helensburgh for 12 years. I am objecting to the proposed Coles-Liquorland new Packaged Liquor Licence Application in Helensburgh.

4 packaged liquor outlets in 180 metres on walker street would only send a negative message to our children. At present our packaged liquor licences are above Wollongong average, and adding another would be grossly above the lga and state averages

Also noting: tradies, Helensburgh Hotel, Helensburgh cellars, Premium Liquor are big sponsors in our local sporting communities and since I have lived in Helensburgh Coles have sponsored none.

If this application was to proceed, I have grave fears for all our sporting clubs and our youth in general.



The Manager

NSW Liquor & Gaming <u>new.applications@liquorandgaming.nsw.gov.au</u>
GPO Box 7060 SYDNEY, NSW 2001

# RE- New Packaged Liquor Application APP 0008817690 19-33 Walker St Helensburgh

My name is I was born and raised in Helensburgh and have ran a small local business for 30 plus years

I cannot see any need for a fifth Liquor outlet in our small Community .

I am somewhat perplexed why any business person or company would think open another liquor store would be a viable business move in todays economic climate, in our small town. Which leads me to think there is an ulterior motive. Being that Coles Helensburgh would look much more attractive to a potential buyer if it has a liquor store attached.

Also I am sure the Liquor and Gaming Board Know more than well the effects of alcohol on our youth .

Government policy is pushing to decrease alcohol consumption across the board and should be no different here for the health & safety of our small town.

I trust the board will mask the correct decision and reject the above application

Thank you

Helensburgh 2508

Sent: Wednesday, 7 July 2021 4:49 PM

**To:** New Applications <new.applications@liquorandgaming.nsw.gov.au> **Subject:** APP-0008817690 - ANOTHER Bottleshop in Helensburgh

Attention NSW Liquor and Gaming approvals team.

I refer to: APP-0008817690

I write to complain about the imminent prospect of yet another liquor shop being opened in my town of Helensburgh.

We have a population of less than 10,000 people across the 4 little towns which make up the 2508 area - Helensburgh, Stanwell Park, Orford and Darkes Forest. Already Helensburgh has an hotel, a Tradies Club and 2 other liquor stores - 1 small and 1 very large. Stanwell Park has a substantial liquor store, more than adequate for its smaller population.

In general our area suffers from a lack of eateries and clothing stores but WE DO NOT NEED ANOTHER LIQUOR STORE!!!

This would only encourage our small population to imbibe unnecessarily and cause even more social problems ...

It is beyond my comprehension why anyone would consider opening another liquor store in our town. For many years one hotel, a workers' club and very small liquor store were quite sufficient for our whole 2508 population.

I urge you to consider the disastrous social and health consequences of opening what would be effectively the 6th!! Liquor store in our area. Mental health is already at great risk for many during the lockdown from COVID-19 and can only be exacerbated by this ridiculous venture - clearly motivated by greed preying on the already vulnerable!

Yours sincerely,

From: Sent: Wednesday, 7 July 2021 5:27 PM To: Licensing Submissions <submissions.licensing@liquorandgaming.nsw.gov.au> Cc: Subject: Submission - APP-0008817690</submissions.licensing@liquorandgaming.nsw.gov.au>
LIQUOR & GAMING NSW 4 Parramatta Square 12 Darcy Street, PARRAMATTA NSW 2051

#### **SUBMISSIONS - LICENSING**

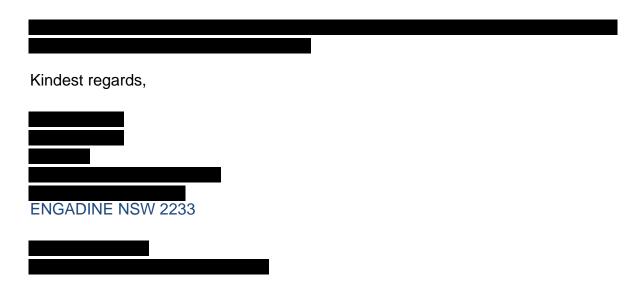
#### **APPLICATION - APP-0008817690**

RE: Submission commissioned by the *HELENSBURGH NEIGHBOURHOOD FORUM*, against the Grant of a Packaged Liquor Licence application *(APP-0008817690)*, for premises to be known as *LIQUORLAND*, and proposed to be situate at 19-33 Walker Street, HELENSBURGH NSW 2508.

Dear Sir/Maam,

Please find attached a copy of the prepared submission on behalf of the Helensburgh Neighbourhood Forum, against the proposal for a Packaged Liquor Licence at 19-33 Walker Street, Helensburgh NSW 2508.

The submission close date is endorsed as the 10 July, 2021, and we wish for this submission to be included with the numerous other objections/submissions against the proposed application.





30 June, 2021

#### LIQUOR AND GAMING NSW

4 Parramatta Square 12 Darcy Street PARRAMATTA NSW 2150

RE: Application (APP-0008817690) for the Grant of a Packaged Liquor Licence by LIQUORLAND (Australia) Pty Ltd, for premises to be known as LIQUORLAND, and situate at 19-33 Walker Street, Helensburgh NSW 2508.

Dear Sir/Maam,

We refer to the above application by Liquorland (Australia) Pty Ltd for the Grant of a Packaged Liquor Licence within the suburb of Helensburgh.

Immediately upon reading the provided Category B Community Impact Statement and attached Social and Economic Review prepared by Ethos Urban, it appears abundantly clear that the vast majority of residents, and the principal medical practice for the area are vehemently opposed to the proposal of a further Packaged Liquor Licence premises within the suburb of Helensburgh.

On the available information provided by way of the prepared Category B Community Impact Statement, Notice of Intention, Social and Economic Review, and the submissions from the stakeholders, that there is overwhelming evidence against the proposed application for a further Packaged Liquor Licence to be introduced into the small semi-rural township of Helensburgh.

I bring to your intention the *Public Interest Considerations* pursuant to Section 3, Liquor Act, 2007, being:-



# LIQUOR ACT 2007 - SECT 3 Objects of Act

#### 3 Objects of Act

- (1) The objects of this Act are as follows--
  - (a) To regulate and control the sale, supply and consumption of liquor in a way that is consistent with the expectations, needs and aspirations of the community,
  - (b) To facilitate the balanced development, in the public interest, of the liquor industry, through a flexible and practical regulatory system with minimal formality and technicality,
  - (c) To contribute to the responsible development of related industries such as the live music, entertainment, tourism and hospitality industries.
- (2) In order to secure the objects of this Act, each person who exercises functions under this Act (including a licensee) is required to have due regard to the following--
  - (a) The need to minimise harm associated with misuse and abuse of liquor (including harm arising from violence and other anti-social behaviour),
  - (b) The need to encourage responsible attitudes and practices towards the promotion, sale, supply, service and consumption of liquor,
  - (c) the need to ensure that the sale, supply and consumption of liquor, and the operation of licensed premises, contributes to, and does not detract from, the amenity of community life,
  - (d) The need to support employment and other opportunities in the--
    - (i) Live music industry, and
    - (ii) Arts, tourism, community and cultural sectors.

As the Authority has been made aware of by way of the many submissions/objections by residents of the small community of Helensburgh, and also from the principal medical authority for the township, being Equilibrium Healthcare of 18/61-63 Walker Street, Helensburgh, which have obtained 16 staff signatures, including six (6) General Practitioners and an extensive team of nursing staff and allied health professionals, who all would have an intimate knowledge of the area and residents of Helensburgh, and we see them on a daily basis.

We refer to Section 3(1)(a) and Section 3(2) (a),(b), & (c) Liquor Act, 2007, in our submission into the refusal of the application, and wish to bring to your attention the following:-

#### Section 3(1)(a)

"To regulate and control the sale, supply and consumption of liquor in a way that is consistent with the expectations, needs and aspirations of the community."

On information supplied by Ethos Urban document titled "Liquorland Helensburgh Social and Economic Review",

The Applicant's consultants make it abundantly clear in their somewhat nonchalant "Comments" to the objections made by the local neighbourhood objections that the Authority needs to consider that "A needs test is not a basis for determination of a liquor licence in NSW. Competition is a normal part of the packaged liquor retail market and generates benefits of choice and convenience for consumers". This was the given comment to 33 of the 42 submissions received at the time of the CIS being prepared by the Applicant. It would be our submission that this shows a degree of arrogance and displays that the Applicant shows little regard to the concerns of the local neighbourhood and residents of Helensburgh.

In respect of the "Sale, Supply, and Consumption of Liquor", as required, Section 3.2 of the document of Ethos Urban endorsed Current Packaged Liquor Stores (Page 24 – Paragraph 11), the Applicant's Consultants state, "Liquorland does not engage in predatory pricing", which may not be the absolute intention of Liquorland. Unfortunately for the Applicant, in our opinion, is the evidence which supports our argument to refute this statement is endorsed within the same document of Ethos Urban on Page 32 (Table 9) and titled 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	\$59.9 <mark>9</mark>
Lindemans Bin 65 Chardonnay	\$8.00	\$8.00	\$9.99
Penfolds Koonunga Hill Shiraz	\$17.00	\$19.00	\$18.9 <mark>9</mark>
Total	\$125.00	\$124.00	\$150.9 <mark>6</mark>



We bring to your attention on referring to *Table 9 – Price Comparison Table*, that the evidence supplied by the Applicant, shows that Liquorland in the sale of VB brand beer Cartons (24) can sell for \$9 per carton cheaper than Helensburgh Premium Liquor, and \$13.00 per bottle of Johnnie Walker Black blended Scotch (700ml). The Total between Liquorland and Helensburgh Premium Liquor over the (4) mentioned items shows a difference of \$25.96 between the two premises. This in our opinion supports our submission that alcohol will be provided at a far more cheaper price that the current packaged liquor licences can provide, and will make alcohol more accessible to the area, and in our opinion would not be *"consistent with the expectations, needs and aspirations of the community"*, after considering the many submissions made by the local community.

#### Section 3(2)

# (a) The need to minimise harm associated with misuse and abuse of liquor (including harm arising from violence and other anti-social behaviour),

We wish to bring to your attention in response to Section 3(2)(a) that it would be our submission that the Applicant in their submission rely on the fall in acts of violence and anti-social behaviour between December 2019- December 2020. We offer that an argument should be made that in this period that COVID-19 restrictions were in place, and as with most premises, were severely impacted by the virus. It could be argued that all Crime Rates would have dropped over this period, and should not be relied upon to base an argument in this case.

Table 9 – Price Comparison – On the evidence supplied by the Applicant in their own submission, Liquorland can offer alcohol at a far cheaper price than that of the local licensed premises, and therefore it would be human nature that patrons would be able to purchase alcohol more freely, and to younger people who would now be able to buy beer (as per table 9) at \$9.00 per case cheaper than other licensed premises in the area.

# (b) The need to encourage responsible attitudes and practices towards the promotion, sale, supply, service and consumption of liquor,

It would be our submission that by introducing another packaged liquor licence to the already comparable per capita rate of provision (Helensburgh 0.28 per 1000 population – New South Wales Average 0.30 per 1000 population) would increase the availability of alcohol to the small township of approximately 7,000 persons.

If the proposed packaged liquor licence were to be approved, the per capita rate of provision would rise drastically to well above the New South Wales figure of 0.30 per 1000 population to **0.42** per 1000 population.

(c) the need to ensure that the sale, supply and consumption of liquor, and the operation of licensed premises, contributes to, and does not detract from, the amenity of community life.

The Applicant's consultant states within their submission (Page 24 – Paragraph 10) that the distance between *Helensburgh Premium Liquor* and the proposed Liquorland is *only 45 metres entry to entry*, and only *80 metres from Helensburgh Cellars*, both of these venues are already established and on the eastern side of Walker Street, Helensburgh. The identical side of the road as the proposed packaged liquor licence, which would permit *3 Packaged Liquor Licences with 80 metres on the same side of Walker Street, Helensburgh*, and from submissions received, against the wishes, needs and aspirations of the community.

The Applicant's submission relies on Table 7 (Page 24 – Relevant Liquor Premises in Helensburgh) in support of their application.

Surprisingly, the Applicant's Consultants provide information that in our opinion supports that the area is already accessible to the sale and supply of alcohol products, and even gives a glowing reference to Helensburgh Premium Liquor, in their words (Page 24 – Paragraph 9),

"The other packaged liquor premises is Helensburgh Premium Liquor which is 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 wine, spirits and beers. Helensburgh Premium Liquor provides some customer parking at the rear of the premises with on-street parking also available".

A search via the Services NSW Website of Licensed Premises within the suburb of Helensburgh provides the following current liquor licences:

- 1. Helensburgh Thistles Soccer Club Incorporated
- Helensburgh Premium Liquor
- 3. Helensburgh Tigers R.L.F.C.
- 4. Gallardo's Italian Pizza Restaurant
- 5. Helensburgh Stanwell Park S.L.S.C. Inc.
- 6. Little Lime Leaf Café
- 7. Helensburgh Cellars
- 8. Red Nectar
- 9. Helensburgh Hotel
- 10. Tradies Helensburgh

- Limited Licence
- Packaged Liquor Licence
- Limited Licence
- On-Premises Licence
- On-Premises Licence
- On-Premises Licence
- Packaged Liquor Licence
- On-Premises Licence
- Hotel Licence
- Club Licence

### **Helensburgh Police Station**

The suburb of Helensburgh is policed primarily from the Wollongong Local Area Command. Helensburgh has a Police Station located at 2 Waratah Street, Helensburgh, although the Police Station is more of a satellite station and does not operate 24 hours per day.

Information from residents within the suburb advise that Police the Police Station is not manned the majority of the time, and that if Police assistance is required, Police generally would attend from Wollongong Police Station on a 24 hour basis.

#### POLICE STATIONS IN THIS DISTRICT:

#### Corrimal

414-416 Princes Highway CORRIMAL 2518

Phone: 02 4283 0200 Fax: 02 4283 0240 Not open 24 hours

#### Helensburgh

2 Waratah Street HELENSBURGH 2508 Phone: 02 4633 5600

Fax: 02 4294 9047 Not open 24 hours

#### Wollongong

Corner of Church and Market Streets WOLLONGONG 2500

Phone: 02 4226 7899 Fax: 02 4226 7731 Open 24 hours

Enquiries conducted have located an apparent broken or delayed promise that a new Police Station was promised in 2018, although to date, there has been no construction undertaken or discussed with the residents of Helensburgh to our knowledge.

