

# Class 2: Local Impact Assessment (LIA)

## O'Donoghues Irish Pub

99 Great Western Highway, Emu Plains 2750

License No. LIQH400118953

**Current gaming machine threshold:** 18 machines

**Requested gaming machine threshold:** 24 machines (increase of 6)

**Owner of the Hotel:** FAL Management P/L

**Operator of the Hotel:** O'Donoghues Pubs P/L

**Address:** 1 Harris Rd Dural, NSW 2158

**Best Contact:** Toni Dibb on (02) 9651 2955

O'Donoghues is located in a Band 3 LGA on the left hand side of the Great Western Highway heading towards the Penrith CBD. The venue itself is located in Penrith City Council. The border of Blue Mountains City Council is located 3.8km from O'Donoghues.

Below is a map of where the venue is located in the community. Marked with a 1km radius, it allows us to show all major public places, educational institutions and places of worship within this distance

## About the Venue

O'Donoghues is a family owned pub which serves as a local, family-centric venue for the Emu Plains community. The facilities that the venue boasts include a massive undercover beer garden at the rear of the facility with a childrens playground, a recently refurbished dining room, TAB and poker machine facilities, as well as a private function room facility with a full bar and private balcony area. The venue hosts three bars in total in conjunction with hosting extensive parking facilities. We run our own kitchen and bistro service which is the focal point of our business enterprise.

Weekly, O'Donoghues hosts a range of entertainment nights. These include trivia and musical bingo which operate in conjunction with a Sunday Funday carpark event which is our biggest family day of the week.

For the over 18's we host live bands on Friday nights, Karaoke on Saturdays and Solo artists on Sunday afternoons. We are currently working on building our venue as a live entertainment and ticketed event venue for the Western Suburbs.

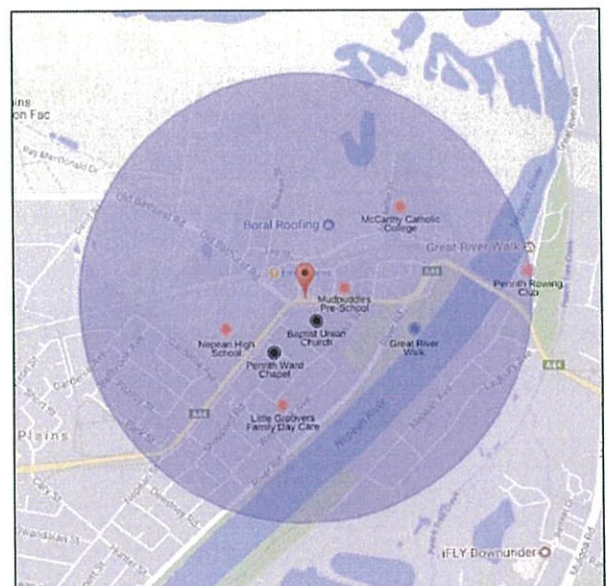
## Trading Hours

### Actual Trading Hours

Monday to Thursday	9am – 12am
Friday and Saturday	9am – 1am
Sunday	10am – 10pm

### Approved Trading Hours

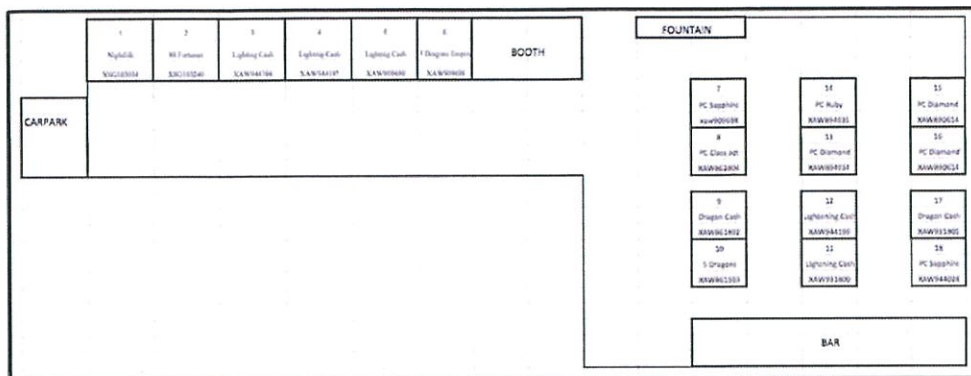
Monday to Wednesday	5am – 12am
Thursday and Saturday	5am – 2am
Sunday	10am – 10pm



## Gaming Area Details

O'Donoghues has an allocated 'Gaming Lounge' which is solely set aside for playing gaming machines. This is located at the rear of the venue facing our carpark facilities. There are 3 ways to enter the gaming room – via the carpark entrance, the beer garden or through the walkway leading from the TAB area at the front of the venue.

Below is the current floor plan of the venue.



## Patron Profile

An online survey via Survey Monkey was carried out with 104 participants, covering a broad section of days and areas of the venue.