#### **DISTANCE BETWEEN SUBURBS**

Corrimal to Helensburgh - 26.6 Km 25 minutes (Google)

Wollongong to Helensburgh - 35.2 Km 29 minutes (Google)

#### **EVIDENCE TO SUPPORT ALLEGATIONS**

7/6/2021

New police station to be built at Helensburgh | Illawarra Mercury | Wollongong, NSW



NOT FIT FOR PURPOSE: Heathcote MP Lee Evans, Supt Chris Craner and NSW Minister for Police Troy Grant tour Helensburgh police station ahead of Friday's announcement. Picture: Adam McLean

Helensburgh Police Station will be re-built using \$1.5 million pledged by the state government.

NSW Minster for Police Troy Grant visited the Waratah Street site with Heathcote MP Lee Evans to make the announcement Friday morning.

"What [police] really need in order to be able to do their job is investment into their facilities," Mr Grant said.

"You think, 'why and how does an investment into a new police station help them keep crime down?'. It's because it allows them to house the latest technology and equipment, it allows them to be more efficient and effective inside the station so they spend less time there and more time out on the street protecting the community."

Wollongong Police District Commander Superintendent Chris Craner will oversee design of the station and will work with the properties branch of NSW Police, area police and the community before work gets underway.



7/6/2021

New police station to be built at Helensburgh | Illawarra Mercury | Wollongong, NSW

A demountable building makes up part of the existing Helensburgh station, which has been deemed "not fit for purpose".

"The police don't work [at Helensburgh station], that's how bad it is," Supt Craner said. "They do work out of Austinmer and they travel up and they work out of their car.

"They love this area, they're passionate about it and they deserve a new police station and they've got it."

"The people I feel sorry for [are those at] police properties, because I'll be ringing them every week, pretending this is my own house, and I'll make sure this is built in a timely manner and that it fits the purposes of the cops in this area."

Supt Craner will seek input from Helensburgh residents at a community engagement meeting on August 8.



Inside Helensburgh Police Station.

The new station will not necessarily mean an increase to the police presence in Helensburgh.

"I don't want to make a decision [on staffing levels] because it's a good one at the time. I want to make it because I've thought about it, it's holistic and it's into the future," Supt Craner said.

"The crime isn't huge here at all because it's a good area, there's good community expectations, there's good policing.

"I often did argue with the community and I'd say to them, 'why put a constable in the police station for 12 hours a day? I'd rather put them out on the road and just call us when you need us; we'll come back'.



7<sup>TH</sup> DECEMBER, 2020. ASSAULT UPON POLICE.

Helensburgh man arrested for drinking in public and 'police assault'



Commented



#### **ALCOHOL FREE ZONES - HELENSBURGH**

Alcohol Free Zones have been erected and maintained within the Wollongong LGA, which includes the suburb of Helensburgh.

As per the statement endorsed with the Ordinary Meeting of Council – Review of Alcohol Zones, "Alcohol Free Zones (AFZs) are established under the Local Government Act to improve safety and prevent disorderly behaviour caused by the consumption of alcohol in public areas".

Of particular note for this submission is the information of Police in this review (3 September, 2018), "Police have advised that over the past summer months, the majority of incidents reported have involved anti-social behaviour, intoxication and offensive language."

Police have further stated in this review, "Council received letters of support (Current AFZs and Re-Establishment), "AFZs provide an additional tool for the NSW Police to help contribute to safe public areas. In preparing a proposal to establish an AFZ Council must consult with the relevant Police District Areas about the appropriate number and location of Alcohol Free Zones. Wollongong City Council works in partnership and relies on feedback and endorsement from NSW Police to determine any proposal to establish or re-establish an AFZ."

"Council received letters of support from both Wollongong Police District and Lake Illawarra Police District for the continuance of AFZs located in the suburbs of **Helensburgh**, Thirroul, Corrimal, Wollongong, Dapto, Warrawong and Berkeley."

NSW Police feedback highlighted, "AFZs are an important tool for NSW South Wales Police Officers to use in reducing alcohol related crime and harm that can occur from the misuse and abuse of alcohol, in those areas that have previously been deemed 'High Risk' and were subsequently and appropriately established as Alcohol Free Zones".

In the Conclusion of the "Ordinary Meeting of Council" into the Existing and Proposed Alcohol Free Zones – 2018-2022, Council states,

"AFZs assist Council and NSW Police to improve and maintain community safety. They are one strategy, among many and act as an early intervention measure to prevent the escalation of Irresponsible Street drinking to incidents involving serious crimes."

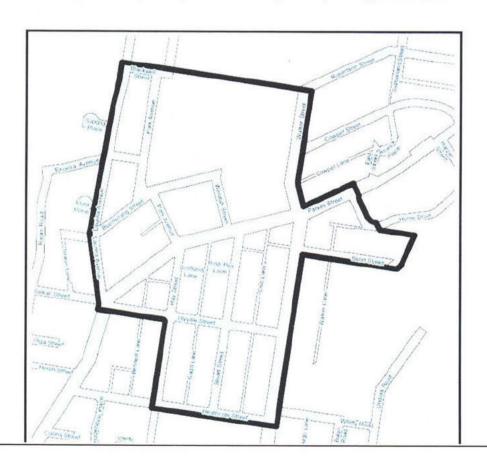
"Renewal of AFZs in Helensburgh, Thirroul, Corrimal, Wollongong CBD (Including the Blue Mile), Warrawong, Dapto and Berkeley, inclusive of a new APA in Osborne Park, demonstrates Council's commitment to community safety. It acts to further support NSW Police in reducing alcohol related crime and harm that can occur from the misuse and abuse of alcohol."

#### CONCLUSION

After careful consideration of the prepared documents of the Applicant's Consultants, Legal Representatives, and the Objections and Submissions received by the residents of Helensburgh and their Medical Practitioners who treat the neighbourhood, as well as historical and current information made available through the internet and local residents, I believe that the overwhelming position of the persons who would be most affected by the introduction of a further Packaged Liquor Licence (Liquorland (Australia) Pty Ltd), would not be in our opinion in the Public Interest, considering not only that the "needs basis", but the concerns of residents, professionals, NSW Police, and Council, give great weight to the objection against the granting of the Packaged Liquor Licence into the suburb of Helensburgh.

#### ATTACHMENT 1: EXISITING AND PROPOSED ALCOHOL FREE ZONES 2018-2022

The proposed boundaries for all AFZs; Helensburgh, Thirroul, Corrimal, Wollongong, Berkeley, Warrawong and Dapto, remain unchanged from previous year boundaries.



Sent: Thursday, 8 July 2021 8:38 AM

**To:** New Applications <new.applications@liquorandgaming.nsw.gov.au> **Subject:** Helensburgh - Liquorland Application - Submission in opposition

To whom it may concern

I am a resident of Stanwell Park and regularly use the community shops in Helensburgh.

I understand that Liquorland has proposed to open a bottle shop at the shopfront on Walker Street, Helensburgh which was previously a green grocers.

I make this submission in opposition to the extant application. Please pass on this submission to the decision maker for consideration in the making of their decision.

Helensburgh has limited shop space on Walker Street. It already has three existing alcohol outlets on Walker Street. There is no need in the community for a fourth alcohol outlet.

It would be of significantly greater benefit for the community if the shopfront was used for a purpose other then selling alcohol, given the three existing outlets, and given the negative impact increased alcohol consumption can have on local communities.



Regards

Sent: Thursday, 8 July 2021 9:25 AM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

Subject: APP-0008817690: Objections to the new alcohol outlet in Helensburgh

Hello,

I'd like to formally object to the proposed opening of a yet another bottle shop in Helensburgh.

There are currently 3 alcohol outlets in the village of Helensburgh. Given the population of Helensburgh, Stanwell Tops and Stanwell Park (where I reside), we are currently at a rate higher than all major cities for alcohol outlets per 100k of population (31.3% in our area compared with 27.4% in Sydney).

A new outlet pushes this to an alarmingly high rate. Over supply of alcohol leads to an increase in gambling, domestic violence and drug abuse.

I vehemently opposed to the opening of this fourth outlet.

Regards,

Stanwell Park NSW 2508

Sent: Thursday, 8 July 2021 9:34 AM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

Subject: Opposing APP-0008817690 in Helensburgh

I would like to register my strong opposition to the opening of yet another alcohol outlet in Helensburgh. We have enough already, with two other bottle shops and a pub on the same street, plus multiple licensed venues nearby.

Any purported increase in competition will simply be at the expense of the existing smallest shop which is a locally owned independent business.

Thanks and kind regards,

Stanwell Park 2508

Get Outlook for Android

July 8, 2021

NSW Liquor and Gaming

GPO Box 7060

Sydney NSW 2001

Stanwell Park, 2508.

Re: Application APP-0008817690

I am a resident of Stanwell Park and strongly oppose the application for a liquor outlet at 19-33 Walker Street, Helensburgh. Research clearly documents the many adverse social and economic problems linked with alcohol at individual, family and societal levels. Approving this application will be tantamount to fostering the negative alcohol- related impacts that already exist in our community.

What benefits can come from approving this application when Helensburgh already has three liquor outlets? From what I understand, the current alcohol outlet per 100k in Helensburgh is 31.3%. Should Liquorland's application be successful, Helensburgh's alcohol outlet rate will increase to 46.99 per 100k of population.

I ask that the NSW Independent Liquor and Gaming authority value the welfare of our community and resist the pressure to expand Liquorland's operation in Helensburgh. Increasing the profit margins of the Coles group should not be prioritized over sound governance.

Hoping to hear that APP-0008817690 has been unsuccessful.

Yours Sincerely,

https://Ingnoticeboard.onegov.nsw.gov.au/searchresult/details/APP-00088117690

The Manager NSW Liquor & Gaming

new.applications@liquorandgaming.nsw.gov.au

GPO Box 7060 SYDNEY NSW 2001

# New Packaged Liquor Application APP 0008817690 Helensburgh

I am a local resident and I am objecting to the proposed Coles-Liquorland new Packaged Liquor Licence Application in Helensburgh. The social, health & economic welfare of the Helensburgh Community will be adversely impacted and furthermore the majority of the local community do not want it to be operating in Helensburgh town centre.

There are plenty of accessible outlets already and we do not want any more liquor sales outlets to damage our town.

I have lived here for 17 years and don't see the necessity of more outlets.

Regards,



Helensburgh 2508

**Sent:** Thursday, 8 July 2021 12:31 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** Objection to new Liquorland APP-0008817690

Hi there,

I'm a resident of Helensburgh 2508 and I'm writing to object to the opening of a Liquorland on Walker Street for the following reasons:

- 1. Community surveys conducted by Equilibrium Helensburgh showed the population of 2508 already drinks more than average adding another bottle shop is an irresponsible action towards a community health issue. Additionally, any resident of Helensburgh (and most other small towns) will tell you that underage drinking is an ongoing issue here. Currently this is curbed by the locally-owned businesses who know most of the local families. However, adding a fourth bottle shop to our town will undoubtedly have an adverse effect on the health and safety of our community.
- 2. The proposed location is the immediate vicinity of residential units, not to mention 160m from a preschool and sits within 80m of two other liquor outlets on either side of the same street. The proposed Liquorland is therefore likely to cause undue annoyance and disturbance to those of us to live, work and shop on Walker Street.
- 3. The proposed Liquorland will likely force the closure of other family-run bottle shops in town, which support our local sports teams (there are already three other places to buy take-away alcohol in our very small town).

I know these concerns are echoed by the majority of our community.

Regards,



NSW Liquor and Gaming GPO Box 7060 Sydney NSW 2001

Via email: new.applications@liquorandgaming.nsw.gov.au

Re: APP-0008817690

To whom this may concern,

I write in opposition to Liquorland's proposed bottle shop at 19-33 Walker Street, Helensburgh.

I am deeply concerned about the increased availability of alcohol outlets in the Helensburgh village as issues as a result of alcohol consumption have impacted the Helensburgh community.

The Helensburgh adult population currently have a variety of alcohol outlet choices and as I understand, an additional alcohol outlet, statistically would take their level of access above the state and national levels. As a result, endangering the community with alcohol related health and social issues including domestic violence.

The proposed operational hours is also an area of concern, the community can access alcohol at almost any time during the day. The increased access hours to alcohol will further drive incidents of alcohol related crime and health issues.

I am in support of my community and strongly oppose Liquorland's proposal for a bottle shop in Helensburgh.

In your deliberations, I ask that you please take into consideration the concerning impacts of adding an additional alcohol outlet to Helensburgh's small community with a small population.

Yours sincerely,

Lee Evans MP Member for Heathcote

Deputy Government Whip Temporary Speaker Chair Joint Standing Committee on Electoral Matters 8 July 2021 From: Sent: Thursday, 8 July 2021 3:42 PM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

Cc:

Subject: Objection to new liquor application APP-0008817690

To the NSW Liquor and Gaming Authority,

I wish to register my objection to the new liquor application **APP-0008817690** which proposes to open a Liquorland store in Helensburgh, 2508, NSW.

For a small town Helensburgh is already well served by an abundance of locally and family-owned premises where liquor can be purchased and I feel that they would find it difficult to compete with a large group such as Liquorland.

In these difficult times the Government should be protecting small local businesses, and not allowing large groups to push them out.

Helensburgh is an area that prides itself in its community spirit. Local groups such as junior and senior rugby league, soccer, netball, bike-riding, surf club, men's shed and arts groups all rely on sponsorship from local businesses and the existing liquor shops are all proud sponsors of these groups. They are committed also because they have, or have had, family members or employees in these groups and are active community members. Such things are not as understood by large corporations.

The town's Coles Supermarket is an example of this as they do not sponsor local groups.

As a lifelong resident of Helensburgh who lives close to the town's CBD I am very aware of the effects that the availability of too much alcohol can have on the town. Noise, littering, vandalism, dangerous and aggressive, anti-social behaviour all increase in the town when more alcohol is available and consumed. It is my understanding that the Liquorland outlet would be open for longer hours than it's rivals, thus fuelling the possibility of anti-social behaviours.

As Helensburgh is not serviced by a 24 hour police presence who will be responsible for maintaining law and order in the town?

Please let common sense prevail and reject this application. Kind regards,

Helensburgh, 2508

Sent: Thursday, 8 July 2021 3:42 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** Fwd: APP-008817690

To whom it may concern:

Please decline the subject application of Liquorland for a liquor licence in Helensburgh for the following reasons:

- Helensburgh already has more packaged liquor outlets per capita than major cities, the addition of a fourth will make it 50% higher than the percentage of a major city
- 2. The other outlets are owned by partnerships or individuals within the local area or Greater Sydney area, the income of which represents a significant proportion of their earnings.
- 3. Parking for retailers is critically short in the area and contrary to the application this building is not part of Helensburgh Plaza therefore not really part of that developments parking facilities
- 4. Local retailers may reduce considerable sponsorship to local community and sporting groups as a result of increased competition and reduced profitability.
- 5. This may increase antisocial behaviour in the plaza carpark and surrrounds
- 6. The community derives no benefit from this application being approved.

Thanks you for our cosideratio in this matter.

Sincerely,

Helensburgh

Sent: Thursday, 8 July 2021 7:52 PM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

Re Liquorland Application, APP-0008817690

I write with regard to the Liquorland proposal of a bottle shop at 19-21 Walker Street, Helensburgh 2508 (not 19-33 Walker Street, Helensburgh as in the proposal). Ref, APP-0008817690.

The community already has three liquor outlets in Helensburgh and one only has to travel 5 minutes to Stanwell Park to find a fourth.

The youth of our Community would greatly benefit from a functional Youth Centre/Library NOT a fourth liquor establishment.

The residents of the area are at present amply supplied with the availability of liquor distribution establishments in Helensburgh. Further competition for the liquor dollar is not justified.

Please take this objection into consideration when determining the above-mentioned proposal.

Stanwell Park. 2508

The Manager

3 July 2021

NSW Liquor & Gaming
GPO Box 7060 SYDNEY NSW 2001
new.applications@liquorandgaming.nsw.gov.au

# New Packaged Liquor Application APP 0008817690 at 19-33 Walker St Helensburgh

My name is years

I have resided in helensburgh for 44

The proposed outlet in the centre of the village shopping area will definitely have negative exposure and impacts on the nearby Helensburgh Community Centre, Youth Centre, Pre-School and Health Care Centre, not to mention our youth in general with 4 outlets within 180 metres.

There are enough bottle shops already operating well for many years, adding an extra will take us greatly above state averages and saturate the main street shopping precinct

It is no advantage to Coles shoppers as existing outlets are walking distance along Walker Street with better located car parking. Shoppers can travel a short distance to Engadine as they do for weekly shopping to find the Liquorland products and similar products are already available.

The social amenity of the Helensburgh village community will not be enhanced or promoted with more accessible cheap liquor sales which will create adverse effects for years to come.

An extra liquor shop will have negative impacts on the locality

Yours faithfully

helensburgh 2508

Sent: Thursday, 8 July 2021 6:56 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

Subject: APP- 0008817690

Hi,

I am writing to express concern over the application for another bottle shop in our village. There are already 3 outlets in a small town and a drinking problem with underage youth after hours.

Please reconsider.

Sent: Thursday, 8 July 2021 6:43 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

To whom it may concern,

Liquorland proposes a bottleshop in hHelensburgh. There are already 3 alcohol outlets in Helensburgh, and as a concerned resident I believe a fourth could result in all four alcohol stores not making enough money. I also believe that 4 stores is excessive considering our population and could result in further alcohol-related issues.

Sincerely,

A Helensburgh resident

Sent: Thursday, 8 July 2021 5:02 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject**: APP-0008817690

Regarding the application to build yet another bottleshop in Helensburgh. I strongly oppose this development as I do not think it will do anything to assist the culture in this small regional community. There are enough liquor outlets in town and we do not need another.

Thanks.



Sent: Thursday, 8 July 2021 9:54 PM

To: Licensing Submissions <submissions.licensing@liquorandgaming.nsw.gov.au>

Subject: RE: Objection to Liquor Licence Application APP-0008817690

Reference: APP-0008817690

Neighbourhood Forum 1 members at the February 2021 meeting voted unanimously to object to the package liquor licence application by the Coles Group owned LiquorLand (APP-0008817690) based on the application would have a detrimental impact on the community and there would be no benefit to the community of Helensburgh and the surrounding villages of 2508 area in any way whatsoever.

Due to the NSW Government Greater Sydney (including Wollongong LGA) Covid Lockdown the local residents of the 2508 area (Helensburgh, Otford, Stanwell Tops, Stanwell Park, Coalcliff and Darkes Forest) who are members of Neighbourhood Forum1 have not been able to meet and discuss the packaged liquor application from Liquorland for the incorrectly addressed location on the corner of Walker and Shorts Streets in Helensburgh, APP-0008817690.

■ of Neighourhood Forum 1, I have been asked by a number of members to request and extension to the closing date for submissions to 30 days after the lifting by the NSW Government of the Lockdown order to allow the Neighourhood Forum 1 members to meet and discuss the application and allow members to prepare submissions.

The Authority's consideration in these unprecedented times to extend the closing date for submissions would be appreciated by the resident members of Neighourhood Forum 1.

Neighourhood Forum 1 (2508 area)

Neighbourhood Forum1 are independent forums of residents, supported by Wollongong City Council.

Helensburgh NSW 2508

7<sup>th</sup> July 2021

#### Re. APP-000881790

**NSW Liquor and Gaming** 

Email: applications@liquorandgaming.nsw.gov.au

Dear Sir or Madam,

I strongly object to a liquor license being granted to Liquorland for a new shop at 12-21 Walker St on the corner of Short St, Helensburgh. Please note that the above application states the address as Helensburgh Plaza 19-33 Walker St, which is not correct, the building in question is in fact at the corner of Short St and Walker St and according to Wollongong City Council's property mapping and the DA is not part of Helensburgh Plaza.

Whilst it would be good for the town for a new shop to open at the empty premisses it would be detrimental to the town to allow another liquor license. Helensburgh is a small town with population of just over 7000 and already has a bottle shop at the hotel and two privately owned liquor outlets in Walker St.

We have no police presence in the town and suffer noisy antisocial behaviour with young adults and teenagers hooning around in cars and drinking in the Coles Helensburgh Plaza car park and Charles Harper Park after dark. Bottles, cans, and rubbish are left behind, although there are plenty of bins provided. Surely this behaviour would increase if another licensed rental outlet were to open, especially if, as proposed, Liquorland is allowed to open until late at night. It would also encourage the youth of our town to believe that buying and consuming liquor is the norm, as it would be so readily available to purchase. I don't believe that would be an advantage to our town.

Coles do not directly provide any financial help to the local community and sports clubs. The two locally owned liquor stores sponsor local sporting organisations. If due to competition from Liquorland either of these shops, or both, close down that support would be lost, plus the town would have another one or two shops standing empty.

The site of the proposed liquor store does not have its own parking for customers. The junction of Short St and Walker St is a busy area with pedestrians crossing and cars using Short St for access to the Coles Helensburgh Plaza car park. If delivery trucks park in this area line of site will be obstructed for drivers and pedestrians.

Yours sincerely,

Helensburgh NSW 2508 8<sup>th</sup> July 2021

Re.APP-000881790

**NSW Liquor and Gaming** 

Email; applications@liquorandgaming.nsw.gov.au

Dear Sir or Madam,

Thank you for giving me the opportunity of commenting on the application of a liquor licence being assessed for Liquorland in the Town of Helensburgh.

I feel that allowing this licence to be granted at such a prominent site at the corner of Walker and Short St Helensburgh would be detrimental to the young and impressionable generation of our town. If this licence is granted the Liquorland shop I expect would be lit up like a fairground, to attract customers.

This would become the fourth liquor outlet in the same street. I am worried that the children and youth of our town will grow up believing that to drink alcohol is their future, rather than other forms of entertainment.

Our Town has worked hard and succeeded in giving the majority of our young people sporting outlets and clubs, but it is always an uphill battle to keep some out of trouble, and away for underage drinking. Let's not destroy the good work done by the introduction of a fourth avenue where alcohol could be purchased in the town.

Another major concern I have is the lack of Police presence in Helensburgh. We have drug users in Town and to add more accessible alcohol to the area would be senseless. Even now at weekends we get broken glass in the alcohol-free park. Let's not encourage more.

I have other concerns of more shopping trollies on the pathways as parking outside the shop is non-existent. At present Coles have their trollies outside their shop. We don't want more for the Liquor outlet.

Yours sincerely

Local resident

Local Charity Shop Volunteer.

**Sent:** 6/07/2021 10:00 AM

To: contact.us@liquorandgaming.nsw.gov.au

**Subject:** APP-0008817690

Liquorland proposal bottle shop 19-33 Walker St, Helensburgh

I wish to firmly object to any consideration of this proposal. As a new resident to the town, I have observed that there are ample outlets for supplying alcohol already in place. There is a focus on young families here and any application to encourage further consumption of alcohol must be totally rejected.

Thank you,

Sent from my iPad

**Sent:** Friday, 9 July 2021 11:26 AM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

Subject: APP-0008817690 objections

Dear Sir/Madam

I would like to share my concern and objections for my Helensburgh community with regards to the Coles liquorland proposal. (APP-0008817690)

Helensburgh is a small town, relying on a small population of approximately only 6,383 in Helensburgh, 1,600 in Stanwell Park/Coalcliff. The community spirit is what drives Helensburgh, our community relies on the small businesses. The small business owners in Helensburgh all live within the local suburbs of Helensburgh.

All our sports are all sponsored and supported by the small businesses in Helensburgh, our young small community rely on the local Football, Soccer, Netball and Surf Life Saving club for Helensburgh to help raise our children, keep them active and engaged in outdoor activities. All the local clubs rely on the small businesses to sponsor and support financially the clubs, without their support we would not be able to maintain fields, provide services to the community such as Surf Life Saving.

The Helensburgh Stanwell Park Surf Club's main sponsor is the local small business that operates the Helensburgh Premium liquor retail store. This small business owner provides financial assistance to the Surf Club, financial assistance that provides for IRB rescue boats essential for saving not only our community but also the high number of tourist that swim at our beach Stanwell Park. Stanwell Park beach is notorious for the rough conditions and each year we record high numbers of tourist at our beach and high numbers of rescues. The Surf club relies on the support of the small business owners such as the Helensburgh Premium Liquor in Helensburgh as a main sponsor.

I object to another alcohol outlet in Helensburgh, there are already 3 outlets selling alcohol. We do not want or need Coles to profit from our community. In major cities the current rate of alcohol outlets are between 27.4% and 30.1% in major cities. Already Helensburgh with its small community population is 31.3% per 100K of the population. We are already over the average, why would you allow for another alcohol outlet??

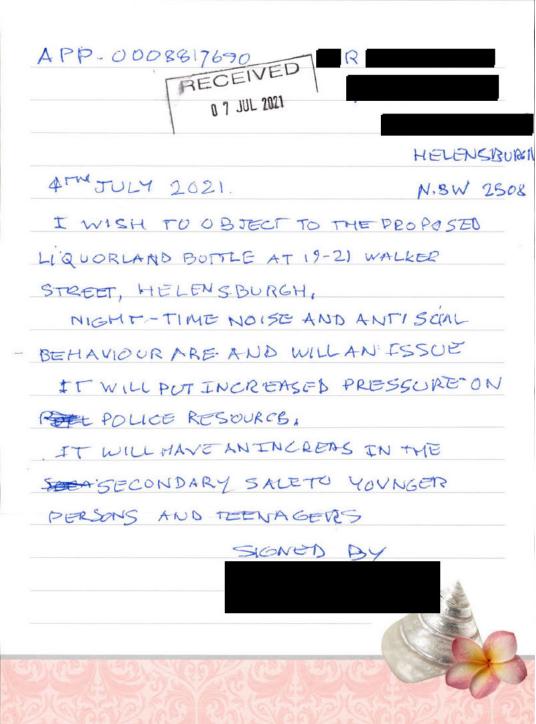
Coles do not contribute to the community in any way, I organise fundraisers for our local school, Stanwell Park Public School and have done so for the last 7 years as my four children have gone through the school. Each year I request support from the local small businesses and COLES for gift vouchers, or prizes for fund raisers. Each year I am overwhelmed with the support and generosity of the small businesses that contribute towards our fund-raising events, every year COLES DOES NOT CONTRIBUTE OR HELP THE COMMUNITY in anyway. Helensburgh Premium Liquor supports the local school fundraisers each year, every year very generously.

When mental health is increasing, research also shows that while excessive alcohol consumption does not produce behavioural conditions, drinking can exacerbate the symptoms of a mental illness. Roughly one third of individuals struggling with alcohol abuse also suffer from a mental illness - why would the NSW liquor and gaming agree to increasing the alcohol outlets in our small community. A 4th outlet would increase the rate in Helensburgh to 46.99% per 100K of population. It would be unethical, irresponsible for the NSW liquor and gaming to consider approving liquorland to open at Helensburgh.

Thank you for taking the time to consider this small community that relies on small business owners for support for our not for profit clubs to operate.

Sincerely

Stanwell Park NSW 2508





NSW Liquor and Gaming GPO Box 7060 Sydney NSW 2001

Re: APP - 0008817690

5th July 2021

#### FRUSTRATED LOCAL RESIDENT

As a member of the local community, I voice my support for the packaged liquor licence by Liquorland.

One thing that I'm not in support of is being continually coerced by certain people and businesses in our community to write an objection, and made to feel like a second rate citizen, just because I do not support maintaining the current local liquor shops pricing power, and lack of competition. I do not feel comfortable voicing my opinion in public due to the fear of retribution or being ridiculed.

There is a full page article in the July edition of our local magazine, 2508, which is embarrassing (I have attached a copy to this letter). Advising people what to write and what not to write is not exactly an individual "expressing in their own words". Why are we being dictated to in a paid advert over a proposed new liquor shop?

Let me dispel some myths that are being spread :

- The propaganda that the site has 'no parking ", is completely false. The proposed site DOES have
  parking on its title, including a disabled spot. To be precise, it has 8 shared parking spots with the butcher
  and bakery. Additionally, it benefits from the adjoining Coles car park, and street parking on both Short
  Street and Walker Street.
- 2. Helensburgh shoppers are **NOT** provided by convenience currently. Far from it. We are provided with a liquor shop with the word "premium" in its name, but the only thing premium is its prices!!
- The community will benefit from increased competition, and variety. In reality, we all look to save
  money. Additionally, there are unemployed people in our community who would benefit from more local
  jobs.
- 4. Competition, if and any resulting price decreases, will benefit the wider community. The local consumer will then be able to choose which bottle shop to support. That's what a free market is all about. At the moment, the only people choosing and benefitting is the person who owns the overpriced liquor store. The lack of competition is breeding complacency and arrogance.
- 5. The idea of supporting local businesses sounds great in theory, but I find it weird that it seems to only be an argument that applies to the liquor stores. We had our local hardware store close after 2I years in Helensburgh in March this year. It had no competitors at all !! The reason people aren't supporting local businesses are the high prices and lack of variety are driving the locals to shop out of the area.

I might not have the financial capacity to run an ad, but I feel it's my duty, in a safe environment like this, to state the honest facts to NSW Liquor and Gaming. Each of us in our community are entitled to our opinions, and we unfortunately for various reasons, cannot voice these in public safely. I hope the coordinated campaign to silence us locals from benefitting from competition doesn't win. My opinion is, I'm in favour of Liquorland opening, and the benefits we will flow to all.

Regards



# Have your say on Liquor Licence

Local business owner Warwick Erwin calls for community action.

Liquorland proposes a bottle shop at 19-21 Walker Street, Helensburgh. The corner of Walker and Short Streets that was previously a Deli and Fruit Shop. If the application proceeds it will mean there will be four bottleshops in Helensburgh within 185m along Walker Street.

If this concerns you then you can voice your concerns to the NSW Independent Liquor and Gaming Authority (ILGA) now. You can do this by posting a letter, sending an email or using the submission link at:

https://lngnoticeboard.onegov.nsw.gov.au/ searchresult/details/APP-0008817690

Please express, in your own words, what concerns you the most about this proposed new bottle shop. Your submission must reach the Authority no later than 10 July 2021. The Authority does not take into account need, so "we don't need another liquor store" will be disregarded and not counted as an objection.

Form letters and petitions, no matter how many signatures, are only now considered one submission, so to have an impact you need to send in individual submissions to the NSW Independent Liquor and Gaming Authority.

Have you say now, as you will be silenced after 10 July 2021. If we are to have an impact we must stand together.

If you responded to the Liquorland lawyers' request for feedback, then you should make a submission to the ILGA separately.

### SHOP LOCAL & SUPPORT LOCAL BUSINESSES

If you can buy local, then don't buy online unless they are local! Know who you are buying from. Locally owned businesses support locals. They provide jobs, fund community clubs and give our town its character.



Sponsored by Warwick Erwin, local resident, community activist and owner of Stanwell Tops Technical Services

Your letter or email should be clearly marked with APP-0008817690 and it should be sent to:



**NSW Liquor and Gaming GPO Box 7060** Sydney NSW 2001

Email: new.applications@ liquorandgaming.nsw.gov.au

#### Need help writing your submission? Below are some of the concerns that have been raised:

Application gives incorrect address of Helensburgh Plaza 19-33 Walker St. The building on the corner of Walker and Short Streets is not part of the Helensburgh Plaza Development, according to Wollongong City Council's property mapping and the DA for "Helensburgh Plaza. It is an independent building with NO PARKING at all.

 Helensburgh shoppers are already provided with significant convenience for the purchase of packaged liquor with one existing liquor premises, Helensburgh Premium Liquor, next door to the Coles supermarket and closer to the Coles exit than the proposed Liquorland site.

 There is no community interest or benefit to the community in another packaged liquor outlet in Helensburgh.

The Helensburgh area (2508 postcode) has over 25 liquor licences for a population of just over 7000 residents and is therefore over-serviced already by liquor licences.

 The proposed premises has no off-street delivery. Liquorland's store plan indicates that there is no off-street unloading area for truck deliveries.

There is no street-front parking.

Night-time noise and antisocial behaviour are an issue in the Helensburgh Plaza car park and both Coles Supermarket and the landlord will not address the issues or take responsibility for the car park.

 It will put increased pressure on police resources in Helensburgh - already police resources are

very limited.

· Liquorland may create a price war that will impact on the support to local sporting clubs, charities and community groups currently supported by the small businesses of the existing liquor outlets. Liquorland has no link or connection in any way to the local community.

Concerns of an increase in the secondary sale to younger persons and teenagers. 2508

APP-0008817690 18/07/21

NSW Liquor and Gaming GPO Box 7060 Sydney NSW 2001

To Whom it may concern,

I am writing to you to voice my OBJECTION to the proposed Liquor Licence Application by LiquorLand Coles Group for the corner of Short and Walker St Helensburgh.

We currently have three community minded liquor shops who service our community sufficiently. We do not need another packaged liquor outlet in Helensburgh. There is NO Community Benefit demonstrated for this application. The Helesburgh area 2508 has over 25 liquor licences for a population of just over 7000 residents and is therefore over serviced already by liquor licences.

My greatest concern is that LiquorLand may create a price war that will impact on the support to local sporting clubs. My two daughters play in the netball club that is supported by Helensburgh Pub if their income is affected by LiquorLand this will directly affect my daughters and our family.

During Covid Coles and Woolworths have reaped the benefits of click and collect, panic buying and being the only source of expenditure for communities who are locked down. They are making enough money from people in Helesburgh. Our other local businesses have all been directly impacted by Covid with losses in their revenue and turnover, ENOUGH is ENOUGH Coles currently has monopoly over a portion of this communities income, we lost our local green grocer because of Coles. We do not need Coles to negatively impact our community in this way.

Please consider my letter an objection to this proposal.

Kind Regards

Helensburgh,

**Sent:** Saturday, 10 July 2021 6:13 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

I would like to express my concerns to the above proposed development:

- The Helensburgh area has already enough alcohol outlets for a population of 7000 residents
- There is no community benefit in another packaged liquor outlet in Helensburgh, as Liquorland has no link or connection in any way to the local community.
- I believe in shopping local and supporting the local businesses not the big conglomerates...

Regards,

9 July 2021 NSW Liquor and Gaming GPO Box7060 Sydney NSW 2001

Re: APP-0008817690

Helensburgh, NSW is a great place to live. The current application for a liquor licence by Liquorland is likely to reduce the safety and health standard within our community. I therefore oppose the opening of Liquorland in Helensburgh and strongly request the licence is denied.

My reasoning is backed by evidence the given below.

#### In the words of Pereira, Wood and Foster of the University of Western Australia

The ready availability of alcohol is prominent among factors associated with higher levels of alcohol consumption and harm, with density of alcohol sales outlets the most frequently used measure of availability. There are also community level consequences, with violence and crime among the most investigated community level outcomes to date.

Source: https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3547008/

#### The World Health Organisation has similar findings, which I quote below.

An increased density of alcohol outlets is associated with reduced social capital and increased levels of alcohol consumption among young people, with increased levels of assault and with other harms such as homicide, child abuse and neglect, self-inflicted injury and, with less consistent evidence, road traffic accidents

World Health Organisation Regional Office of Europe

Source: https://www.euro.who.int/\_\_data/assets/pdf\_file/0020/43319/E92823.pdf

Given the above information the opening of more outlets in Helensburgh is in opposition to the Commonwealth of Australia's National Alcohol Strategy 2019-2028, which states its aim is:

'To prevent and minimise alcohol related harms among individuals, families and communities.....'

Source: https://www.health.gov.au/sites/default/files/documents/2019/12/national-alcohol-strategy-2019-2028.pdf

The financial cost and unnecessary loads on the police force are increased by alcohol consumption.

NSW Police spend at least \$50 million a year responding to alcohol-related crime according to new research conducted by the NSW Bureau of Crime Statistics and Research.....

Source:

https://www.bocsar.nsw.gov.au/Pages/bocsar media releases/2007/bocsar mr ndlerf25.aspx

And some of the high cost of the associated vandalism in Helensburgh will be paid by the Wollongong rate payers.

Research by a health lobby puts the cost of alcohol abuse in Australia at \$36 billion a year, that's more than double previous estimates. (ELEANOR HALL)

Source: https://www.abc.net.au/worldtoday/content/2010/s2991780.htm

Sincerely,



Sent: Friday, 9 July 2021 4:24 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

Subject: Alcohol Outlet in Helensburgh

We do NOT need another Bottle Shop in our village. We already have four outlets which is more than enough for our population. There have been several very tragic results because some young people were intoxicated and we certainly do not want any more.

We do need another supermarket, a green grocer, and variety shops to enhance our village which is full of good, caring people and is a delightful place to live and this could be spoilt with another alcohol outlet.

Please listen to the people and refuse this request Thank you

Sent from my iPad

The Manager

NSW Liquor & Gaming <u>new.applications@liquorandgaming.nsw.gov.au</u>
GPO Box 7060 SYDNEY, NSW 2001

# New Packaged Liquor Application APP 0008817690 19-33 Walker St Helensburgh

I have grown up and reside in this area over the past 48 years

The property where the proposed outlet is applied for has always been used for the sale of healthy products being household fruits and vegetables & groceries until due to economic losses caused by the Coles monopoly next door it was closed as it could not cope with price wars. We do not want this to happens again to damage the local established outlets and make cheap liquor available to the locals, particularly the youth.

The current liquor outlets sponsor most of the sporting clubs and have done so since inception. Coles has been in town for a long time and we don't see coles on a footy jersey and never have!

The retail site can best serve the Helensburgh community with sales of food items and not more packaged liquor sales. The property is not suitable or designed for packaged liquor sales and has no car parking.

The social, health & economic welfare of the Helensburgh Community will be adversely impacted and furthermore the majority of the local community do not want it to be operating in Helensburgh.

Yours faithfully

Stanwell Tops NSW 2508

**Sent:** Friday, 9 July 2021 5:21 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

My name is and I live at Stanwell Tops NSW 2508. I am writing to express my concern and complete disagreement to yet another bottle shop in Helensburgh.

Helensburgh is rather isolated except for the Stanwell Tops, Stanwell Beach and Otford suburbs surrounding. We are a limited population that already has 3 operating bottle shops. I cannot imagine what Liquorland are thinking, that we might require yet another Bottleshop and a major one at that?!? The area has absolutely NO NEED for this additional store, all the needs of the area are more than amply taken care of by the 3 available outlets.

Just as importantly, shouldn't we give the small business operator a fair chance too? The existing stores are locally owned and operated and the opening of the 3rd store a couple of years ago had a nearly devastating effect on at least one of the smaller existing stores.

The past 12-18 months of covid restrictions and shut-downs has caused more than enough stress on the locals businesses. Adding a probably target on their viability would be utterly cruel and yet again, there is no need for it.

Coles are already the only supermarket and have 100% of the local area's grocery and fresh food supplies. There have been 2 x green grocers in Helensburgh over the last 5 plus years and they could not survive against the might of the major chain, with the huge backing behind them. So why then are Liquorland/Coles wanting to open a Liquorland store here? Obviously with the aim to succeed in doing the same to the local bottle shops as well.

Please DO NOT ALLOW LIQUORLAND TO OPEN IN HELENSBURGH, but let our smaller village to continue with the already surplus bottle shops we already have per capita. Allowing Liquorland is not fair on the local businesses or necessary for the local community. So what justification could the demise of local small businesses be??

Yours sincerely,

Sent: Saturday, 10 July 2021 5:16 PM

**To:** New Applications <new.applications@liquorandgaming.nsw.gov.au> **Subject:** Opposition to the Proposed Liquor Outlet in Helensburgh NSW APP-

0008817690

To whom it may concern,

I would like to voice my opposition to the new Proposed Liquor Outlet for Helensburgh NSW (APP-0008817690)

If this application was to proceed it would mean four alcohol outlets in the village of Helensburgh. At the current rate, Alcohol outlets are 31.3% per 100,000 of population. If the Liquorland proposal is successful, this would mean the Helensburgh rate will increase to an alaming 46.99% per 100,000 of the population!! This compares with 27.4% and 30.1% in major cities. I ask you, based on that alone, that this application does not proceed any further!

The Helensburgh area (2508 postcode) has over 25 liquor licences for a population of just over 7000 residents and is therefore over-serviced already by liquor licences.

Helensburgh shoppers are already provided with significant convenience for the purchase of packaged liquor with one existing liquor premises, Helensburgh Premium Liquor, a couple of doors away to the Coles supermarket.

And finally, Liquorland may create a price war that will impact on the support to local sporting clubs, charities and community groups currently supported by the small businesses of the existing liquor outlets. Liquorland has no link or connection in any way to the local community.

Even Coles has had a limited show of support for local community events and Charities. This local community relies on the support of it's small businesses. Another big player in town (Coles/Wesfamers/Liquorland) will have another further impact on this support.

Thank you for your time, from a concerned resident of Helensburgh

#### 12 July 2021

I, would like to submit a strong objection to the application for a bottle shop at 19-21 Walker Street Helensburgh which is a private building and therefore is not connected to the Helensburgh Plaza. The application states the address as 19-33 Walker Street which is incorrect.

The application No. is APP-0008817690 which is listed in the submission.

The 2016 Census stated Helensburgh and surrounds had a population of 6383 residents which is now approximately 7000 in 2021. I would like to know what benefit our community would gain by another liquor outlet in Helensburgh.

We have 4 liquor outlets who service the community as well as supporting, funding and sponsoring various sporting clubs, community groups and charities.

Premium Liquor shop is a first class outlet with high grade quality products and choices and with competitive prices. To compete, Liquorland would need to at least meet, if not pass, the criteria that the other outlets offer to the community and I doubt they will be as community minded.

The position of the new outlet could increase in the sale or secondary sale of alcohol to teenagers and younger persons encouraging them to gather for anti-social behaviour in the Helensburgh Plaza car park which is not patrolled at night causing increased pressure on police resources because the police are no longer stationed in Helensburgh.

We used to have a lovely village atmosphere in Helensburgh which is disintegrating before our eyes.

As a community we have so many needs in Helensburgh. Coles is a 3<sup>rd</sup> grade supermarket without a delicatessen and fruit and veggies are of a very poor standard. We used to have a fruit shop and deli where the proposed Liquorland site is.

Please take a look before you consider approving this Liquor Licence application and see the greed of Coles and Co and their not considering our small community.

Sent: Monday, 12 July 2021 2:22 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>Subject: Alcohol Outlet - Helensburgh, NSW, 2508 - APP-0008817690

July 12, 2021

NSW Liquor and Gaming GPO BOX 7060 SYDNEY NSW 2001

RE: HELENSBURGH, NSW, 2508 - APP-0008817690

I am writing to document my concerns about the possibility of having 4 alcohol outlets in the small town of Helensburgh.

Currently there are 3.

If this goes ahead we will increase to an alarming 46.99% per 100k of population, which is up from other major cities and at the moment we have 31.3% per 100k of population which is still above other major cities.

I was made aware of these statisites only over the weekend. However, I was concerned about yet another Bottle O in the Burgh when i heard the news.

During the last year or more, one of our Doctors has been trying to educate excessive drinkers in our area due to the many health concerns he sees as a result of same.

A denial of this application would be the wisest move.

Sincerely

Sent: Saturday, 10 July 2021 9:16 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

Subject: APP-0008817690

Dear Sir / Madam

I am writing to express my deep concern on the granting of a licence for the opening of a Liquorland at Helensburgh under APP-0008817690.

We already have several liquor shops to service our small community therefore there is no interest or any benefit in the opening of another one. As a large concern Liquorland will most likely out compete the smaller businesses, causing unnecessary loss, especially as those businesses support our community.

Short Street is already difficult to navigate due to Coles car park traffic and exiting on to Walker St can be hazardous with vision limited from on street parking. I cannot see how deliveries can be made to this corner without causing a major traffic issue.

I moved to Helensburgh because it is a small village like community. It is truly disturbing to see that change. It was devastating enough to have the fruit market shut down but worst still if it is replaced by Liquorland.

As a resident of Helensburgh I sincerely request that this application be rejected.

Kind regards

Sent from my iPhone

Sent: Friday, 9 July 2021 11:30 AM

To:

Subject: Fw: APP-0008817690 objections

Dear Sir/Madam

I would like to share my concern and objections for my Helensburgh community with regards to the Coles liquorland proposal. (APP-0008817690)

Helensburgh is a small town, relying on a small population of approximately only 6,383 in Helensburgh, 1,600 in Stanwell Park/Coalcliff. The community spirit is what drives Helensburgh, our community relies on the small businesses. The small business owners in Helensburgh all live within the local suburbs of Helensburgh.

All our sports are all sponsored and supported by the small businesses in Helensburgh, our young small community rely on the local Football, Soccer, Netball and Surf Life Saving club for Helensburgh to help raise our children, keep them active and engaged in outdoor activities. All the local clubs rely on the small businesses to sponsor and support financially the clubs, without their support we would not be able to maintain fields, provide services to the community such as Surf Life Saving.

The Helensburgh Stanwell Park Surf Club's main sponsor is the local small business that operates the Helensburgh Premium liquor retail store. This small business owner provides financial assistance to the Surf Club, financial assistance that provides for IRB rescue boats essential for saving not only our community but also the high number of tourist that swim at our beach Stanwell Park. Stanwell Park beach is notorious for the rough conditions and each year we record high numbers of tourist at our beach and high numbers of rescues. The Surf club relies on the support of the small business owners such as the Helensburgh Premium Liquor in Helensburgh as a main sponsor.

I object to another alcohol outlet in Helensburgh, there are already 3 outlets selling alcohol. We do not want or need Coles to profit from our community. In major cities the current rate of alcohol outlets are between 27.4% and 30.1% in major cities. Already Helensburgh with its small community population is 31.3% per 100K of the population. We are already over the average, why would you allow for another alcohol outlet??

Coles do not contribute to the community in any way, I organise fundraisers for our local school, Stanwell Park Public School and have done so for the last 7 years as my four children have gone through the school. Each year I request support from the local small businesses and COLES for gift vouchers, or prizes for fund raisers. Each year I am overwhelmed with the support and generosity of the small businesses that contribute towards our fund-raising events, every year COLES DOES NOT CONTRIBUTE OR HELP THE COMMUNITY in anyway. Helensburgh Premium Liquor supports the local school fundraisers each year, every year very generously.

When mental health is increasing, research also shows that while excessive alcohol consumption does not produce behavioural conditions, drinking can exacerbate the symptoms of a mental illness. Roughly one third of individuals struggling with alcohol abuse also suffer from a mental illness - why would the NSW liquor and gaming agree to increasing the alcohol outlets in our small community. A 4th outlet would increase the rate in Helensburgh to 46.99% per 100K of population. It would be unethical, irresponsible for the NSW liquor and gaming to consider approving liquorland to open at Helensburgh.

Thank you for taking the time to consider this small community that relies on small business owners for support for our not for profit clubs to operate.

Sincerely		
Stanwell Park NSW 2508		

**Sent:** Saturday, 10 July 2021 10:11 AM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

To whom it may concern,

Regarding the application APP-0008817690 for a new liquor outlet.

I strongly oppose this application for the following reasons:

- 1. There are already 3 other liquor retail outlets in the area
- 2. Extra traffic to and already congested area
- 3. Night-time noise and anti-social behaviour
- 4. With a young community demographic, I have concerns that this will cause more underage drinking
- 5. Store deliveries will cause dangerous traffic situations

Thank you,

Helensburgh 2508

**Sent:** Friday, 9 July 2021 11:09 AM

To: Jason Owston < iason.owston@liquorandgaming.nsw.gov.au >

Subject: RE: Submission- Objection to application - Liquorland, Helensburgh APP-

0008817690 new Packaged liquor licence-

Application gives incorrect address of Helensburgh Plaza 19-33 Walker Street Helensburgh.

The building is on the corner of Walker & Short Street & is not part of the Helensburgh Plaza Development, according to Wollongong City Council's property mapping and the DA for Helensburgh Plaza.

It is an independent building with no parking at all.

Kindly confirm whether my correspondence will be taken into account?



**Sent:** Saturday, 10 July 2021 6:22 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

Subject: APP-0008817690 - application for new alcohol outlet in Helensburgh NSW

To whom it may concern,

I would like to express my opposition to the granting of a new liquor outlet to Liquorland at 19-33 Walker St, Helensburgh.

We do not need another outlet in this small village which would bring the number to three on the same street and within 100metres of each other. Plus a pub which is within another 100metres of one existing outlet and a workers club in walking distance.

We have no police station in the area for one half an hour drive and the area is really poorly policed currently.

This is a case of excess and will provide, especially to the youth population, a cheaper source of booze and all the social disfunction that this will bring to our area.

There is no benefit to this town in any way, and will only benefit a large bully organisation like Coles.

Please do not allow this application to proceed as it is a social risk to the residents.

Stanwell

Stanwell Park. 2508

Sent from Mail for Windows 10

**Sent:** Saturday, 10 July 2021 4:48 PM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

Subject: Objection to APP-0008817690

Dear Manager,

Please register this objection to APP-0008817690

Helensburgh is a detached town, with no thoroughfare of unintended passing traffic. Towns like this rely heavily on a strong circular economy, keeping the limited amount of revenue within the town as best as possible.

Large multinational corporations have their place, they provide wonderful access to a large range of consumables. Where the large multinationals falter, is that they lack an authentic prescence and contribution to the local communities like Helensburgh. The town is already serviced with enough local alcohol retailers - There is no social or commercial need to approve and install a Liquorland.

Please listen to the community.



**Sent:** Saturday, 10 July 2021 10:11 AM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** Liquorland Application APP-0008817690

I wish to object to the above application on the following grounds;

- 1. Helensburgh is a small, quiet town and approval of this application will result in <u>four (4)</u> alcohol outlets in our main street within 200 metres of each other.
- 2. This will result in Helensburgh having alcohol outlets at an alarming rate of 46.99% per 100,000 of population which is way above the state and national average.
- 3. The current alcohol outlets are run by local people who know their customers and they prevent under age teens accessing alcohol.
- 4. Alcohol abuse is a national health problem and the last thing our health system needs is easier access to alcohol.
- 5. Our local outlets contribute strongly to local sport and other community activities but unfair competition from a juggernaut like Liquorland will put their business at risk and some may fail or cut back on sponsorships.

Please reject Liquorland's application.

Helensburgh. NSW 2508

**Sent:** Friday, 9 July 2021 6:48 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

Coles is already the main shop in use in Helensburgh outcompeting local groceries and taking large amounts of their business. Helensburgh already has 3 liquor stores available, adding another is definitely unnecessary and will severely impact the local stores already established. The addition of an another liquor store is complete overkill and not needed.

**Sent:** Friday, 9 July 2021 8:58 PM

To: Licensing Submissions <submissions.licensing@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

As a long term resident and business owner in the local Helensburgh area I strongly object to the above application for an additional liquor license for the Liquorland Coles Group

There is little or no parking in a already congested area and lack of suitable delivery facilities which I believe would cause additional traffic congestion and pedestrian traffic danger

There is little or no community benefit as there is multiple outlets already



Sent: Wednesday, 14 July 2021 9:42 AM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

Subject: Objection to Application APP-0008817690

**Importance:** High

Dear Manager Independent Liquor and Gaming Authority,

The Northern Illawarra Chamber of Commerce is the voice of the business community in Helensburgh and the surrounding locale.

We have been made aware of an application by Coles Group to install a Liquorland store into the Helensburgh Plaza / supermarket complex.

Whilst we are advocates for business in the area, we are also the voice and support of the many diverse businesses and people in Helensburgh and surrounds.

There has been an overwhelming majority of residents and business owners who object to the Liquorland Development application on the grounds of health, social and community reasons, particularly when there are four (4) other liquor licences held here.

The local 2508 community relies heavily on a circular economy to survive. The installation of a 5th premises to retail alcohol, particularly a large multinational chain, will have a detrimental impact on the existing, local suppliers.

The Northern Illawarra Chamber of Commerce object to the approval of the Development application APP-0008817690 for all reasons raised above.

I can be contactable for further comment via this email.

Thank you and warm regards. Please stay safe at all times.





Northern Illawarra Chamber of Commerce (NICC)

Please view our website for further information about our organisation. – www.nicc.net.au

**Sent:** Friday, 9 July 2021 4:28 PM

**To:** New Applications <new.applications@liquorandgaming.nsw.gov.au> **Subject:** APP-0008817690 Objection to proposed Liquorland Bottleshop

I object to the proposed Liquorland Bottleshop on the basis that we already have healthy pricing competition between the existing bottleshops within Helensburgh, IAssuming that the Coles Group has acquired the premises I feel that Coles could move their fresh produce to this site (ie 19-33 Walker St Helensburgh) expand the amount of produce available plus install a delicatessen which is sadly lacking within their existing store. Fresh produce and a Delicatessen would be far more acceptable and beneficial to the wider community than yet another bottle shop..

Regards

**Sent:** Saturday, 10 July 2021 4:42 PM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP-0008817690

Dear Sir/Madam,

I am writing to express my concerns regarding the proposal to place a Liquorland bottle shop in the village of Helensburgh, NSW.

This particular shopping precinct should continue to foster a village atmosphere by promoting and catering to small local businesses rather than huge companies such as the Coles Group.

With an already adequate supply of liquor outlets in the area, I believe there is absolutely no justification to locate a Liquorland bottle shop in Helensburgh.

As a local resident in the area I wish to state my objection to this proposal.

Yours sincerely,

STANWELL PARK, NSW.

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

#### We the undersigned object to this Application.

Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
	Melensbyr -		Enough bottle shops in a small town. Goes against supporting the healths wellbery of the Community's youths.	18/421	
	Helensbyn		Social amenity of HIB community will not be en hanced.	1816	
	Pl Hbugh		with teenage daughters another battle shop is a worry. Not conducive to healthy community options.	18/6/21	

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

#### We the undersigned object to this Application.

	Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
×		He less buy L		We don't need ony more Liquor Storer. We need a deli' + fruit shp. The is a close more poly by Gler. It most be stopped	18/6/21	0
Sec. 35				NO NEED FOR ANYMORE LIGURGE STORES. HOW ABOUT COLES CHUE US A DELI & A A-GRADE STORE, NOT A D-GRADE	18/6/4	C
8		Stanvell Park		the redictor. This is so wrong, enough Alregaly Colos. Med needed.	19/4/21	c

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

#### We the undersigned object to this Application.

	Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
		Helensburgh, NSW, 2508		A Don't need a 3rd bottle shop in a small town  A Puts local businesses at a loss-(lose customers)  A Increased crime in area due to exposure to alcohol for longhous	18/06/2021	
		HELIONSBURG		BUSINESS IAT RISK.	15/06/21	
27.1		fletenshugh 2508		Health and well-being of an community is number 1 priority!!  Ne need a fruit shop, not another bottlo!!	1/	

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

#### We the undersigned object to this Application.

	Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
		Helensburgh 2508		There are 4 take away bothe shops Already Wha do we need a another one.	18-6-21	
47.0		HELENBURLA		Just No! We have all we need!	18.6.2	
		OAfork		No need for another one	18/6/21	

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

#### We the undersigned object to this Application.

Nai	me	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
		***		As Per Below	18/6/21	
					10/0/0	
-				FOFF (enough liquid	18/621	C
		H' Bush	MA	We have enough bottle shops in town + prefer to support beels	18/6/21	4
		1. 208-		Town & prefer to support beets	33545-00V-ER 50V	
				- health & well being of population.  - Alwhol increise acced with multiple shottestors and cheaper allery		
			DM	population.	18/8/4	
		OTFORD	nz.	with multiple shottestors		
		, <del></del>		and cheaper alchy		

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

### We the undersigned object to this Application.

Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
	Ad Otford 2008		Enough local independent bottle shops in Helenburgh. No need for a franchise liquor shore	19/6/21	
	HELENSBURGE		DON'S WANT LARGE SUPORMARMET STORES TO PUSH OUT ENDERGHDENTS TEMPN HET US WITH HIEGHOR PRETES.	19/6/20	
	H/ Burgh		The foun does not need more alcohol outlets	<b>10</b> /6/20	



Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

#### We the undersigned object to this Application.

Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
	Stanuella		Protecting local Stores and businesses from by nathonals	20) Plast.	
	Helersbrogh.		Local Small businesses ore the heart of our cannuity. Not Bus.	20/6/21	
	Bellambi		Support the locals	21/6/21	

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

#### We the undersigned object to this Application.

	Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
		Helesbugh		we don't need another bottle shop another bottle shop Localbusinesses are enough	21.6.21 Wox	t beel. !
•		H'EURGH		Aleady have enough - don't fut other out of work!	21/6/21	
		Helensburgh	d	1. Town is adequately serviced by existing off premise licenses 2x bottleshops, pub + club within . sometre radius 2. Supermorket docket discounts are anti-competitive	21/6/21	8

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

#### We the undersigned object to this Application.

	Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
		Helenshigh.		Already have a botherhouse, the Support local businesse, Health .	22/6	
34.10		Rd Offood		small form, we supporting small businesses.  Erough alread 7	22/C.	
\$0° =		12-B		we have enough bottles + ast enough Rosh food ortlets.	22/6	

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

### We the undersigned object to this Application.

Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
	telenslargh	h	Arready prenty of packaged liquer aptions in burn Other Shaps eve more needed	246/21	
	St. Helensbursh		Already enough variety. Another bother shop is not needed.	22/6/21	
	) hade		Already have 2 Liquer Sons don't need another one	23/6/21	

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

### We the undersigned object to this Application.

	Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
200		THINVOUL		Local businesses operated by locals have a much mar positive impact on the community + inparticular a monotopy such of Coles with lower pricine null appear has a negative impact on you ger and their oliving habits.  HELENSBURGH ALREADY IHAS SUFFICIENT  ROTTLE SHOPS TO SUPPLY THE TOWN.	e 23.6.21 secople	
		STANWELL TOPS		Local Business operation. Another not needed. Excellently our business.	24.6.21	(

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

#### We the undersigned object to this Application.

Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
	Melonshrogh		the Area does not require that many liquor contlets.	24/6/21	
	() Gym = 9 2223		Not Bapaixal	29.6.21	
			A NEGATIVE IMPACT ON (OMMUNITY HEALTH	24/6/2	

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00pm on Sunday.

#### We the undersigned object to this Application.

	Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
			Strok			
910		Stanwell Tops	John Mary	Helensburgh already has Sufficient liquor stores and providing another would be detrimental to public health		
		Staning Park	Must	THERE ARE ALLEASY ENDUCH LIQUOR QUILLETS IN THE 2508 AREA. ANY ABBITIONAL WOULD HAVE NEGATIVE SOCIAL IMPACT	26/6/21	

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

#### We the undersigned object to this Application.

Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
	HELENSBURAN		# DON'T NEED A THIRD BOTTLE SHOP  # RISK TO COMMUNITY HEALTH DUE TO LOVE SERVICE  HOURS	2216 2021	
		-			
	HELENS DUNG H		SHOPS IN TOWN ALKEADY.	28/6/02	
	/		THEY SHOULD BE SUPPONDING SMALL BUSINESS.	,	
			Bothe shops &		
	HORSCELL!		THIS TOWN SURPORTS	18.624	¢ .
			LOCAL BUSNESS.		

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

### We the undersigned object to this Application.

Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
	Helensbugh		10cal stores more 1mportant that Ranchises Supernarkets	29/6	
	Lelenbuzh		doct noed only me bothe stops	1.7	
			I Hate capitilism	V7	

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

### We the undersigned object to this Application.

	Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
×		NSW 2508		He need were venety of Stores in Holmsburgh.	1/7/21	
		cretarnors		concerned about number of bottleshops in small town a proposed hours.	2/7/21	
		Stanner Tops		Not needed in this small community.	2/7/21	

Liquorland has applied to the NSW *Independent Liquor and Gaming Authority* for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

### We the undersigned object to this Application.

Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
			Theres two bottle Shops in town already. Wo need for a third. Leave the overnesis for a service	3/7/21	
		4	We don't need another bottle shop taking business from local owners.	3/7/21	
	HELENSBORGE		WE ALREADY HAVE U LIQUOR OUTLETS NO NEED FOR ANOTHER OND	3/1/21	
	9				

Liquorland has applied to the NSW Independent Liquor and Gaming Authority for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

## We the undersigned object to this Application.

Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
C	- Helens Birch	L	HOUTHETS IS ENOUGL IN OUR TOWN DON'THEED IT. USE IT FOR A GOOP FRUIT Chop a DEL! LIKE BEFORE	1	
	Holestand		2 bottles shops is enough for this town	6/1/2	C
			-		

Liquorland has applied to the NSW Independent Liquor and Gaming Authority for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

## We the undersigned object to this Application.

Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
	HELENSBURGH		There are too many bittle ships in the blelenshigh already and I peter a butteshop that is NOT owned by the large supermarket	07/07/21	
	STAMWELL TOPS		We already have locally owned bottleshops we are very happy with. Ask us what we need - its a delly grocer NOT Liquorland!	07/7/21	
	Rd Helensburgh		Already have an amazing bothestop, no mead for another, Small town, support Smaller \$ businesses	8/7/21	

Liquorland has applied to the NSW Independent Liquor and Gaming Authority for the grant of a packaged liquor licence at the above address. The proposed trading hours of the bottleshop are 8.00am to 10.00pm on Monday to Saturday, and 10.00am to 10.00pm on Sunday.

## We the undersigned object to this Application.

Name	Address	Signature	Reasons why you are opposed to it	Date	Mobile/contact number
		Dal	business that sevice our Community want	9/7/21	
			WE TOO NOT WANT		
	St Helensburg	h. Duly	Negative impact or community health due to long speninghouse and the addition of another Bottles shop - Coles should see the space for fresh deli foods Small town needs their small	9/7/21	
			business - don't gee coles sponsor own splocal sporting Clubs	ing	

**Sent:** Monday, 12 July 2021 12:44 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

**Subject**: APP-0008817690

I am writing to object to yet another liquor outlet in Helensburgh. There are already three such outlets which is more than enough! This proposal is an inappropriate use of the premises.

**Sent:** Saturday, 10 July 2021 3:45 PM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

**Subject:** RE. APP-0008817690

RE. APP-0008817690

Firstly, the panoramic photograph of Walker St fronting Coles and the application site shows an idyllic setting with the disability parking space empty. That I assure you, as an authorized user, I know to seldom be the case. When travelling from the south this spot, if vacant, is constantly taken by the time I circle the roundabout to the north and return.

Also, without marked parking spaces many drivers disregard others parking across two spaces. Only this week with the disability spot taken I needed to ask a driver who had taken up two spaces to reposition his van and allow me to park. In front of the coffee shop to the south of Coles there is space for two cars when parked considerately but should both spaces be free drivers tend to park in the middle denying others a parking space. When suggesting to a driver she park closer to the end or front of this space an inane abusive reply ensued. When parking with consideration to others I have pedestrians have come up to me and thanking me. The provided panoramic photo fails to show adults and children traversing the pedestrian crossing or the bank up of stopped or slowing cars, there were three stopped and four slowing from the south just a few days ago.

We, those with mobility issues cannot park under Coles as unlike Helensburgh Railway Station there is no lift. Walking up steps or sloped concrete is extremely dangerous. One slip and fall could likely mean loss of our mobility and independence for life. That is no exaggeration.

Coles has benefited by the increasing number of homes built and families moving to the area. Parents want the best for their children, and a further 'in your face' bottle shop opening would be disappointing. Policing is already inadequate with the police station closed and police only calling in irregularly.

Coles Helensburgh is our closest supermarket about seven km. away and where I would be in normal times three to four times a week.

Some years ago, two inebriated youths were damaging a train going south. The guard stopped the train at Helensburgh calling for police and as a passenger on that train I know it took approximately an hour for police to arrive.

Without the willingness and financing of a greater Police presence in our location this further liquor outlet in unwanted, unneeded at a time when there is a widespread campaign to reduce alcohol consumption and save lives in particular of youths it should not be permitted to proceed.

My comments are not just as a resident, it is as a son whose maternal grandfather was a drunk and my mother's only sibling also a drunk. My maternal grandmother

was treated appallingly and died in a psychiatric unit and my other grandmother deceased I never had the joy of having either grandmother's. It is only a few years ago that two young men, the driver with a high alcohol level were killed in a one vehicle accident in Walker St not far south from the application site.

There is inadequate parking around the site in question and many young children are constantly around. Unfortunately, these situations are often ignored until there is a serious injury or death.

Purchasing a sociologist's text, the author inscribed my copy 'Seek the Welfare of the City'. It will not be advancing the welfare of Helensburgh and district by approving this application.

The question 'Am I my brother's keeper' is important here. The answer can only be yes.

To my knowledge there has been no public display of plans for this Liquorland outlet or opportunity for measured and open discussion of this proposal hence the application should be denied.

Stanwell Park NSW 2508

Regards,

Sent: Friday, 9 July 2021 4:31 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

Subject: APP-0008817690

Hi NSW Liquor and Gaming,

I am writing in regards to a liquorland proposal in Helensburgh.

Our small town has 3 alcohol outlets. As a father of three boys it is already a prominent component of our retail landscape and adding another store will only further highlight the popularity and acceptance of alcohol in the community.

I have been a local soccer coach and even treasurer of our local soccer club. We try to promote a healthy active lifestyle. A liquorland outlet will not help this cause.

When Coles opened in Helensburgh it forced the closure of IGA. A liquorland will most probably force the closure of one of the other independent outlets. This will result in less competition and ultimately more profits going outside of our community.

I am unable to find a positive reason for a liquorland in Helensburgh and ask that your reject the proposal.

Helensburgh NSW 2508

**Sent:** Saturday, 10 July 2021 12:24 PM

To: New Applications <new.applications@liquorandgaming.nsw.gov.au>

Subject: Coles Liquorland Helensburgh

### APP-0008817690

I am a concerned resident of Helensburgh.

My concern is that Coles will force out yet more small local businesses from our town.

We have lost florist, fruit shop, Delicatessen to name a few, now our Liquor outlets will be in the firing line if Coles is allowed to open a Liquorland in Helensburgh.

These businesses are run by local families who also support local events and sports teams.

I strongly oppose this application for a Fifth Liquor outlet (Liquorland) to open in our town.

### Regards

**Sent:** Saturday, 10 July 2021 11:24 AM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

**Subject:** APP 0008817690

Dear Sir/Madam

I am writing to express my concern over the proposed issue of a liquor licence for a Liquorland bottle shop at 19-21 Walker St, Helensburgh.

The Helensburgh area (2508 postcode) currently has over 25 liquor licences for a population of just over 7000 residents and is therefore already over-serviced for liquor licences.

A new licenced premise will put increased pressure on already stretched and limited local police resources.

There is also concern of an increase in secondary sales of alcohol to underage young people.

Small local businesses are already under pressure during COVID and as they support local sporting clubs a price war with a retail giant could impact their margins and therefore their sponsorship.

With thanks

Otford NSW 2508

**Sent:** Saturday, 10 July 2021 12:25 AM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

**Subject:** Re. APP-0008817690

To. NSW Liquor and Gaming,

I strongly oppose the Liquorlabd application APP-0008817690 in Helensburgh.

Helensburgh is a small town with only a few thousand residents, with a large proportion of families and younger citizens.

I believe that any alcohol requirements are already met by the 3 existing bottle shops, pub, club and licenced restaurant venues.

A local Dr surgery ran a survey ad highlighted health risks associated with substance abuse and excessive alcohol consumption. Having a large chain bottle shop would risk this problem further.

From a safety perspective, we are a town without ongoing police coverage with an unmanned police station. I see this as a real safety and security problem for our little family friendly town.

I also worry that the regular street racing from youth boredom, easy access to cheap alcohol and a non policed town, may have a more regular deadly effect on our roads. I still remember the sound of a high speed, alcohol fuelled fatal accident in Helensburgh 3 years ago, it was horrendous and devastating for those affected.

Finally, life and small business is tough enough in these difficult Covid-19 times, without the added strain to locally owned and operated liquor stores facing the added strain of competition from a large chain liquor store. With all focus on bottom line profits and KPI's and no regard to the local community.

Please save our beautiful, quiet village from these risks.

Regards,

Helensburgh NSW 2508



09 July 2021

NSW Liquor and Gaming GPO Box 7060 Sydney NSW 2000

RE: APP-0008817690

To Whom It May Concern:

I am writing to you regarding an application by Liquorland to open a bottle shop in Helensburgh. As a member of the community I believe there is no interest or benefit to our community in another packed liquor outlet in the proposed shop on Walker street, for a few reasons. An obvious one is that we are already well served by a number of existing bottle shops, pubs and restaurants. The shop also does not appear to provide any provision for new parking or proper servicing of from deliveries besides from the front of the shop sidewalk. Lastly, I believe a new liquor store could contribute to more night-time noise surrounding that area and, with the already limited police presence in our area, would only make matters worse

I do hope you consider rejecting this license for a more appropriate and badly needed amenity for our community.

Warm regards,



The Manager

NSW Liquor & Gaming

new. applications@liquor and gaming. nsw. gov. au

GPO Box 7060 SYDNEY NSW 2001

# New Packaged Liquor Application APP 0008817690 Helensburgh

I am a local resident having lived in helensburgh for 49 years .I am objecting to the proposed liquor land new Packaged Liquor Licence Application in Helensburgh .

Recent studies by equilibrium healthcare (helensburgh based)have shown that the health & welfare of the Helensburgh Community is suffering from alcohol related illness and the saturation in our main shopping strip can only exasperate the problem. Apart from the fact that we are already above state averages for liquor licences and I more would make us grossly above average.

the local community does not want it to be operating in Helensburgh town centre.

There is plenty of accessible outlets already-we do not want 4 liquor sales outlets in 180 metres we do not want to drown our town in alcohol

I have lived here my whole life and don't see the necessity to ruin our town.

Regards

Helensburgh 2508

# 9 July 2021 APP-0008817690 Liquorland proposal for another, the $4^{\rm th}$ bottle shop in Helensburgh, 2508

### **NSW Independent Liquor and Gaming Authority**

Dear NSW Independent Liquor and Gaming Authority

I am writing to you as another dismayed, shocked and sadden local resident of 2508, once again having to bring pen to paper, and voice our overall disgust that the NSW Independent Liquor and Gaming Authority has too once again approve another bottle shop in Helensburgh. Enough is enough!

Why on earth does pleading of a local community already so hurt by the scourge of alcohol be completely ignored. We now have 3 bottle shops in Helensburgh, with the third one approved not that long ago by the NSW Independent Liquor and Gaming Authority.

When does this madness stop? How many more people need to injured, killed, how many more families ruined, how many people need to rushed to hospital because the NSW Independent Liquor and Gaming Authority keeps approving bottleshops in our local community.

The approval of a forth bottleshop in our community will guarantee more harm, more hurt, more family brakedown, more domestic violence. Why?

When will this stop!

Our only green grocer in the Helensburgh CBD is gone, and what does Coles want to replace it with. A forth bottleshop! Coles already has very little commitment to the local area, as shown by the closure of the delicatessen within their supermarket. The application by Coles for a forth bottleshop is purely greed driven, with not a shred of concern for the local people, particularly families in the community.

The Helensburgh area has already some 25 liquor licences, how many is too many. We do not need another bottleshop. This something wrong in a society that allows four bottleshops in such a small community.

I am hoping that you are indeed independent, as compared to your equivalent Authority in Victoria, and see that this application is purely based on greed with the sole purpose of exploiting and causing serious harm to people, including children in our community.

PLEASE DO NOT ALLOW THIS CALLOUS APPLICATION TO PROCEED

Thank you

APP-0008817690 18/07/21

NSW Liquor and Gaming GPO Box 7060 Sydney NSW 2001

To Whom it may concern,

I am writing to you to voice my OBJECTION to the proposed Liquor Licence Application by LiquorLand Coles Group for the corner of Short and Walker St Helensburgh.

Helensburgh does not have a manned local police station. We are serviced at night by Wollongong or Engadine which means there is a delay in police support should we need it. If Liqourland's proposal for a packaged liquor license is approved, the Helensburgh ratio of packaged liquor licenses will be lifted from 0.28% per 1000 people to 0.42% per 1000 people which greatly exceeds the states average. If follows that this will cause an increase in the number of alcohol related problems in our community and we do not have the police presence to manage this.

My greatest concern is that LiquorLand may create a price war that will impact on the support to local sporting clubs. My two daughters play in the netball club that is supported by Helensburgh Pub if their income is affected by LiquorLand this will directly affect my daughters and our family.

During Covid Coles and Woolworths have reaped the benefits of click and collect, panic buying and being the only source of expenditure for communities who are locked down. They are making enough money from people in Helesburgh. Our other local businesses have all been directly impacted by Covid with losses in their revenue and turnover, ENOUGH is ENOUGH Coles currently has monopoly over a portion of this communities income, we lost our local green grocer because of coles. We do not need Coles to negatively impact our community in this way.

Please consider my letter an objection to this proposal.

Kind Regards

Helensburgh,

Sent: Saturday, 12 June 2021 6:47 PM

To: Licensing Submissions < submissions.licensing@liquorandgaming.nsw.gov.au>

Subject: Helensburgh 2508 new liquor license

Im Writing as a local owner of helensburgh and wanted to express my concerns about adding a new liquor license to the area. We habe 3 at the moment and that is enough we don't need another liquor shop or a new license in 2508. Think of it this way if it was a small business looking to apply for the same would it have even gotten this far? Also the fact that our town isnt that large and we now have a dan Murphy's in engadine and Wollongong that are within a shortish drive. This new licence cant do anything good the for the local community. In even creating a small number of local jobs this will see other jobs dying off in the other stores as the have more boarded up shop fronts. Im completely against it.

Regards

Helensburgh NSW 2505

14 June 2021

Submissions.licensing@liquorandgaming.nsw.gov.au

Dear Sir/Madam,

### 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:

- 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??
- The noise levels are too high throughout the night as it is, this will only increase if there is a liquorland open until 10pm.
- 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
   10pm?
- 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. This car park should be locked at night. 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.

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

**Sent:** Saturday, 19 June 2021 2:23 PM

To: Licensing Submissions <submissions.licensing@liquorandgaming.nsw.gov.au>

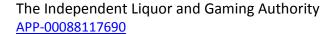
**Subject:** Helensburgh Liquorland application

Dear Sir/Madam,

I wish to put in an objection to the proposed application for a Liquorland store in Helensburgh. There are already three outlets to buy alcohol in our small community plus a club to go for a drink and we feel that is sufficient.

Coles has already downgraded their supermarket for the residents and are now putting people further offside with the intention of opening a liquor store.

Yours sincerely,



24 August 2021

# DA 2021/822 Off licence Application at 19 - 21 WALKER STREET, HELENSBURGH.

I write to object to Application Number <u>APP-00088117690</u> Included in DA 2021/822 to Wollongong City Council.

There is no community benefit in yet another retail liquor outlet in a small town.

There is no street front parking and no immediate parking in the vicinity. It will impact the other shops in terms of deliveries to their shops.

The application made to the Independent Liquor & Gaming Authority has an incorrect address naming it as part of Helensburgh Plaza. It is in fact not a part of Helensburgh Plaza and is mis-leading to all persons. It is a separate building and not in a shopping complex named as Helensburgh Plaza.

There will be three bottle shops and a pub in a small space in Helensburgh.

There will be negative community interest in another retail liquor store in Helensburgh.

The detriment it will bring to Helensburgh which already has noise and anti social behaviour problems will be immense.

I believe it is a dereliction of your community duties to grant this, yet another liquor outlet application.



Sent: Tuesday, 24 August 2021 5:39 PM

To: New Applications < new.applications@liquorandgaming.nsw.gov.au>

Subject: APP-0008817690. LIQUORLAND 19 WALKER STREET HELENSBURGH.

### To The NSW INDEPENDENT LIQUOR AND GAMING AUTHORITY

I am writing to object to the above APP-0008817690 I am a concerned person who owns commercial property in Helensburgh.

If the application is approved it will mean that there will three bottle shops and a pub within the space of 185metre along Walker Street, Helensburgh.

Helensburgh also only has a population of 7000 people, it is well and truly over serviced now let alone if this applications is approved.

One of the licences is right next door to the liquorland application.

There is no community interest or benefit in another packaged liquor outlet in Helensburgh.

It has no off street parking or on street parking at all

The detriment it will bring to Helensburgh which already has noise and anti social behaviour problems will be immense.

To have another outlet to purchase liquor will only intensify the situation. It will put increased pressure on already stretched Police resources. There is also a concern of increase of secondary sale to younger persons and teenagers.

I urge you not to grant this application

Yours faithfully

From:

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 delicates an not more liquor shop.

Sent from my Galaxy

From: 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,

Sent from my iPhone

From:

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

From: 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 bottlo. 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 led 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 their and support local and the Liquorland won't last anyway.

Sent from my iPhone

From:

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 drunkeness, 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 delicatessan 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 bottleshops 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

Sincerely



**From: 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.

From:

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 Liquoand 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.

From:

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.

From:

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.



From:

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 u till all hours

There is no local police on sites which will encourage more drinking

Helensburgh needs more food outlets-not alcohol



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



From:

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.

From: 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.

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.



From: 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.



Sent from my iPhone

From: 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.

From:

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

From: Sent:

Monday, 25 January 2021 3:21 PM

To: submissions.licensing@liquorandgaming.nsw.gov.au

Cc:

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
- Helensburgh Cellars, 7 Walker Street, Helensburgh NSW 2508
   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.

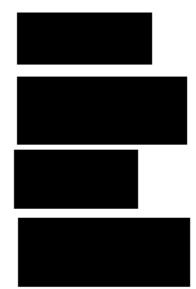
There is no permanent police presence and a lack of policing of alcohol free zones (see attached map) including Charles Harper park where large groups of young people are often observed drinking alcohol and displaying loud unruly behaviour.

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.





From:

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. Helensburgh 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.

From: 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.

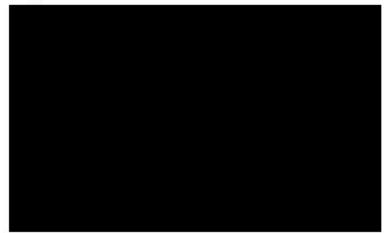
As I'm sure its already been pointed out, there is already the Cellars bottle shop, Heritage bottle shop, and the very large Premium Liquour. A 4th bottle shop would be quite ridiculous. All four would be within 100m of each other not to mention the Centennial pub and 400m further on there is the massive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



From:

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.
- 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.
- 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.

From:

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.

From: 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

From:

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,

From: 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.

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 Walket 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.



From:

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 <u>support</u> 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 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,



From:

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 trolly 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.



From:

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,

Please excuse any mistakes. Sent from my iPhone.

From:

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

From:

Sent: Monday, 8 February 2021 3:30 PM

To: Nicole Beath

Cc:

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 Liquiorland 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 presence; and probably at very inconvenient times.

THERE IS NO NEED FOR A LIQUORLAND IN HELENSBURGH.

From:

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

From: Sent:

Tuesday, 9 February 2021 9:24 PM

To:

Nicole Beath

Subject: Proposed Liquorland Helensburgh

Saved:

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 <u>rejected</u> 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



From: 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,

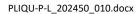
I am a resident of Helensburgh. My extended family have been residents for many years.

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,



#### 11 February 2021

To

#### 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 Liqourland 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 wit 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 bottles 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.

February 19

#### 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	
310	0-4	380	1311
4621		4540	
	9161		
	2615		
	29%		
	64 97 151 188 266 324 344 346 302 260 253 327 327 311 356 310	49 85+ 64 80-84 97 75-79 151 70-74 188 65-69 266 60-64 324 55-59 344 50-54 346 45-49 346 40-44 302 35-39 260 30-34 253 25-29 327 20-24 327 15-19 311 10-14 356 5-9 310 0-4 4621 9161 2615	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 5-9 339 310 0-4 380  4621 4540 9161 2615

N 4-1-

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



From:

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 colocating 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

> Sent from my iPad



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,

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).



From:

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 agreeance 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

(Days in office - Tuesday, Wednesday, Friday)





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Dr Trevor Kemper M885 (Syd), FRACGP

Dr Fiona Danson
MBBS MA (Cantal), MRCPCH, 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

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

18/61-63 Walker Street Helensburgh 2508

eqhc.com.au ACN: 623 916 834

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.



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.



From:

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 4th 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 (<a href="https://www.saxinstitute.org.au/wp-content/uploads/Community-impact-of-liquor-licences-1.pdf">https://www.saxinstitute.org.au/wp-content/uploads/Community-impact-of-liquor-licences-1.pdf</a>) 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,

## **Nicole Beath**

From:

Sent: Monday, 15 February 2021 11:07 AM

To: Nicole Beath

Subject: Proposed Liquorland store in Helensburgh

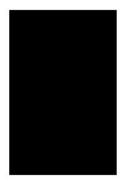
Saved: 0

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



Helensburgh NSW 2508

March 31, 2022

Beatrice Pitpaiac,
Project Officer, ILGA Secretariat | Policy and Strategy
Liquor & Gaming NSW
4 Parramatta Square,
12 Darcy Street,
Parramatta NSW 2150

Dear Ms Pitpaiac,

In relation to the proposed Liquorland outlet in Helensburgh and after reading the Community Impact Statement, we wish to raise some matters outside of what was covered in our original submission (Feb 12, 2021).

In Annexures E through to RR on the C.I.S., we noticed that the 36 submissions against the proposal are all written by local residents whereas there are a mere 4 submissions that are in favour and all of them were submitted by people living outside the area. Those in favour state the desire for a 'one-stop shopping convenience', whereas those against the proposal express a much wider variety of reasons which are unfortunately poorly represented in the brief summaries in Table 8 (pp. 27-31).

Many express concerns regarding anti-social behaviour, underage drinking and a lack of police presence and the accompanying comment that 'the applicant is eager to work with NSW Police' is a disingenuous and glib response. The residents of Helensburgh are well aware of the ongoing lack of police presence and its associated problems.

Whose interests are being considered here? Surely consideration of the negative impact on the Helensburgh community and local residents should outweigh the need for more convenience for a small group of out-of-towners. If convenience is of such importance to them, maybe these people should stick to shopping in their own local area and lobby for more alcohol outlets in their own local area.

Once again we sincerely hope this proposal is firmly rejected.

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



From:
Sent: Tuesday, 5 April 2022 10:43 AM
To: ILGA Secretariat < ilga.secretariat@liquorandgaming.nsw.gov.au > Subject: APP-0008817690 Submission to ILGA Community meeting

Dear Sir/Madam,

Please find below a written copy of the submission presented on my behalf by night at the community meeting in Helensburgh:

"I am speaking tonight on behalf of advocate, a concerned Helensburgh resident and disability advocate. is unable to attend tonight in person, and while she has requested the Liquor and Gaming authority arrange remote access to this meeting given the 10% of our local population in Covid isolation, as well as those limited by disability, age or health concerns, this request was denied. has prepared these words:

I strongly object to the application by Liquorland for a packaged liquor licence located in Helensburgh.

Section 48, part 5 of the Liquor Act states:

"The Authority must not grant a licence... to which a relevant application relates unless the authority is satisfied...that the overall social impact of the licence ... being granted will not be detrimental to the well-being of the local or broader community."

This licence would most certainly be detrimental to this community and should not be approved.

The applicants own community impact statement does not accurately reflect the very real risk of increased alcohol consumption with the density of approved package liquor outlets in the Helensburgh town centre.

The Authorities guidelines outline how certain aspects of the application must be considered under Section 48 part 5. I will mention a number of these guidelines that the applicant has failed to address, or incorrectly addressed in their community impact statement.

- 1. Location- the applicant incorrectly states the address as "Helensburgh Plaza" The address for the premises concerned is 19-21 Walker St, while it adjoins the so-called Plaza which is really just a high street facing supermarket with a ramp connected to a rear carpark, it is not by any stretch of the imagination a shopping centre or even a part of the same building premises. To assert that this offers a "One stop shopping experience" is completely false. All of the packaged liquor outlets could equally claim this given they are spaced in a short distance of 190m with Coles in the centre of the shopping strip.
- 2. Density- the applicant only calculates the density of existing outlets in Helensburgh using 2 licences, however in practice, there are three packaged liquor outlets in Helensburgh-

Helensburgh Premium Liquor, Helensburgh Cellars, and the bottle shop at Helensburgh Hotel. While it is under a hotel licence, it is still a packaged liquor outlet in this very small distance. Therefore, the density calculations provided by the applicant do not reflect the real picture. Given that there are 3 existing packaged liquor outlets, the current density is 0.42 outlets per thousand population, not 0.28 as the applicant states. Approval of a 4<sup>th</sup> outlet would increase the density to 0.57 outlets per 1000 people. This is greatly in excess of the NSW state average which is 0.30 per 1000 people, and the Wollongong average which is 0.23 per 1000 people. Even with the projected increase in population of an extra 1100 residents by 2036, this still would leave Helensburgh with a density of 0.49 packaged liquor outlets per 1000 people, and that's not until 2036! No community needs or should have a bottle shop for every 570 residents- that's just nonsensical.

## 3. Community impact-

Helensburgh has a police station in name only.

The building is not permanently staffed, the applicant lists the address for the Licensing Sergeant as Helensburgh Police station. In reality, the correct address would be Wollongong Police Station- 35km away. Helensburgh has long been under-served by police due to the distance covered by the local area command. Response times can vary significantly due to this distance, so it would be disingenuous of the applicant to suggest there is an active police presence in Helensburgh. Crime figures referred to in the application would only be a fraction of the actual incidents, as it is often the case that crime is not reported due to the response time of police being long after the incident has occurred. This is not an indictment on the police themselves, rather a recognition that they are underfunded and resourced.

Antisocial behaviour in the vicinity of the proposed Liquorland store is already well known in the community- especially in the Coles car park to the rear of the premises. Coles, and the landlord who owns the property have brushed off all community attempts to have the problem addressed.

Adding another liquor outlet adjacent to this area would further impact residents in this area given its proximity, and the lack of police resourcing. There has been much conversation in the community of the impact of the rubbish from Coles which often blows around the surrounding streets from the loading dock. Adding Liquorland, a Coles outlet would further add to this impact- what assurance could the community have that it would not exacerbate this litter.

Most importantly the health impacts, and the message it sends to our children. Helensburgh is a small community. The town is served by only one pharmacy, has no specialty fresh fruit and vegetable offering in the main shopping strip, yet four packaged liquor outlets would normalise alcohol culture to our children and teenagers. Alcohol advertising has strict guidelines for a reason. Why should the young people of Helensburgh be inadvertently advertised to by the sheer number of alcohol outlets in such a small town.

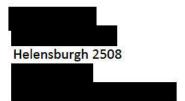
Don't get me wrong, I like a drink on occasion, but this is about more than Coles' ludicrous assertion that this is what the community wants. If Coles really wants to serve the community, then upgrade our supermarket- return the deli that was removed, and maybe

more of us would not be pushed to shop elsewhere or online as we could actually buy all our essentials right here in Helensburgh.

The Liquor and gaming authority MUST reject this application as it has clearly been shown that the overall impact of it going ahead would be detrimental to this community."

Please contact me if you require any further information regarding this submission.

Kind regards,



From

Sent: Monday, 4 April 2022 6:12 PM

To: ILGA Secretariat <ilga.secretariat@liquorandgaming.nsw.gov.au>

**Subject:** Liquor licence submission

We wish to raise our concerns to the and object to the application by Liquorland for a packaged liquor licence located in Helensburgh. As we cannot attend tonight in person and the opportunity to access a remote arrangement by the Liquor and Gaming Authority has been denied to the request of Fiona Myers, we will be sending this via email.

- 1. **Health & Safety Impacts:** Granting this Licence will be incredibly detrimental to the future health and well-being to our Helensburgh community, and is in direct opposition to the Liquor Act (Section 48, part 5) relating to the overall social impact of the licence in question as well as the operational hours and crime/loitering and anti-social behaviour this can create.
- 2. Location & Density: Due to the location proposed, the density of impact to community. The applicants impact statement is incorrect on both these fronts. The location is not in a 'plaza', 'one stop shopping' location, it is street facing as is Helensburgh main street shopping strip. There are in fact 3 existing packaged liquor outlets currently, not two, and 4 in this small community would be ridiculous for the density of the population. These 3 existing packaged liquor outlets are located convenient to Coles as it is (190m). Refer to Section 48 part 5 of the Authorities Guidelines.
- 3. **Small Business Impacts:** The local family run businesses who have been servicing the area for years and part of our community will most certainly experience hardship in direct competition to the proposed liquorland and cannot compete with such a big brand such as Coles Liquorland. This is unacceptable.
- 4. **Community Impacts:** Coles could offer our town centre a re-established deli, which was stripped away!! Or healthier fruit and vegetable and upgrade our Coles rather than receiving basic grocery options, and another liquor shop. This is what this area deserves, what our Children deserve, not further alcohol shops.
- **5. Safety and Parking Impacts:** The proposal of using the loading area indicated in the application will indeed impact safety surrounding the pedestrian crossing and cars accessing Walker St from Short Street with visibility issues which is a major safety concern for cars and pedestrians alike

We object to this proposal and ask that The Liquor and gaming authority reject this application

Helensburgh, NSW, 2508

From:
Sent: Monday, 4 April 2022 5:04 PM
<b>To:</b> ILGA Secretariat < ilga.secretariat@liquorandgaming.nsw.gov.au >
Subject: Objection for tonight's meeting in Helensbugh

Unfortunately I cannot attend in person and there has been no virtual option made available. As a solo parent this decision has made it impossible for me to attend.

Attached is my strong objection to granting a 4<sup>th</sup> packaged liquor licence in our tiny town.

Regards,

I strongly object to the application by Liquorland for a packaged liquor licence located in Helensburgh.

Section 48, part 5 of the Liquor Act states:

"The Authority must not grant a licence... to which a relevant application relates unless the authority is satisfied...that the overall social impact of the licence ... being granted will not be detrimental to the well-being of the local or broader community."

This licence would most certainly be detrimental to this community and should not be approved.

The applicants own community impact statement does not accurately reflect the very real risk of increased alcohol consumption with the density of approved package liquor outlets in the Helensburgh town centre.

The Authorities guidelines outline how certain aspects of the application must be considered under Section 48 part 5.

I will mention a number of these guidelines that the applicant has failed to address, or incorrectly addressed in their community impact statement.

- 1. Location- the applicant incorrectly states the address as "Helensburgh Plaza" The address for the premises concerned is 19-21 Walker St, while it adjoins the so-called Plaza which is really just a high street facing supermarket with a ramp connected to a rear carpark, it is not by any stretch of the imagination a shopping centre or even a part of the same building premises. To assert that this offers a "One stop shopping experience" is completely false. All of the packaged liquor outlets could equally claim this given they are spaced in a short distance of 190m with Coles in the centre of the shopping strip.
- 2. Density- the applicant only calculates the density of existing outlets in Helensburgh using 2 licences, however in practice, there are three packaged liquor outlets in Helensburgh- Helensburgh Premium Liquor, Helensburgh Cellars, and the bottle shop at Helensburgh Hotel. While it is under a hotel licence, it is still a packaged liquor outlet in this very small distance. Therefore, the density calculations provided by the applicant do not reflect the real picture. Given that there are 3 existing packaged liquor outlets, the current density is 0.42 outlets per thousand population, not 0.28 as the applicant states. Approval of a 4<sup>th</sup> outlet would increase the density to 0.57 outlets per 1000 people. This is greatly in excess of the NSW state average which is 0.30 per 1000 people, and the Wollongong average which is 0.23 per 1000 people. Even with the projected increase in population of an extra 1100 residents by 2036, this still would leave Helensburgh with a density of 0.49 packaged liquor outlets per 1000 people, and that's not until 2036! No community needs or should have a bottle shop for every 570 residents- that's just nonsensical.

## 3. Community impact-

Helensburgh has a police station in name only.

The building is not permanently staffed, the applicant lists the address for the Licensing Sergeant as Helensburgh Police station. In reality, the correct address would be Wollongong Police Station- 35km away. Helensburgh has long been under-served by police due to the distance covered by the local area command. Response times can vary significantly due to this distance, so it would be disingenuous of the applicant to suggest there is an active police presence in Helensburgh. Crime figures referred to in the application would only be a fraction of the actual incidents, as it is often the case that crime is not reported due to the response time of police being long after the incident has occurred. This is not an indictment on the police themselves, rather a recognition that they are underfunded and resourced.

Antisocial behaviour in the vicinity of the proposed Liquorland store is already well known in the community- especially in the Coles car park to the rear of the premises. Coles, and the landlord who owns the property have brushed off all community attempts to have the problem addressed. As a resident of Short Street, the corner street of the proposed site, I am very concerned this shop will increase the antisocial behaviour of young people in the Coles carpark after hours which already contributes to noise, vandalism, car hoons and rubbish issues for which Coles pays no interest or respect to the locals who are impacted. Requests to lock the car park overnight have been ignored. This disrespect Coles has shown for its neighbours is concerning and should it worsen with the new liquor shop which is likely local residents of short street will be significantly negatively impacted.

Adding another liquor outlet adjacent to this area would further impact residents in this area given its proximity, and the lack of police resourcing. There has been much conversation in the community of the impact of the rubbish from Coles which often blows around the surrounding streets from the loading dock. Adding Liquorland, a Coles outlet would further add to this impact- what assurance could the community have that it would not exacerbate this litter.

Most importantly the health impacts, and the message it sends to our children. Helensburgh is a small community. The town is served by only one pharmacy, has no specialty fresh fruit and vegetable offering in the main shopping strip, yet four packaged liquor outlets would normalise alcohol culture to our children and teenagers. Alcohol advertising has strict guidelines for a reason. Why should the young people of Helensburgh be inadvertently advertised to by the sheer number of alcohol outlets in such a small town.

The Liquor and gaming authority MUST reject this application as it has clearly been shown that the overall impact of it going ahead would be detrimental to this community.

From concerned resident of Short Street,

Sent: Monday, 4 April 2022 4:02 PM

**To:** ILGA Secretariat < <u>ilga.secretariat@liquorandgaming.nsw.gov.au</u>> **Subject:** Apologies for Liquorland Helensburgh public meeting

Hello,

I am now an apology for tonight's meeting as I am having to isolate due to a positive COVID case in the household.

Given I will not be able to raise my points in person I would like to put them in writing to you. I strongly oppose the opening of a FOURTH bottle shop in Helensburgh due to the following reasons:

- **1. Lack of HEALTHY retail options for Helensburgh community** the proposed location for Liquorland used to be a Deli offering fresh produce. When the Deliclosed Helensburgh no longer had an alternative to Coles for purchasing fresh produce including salad and deli items. Given Coles is often out of stock of these items, this means driving out of town (environmental impact) or opting for unhealthy or pre packaged alternatives.
- **2. Uncompetitive behaviour by Coles** according to the owners of the Deli operating from the proposed location for drove up the rental driving them out of the store. Large businesses should not be allowed to get away with this behaviour.
- **3. Impact on family run businesses** we have three local independent businesses operating bottle shops in Helensburgh, these businesses do not have the buying power that Coles has and are likely to be severely negatively impacted by Liquorland opening.
- **4. Impact on the community** Helensburgh is a town with a population of c. 9,000 people and a tight knit community. Will Coles sponsor or donate to local sports teams, schools and charities the way the local businesses have? I can tell you for certain the answer is no as I recently asked for sponsorship or donations for a school fete and was turned down! Alsom what example is it setting to young people that alcohol is so easily available but a fresh salad isn't?!
- **5. Parking issues and resulting safety infringements -** the loading area proposed by Coles/Liquorland is on a corner and in front of a pedestrian crossing. This will cause visibility issues for cars pulling out of Short Street and approaching the crossing a major safety concern for pedestrians

In my opinion, if the Wollongong Council and the Liquor & Gaming Authority approve the license application from Coles, then this proves that money (including the handing over of fat envelopes to those in charge) mean more than your voting constituents and this will be noted in the upcoming elections.

Thanks
, Helensburgh

From

Sent: Wednesday, 16 March 2022 7:09 PM

**To:** ILGA Secretariat < ilga.secretariat@liquorandgaming.nsw.gov.au >

**Subject:** Re: Liquorland Helensburgh public meeting - change of meeting date & location

I can't make the community meeting at Tradies due to work. Also, my wife and I are a young couple , and we don't feel comfortable in attending and voicing our support for this application in a public forum. To be honest, I'm not sure why they need to have a community meeting to discuss opening a new shop. Those who don't want it can simply shop elsewhere. We however can easily see the genuine benefits that Liquorland would offer in terms of price, range and convenience.

Regards

**Sent:** Sunday, 20 March 2022 5:53 PM

**To:** ILGA Secretariat < ilga.secretariat@liquorandgaming.nsw.gov.au >

Subject: Liquorland Helensburgh: Public Meeting

To whom it may concern,

While shopping at the butcher today, I noticed another sign posted next door on the proposed Liquorland site advising of a community meeting to discuss this proposal.

I have already emailed a letter of support several times, and do not see the need to repeat myself at a public meeting.

I hope my previous letters of support are taken into account.

Competition is long overdue!



Sent: Sunday, 27 March 2022 11:52 AM

To: ILGA Secretariat < ilga.secretariat@liquorandgaming.nsw.gov.au >

Subject: Re: Public meeting - Liquorland Helensburgh

Hi,

I won't be attending the meeting . To speak in favour of this application in front of a crowd, whose only intent is on protecting one or two people's self interests, will lead to me being criticised and ridiculed by a select few in the community. My partner and I can do without that hassle.

I do however support the chance for more competition in our community. I find it extremely hypocritical that certain people in our area complain about the increase in prices across many items over the last year, but see no issue with our existing local bottle shop owners continually charging 20% more for alcohol, and covering this profiteering under the disguise of "supporting local communities". This is completely wrong , and only benefits those owners !!!

I hope and believe that the Liquor Board will see through the false narrative that is being spread by the minority, and approve Liquorland opening up in our area.

Regards

**Sent:** Friday, 8 April 2022 9:07 PM

**To:** Beatrice Pitpaiac <beatrice.pitpaiac@liquorandgaming.nsw.gov.au> **Cc:** ILGA Secretariat <ilga.secretariat@liquorandgaming.nsw.gov.au>

Subject: Re: Request for further information re your presentation at the Helensburgh public meeting

Dear Beatrice,

Thanks for your interest in the surveys that we have taken within our community.

I have included a link to a summary for our 2021 survey.

There have been surveys completed also in 2019 and 2020. If you wish to have these results I can make them available also.

As a response to these surveys we have developed campaigns each year which have included: publishing ads and writing articles in the local free magazine (monthly publication); localised poster series, which we have posted throughout the area including the dental surgeries, pharmacy, community centre and almost all of the general commercial businesses. There has been engagement with retailers selling alcohol and local clubs and the hotel re providing lower or no alcohol alternative beers wines and spirits. Notably Helensburgh Premium Liquor made a concerted and sustained effort to increase non alcoholic alternatives and continues to do so. We also engaged with other GPs locally to inform them of the campaign and that they might be approached by their own patients dealing with alcohol related issues.

The surveys have shown a significant burden of injury and health compromise related to alcohol intake and also a high rate of alcohol intake above Australian guideline recommendations.

The campaigns have been well received and have resulted in multiple and ongoing presentations of people and their relatives seeking help.

As a result of this also we have been approached by Coordinaire (the local Primary Health Network) who are now helping with funding us to develop a program tackling alcohol and other drug use locally.

The problem is very real and we are at the coal face.

2021 Results of Equilibrium Healthcare Community Alcohol Survey summary

https://www.surveymonkey.com/stories/SM-J8LFPF3J/

If I can help with more information please don't hesitate to get in touch.