### Gender

Male - 54.81% Female – 46.19%

### Age

18-24 – 27 25-34 – 15 35-44 – 22 45-54 – 17 55-64 – 16 65+ - 7

### Area of Residence

Blue Mountains Area – 4.81% Emu Plains Area – 38.46% Greater Penrith Area – 34.62%  
Greater Western Sydney – 12.5% Sydney & Surrounds – 9.61%

### Race/Ethnicity

Asian Heritage – 1.92% Australian Heritage – 75% European Heritage – 18.27%  
Polynesian Heritage – 3.85% South American Heritage – 0.96%

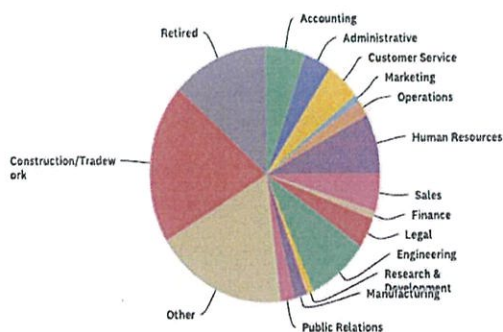
## Employment Sector

Q4

What department do you work in?

Answered: 104 Skipped: 0

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## Harm Minimisation

As a member of the Australian Hotels Association (AHA), O'Donoghues strictly adheres to their codes of conduct and is an active member of the Penrith/St Marys Liquor Accord.

As part of FAL Hotels group, we have in place stringent procedures relating to gaming machines and gambling. O'Donoghues adhere to the Austrac guidelines for Anti-Money Laundering and Counter-Terrorism Financing Act (2006), and the Anti-Money Laundering and Counter-Terrorism Financing Rules instrument (2007, no. 1).

As a member of the AHA and as outlined by GameCare (an AHA Initiative) we follow correct procedure for self-exclusion. This program includes an initial consultation and referral to GameCare who then take care of the steps that follow. To ensure this self-exclusion period is adhered to, we receive imagery of the patron in question from GameCare. We post these images to our staff notice boards and store a catalogue of current exclusion in our gaming staff folder.

As outlined by the Office of Liquor and Gaming, we always adhere to signage rules and regulations, ensuring all pamphlets including 'About the Odds' and GameCare cards are placed between every machine.

## Gaming Related Information

### PENRITH LGA

PENRITH LGA	2013	2014	2015	2016	2017
Number of machines – clubs	2,157	2,148	2,161	2,142	2,118
Number of machines – hotels	415	424	421	429	443
Total number of machines – Penrith LGA	2,572	2,575	2,582	2,571	2,561
Total number of machines per adult	0.017486	0.017486	0.017554	0.017479	0.017411

Current GME's & PMP's in Penrith LGA:

GME's – 2,700    PMP's – 62

EXPENDITURE	Qtr 1	Qtr 2	Qtr 3	Qtr 4
2013	36,322,834.48	36,442,140.92	40,431,112.04	38,983,799.95
2014	36,857,451.13	38,186,529.11	42,445,669.91	41,532,386.85
2015	39,802,052.01	41,369,045.60	45,650,481.95	44,462,248.24
2016	42,641,107.75	42,226,334.12	47,249,179.88	44,702,469.77
2017	42,370,807.51	44,221,965.94	47,934,516.55	TBA

SEIFA Indices – 996.3 on the SEIFA Index

### BLUE MOUNTAINS LGA

BLUE MOUNTAINS LGA	2013	2014	2015	2016	2017
Number of machines – clubs	333	356	341	335	336
Number of machines – hotels	182	182	182	182	175
Total number of machines – Blue Mountains LGA	515	538	523	517	511
Total number of machines per adult	0.008604	0.008988	0.008738	0.008637	0.008537

Current GME's & PMP's in Blue Mountains LGA:

GME's – 569    PMP's – 0

EXPENDITURE	Qtr 1	Qtr 2	Qtr 3	Qtr 4
2013	4,612,827.95	4,759,446.25	5,048,238.60	4,715,080.6
2014	4,388,833.68	4,574,212.45	4,867,000.73	4,692,533.47
2015	4,710,153.31	4,703,903.75	5,290,578.25	5,100,651.22
2016	4,836,132.61	4,716,121.95	4,986,577.68	4,890,565.19
2017	4,546,252.50	4,310,295.45	4,815,717.42	TBA

SEIFA Indices – on the SEIFA Index

## Social Profile Information

POPULATION	2012	2013	2014	2015	2016
Estimated population of the city of Penrith	187,314	190,511	193,778	196,678	201,400
Actual population of the city of Penrith	187,103	190,337	194,015	197,922	200,106
Estimated population of the city of Blue Mountains	78,553	78,682	78,842	78,847	78,705
Actual population of the city of Blue Mountains					

POPULATION TOTALS	18-24 YEARS OLD	60+ YEARS OLD
Penrith	20,171	34,811
Blue Mountains	5,418	15,022

FURTHER POPULOUS INFORMATION	PENRITH	BLUE MOUNTAINS
Indigenous population	3% or 6,100 people	1.68% or 1,324 people
Country of birth	85% or 172,835 within Australia 15% or 30,550 outside Australia	83.2% or 65,803 within Australia 16.8% or 12,902 outside Australia
Population who have completed Year 12 or higher	43.1% or 86,246 people	54.8% or 34,408 people
Employment levels	3.98% or 4,140 people unemployed	4.7% or 1,784 people unemployed
Employment as a labourer	8,364 people	2,694 people
Employment as administrative or support	16,647 people	4,796 people
Income distribution		
- High income earner (over \$2,500pw)	23.4%	22.1%
- Low income earner (less than \$649pw)	13.9%	17.3%
Number and % of relationships by household		
- Married	73,218 – 47.3%	28,238 – 48.4%
- Separated	5,767 – 3.7%	1,811 – 3.2%
- Divorced	13,192 – 8.5%	6,310 – 10.8%
- Widowed	6,745 – 4.4%	3,211 – 5.5%
- Never married	55,855 – 36.1%	18,696 – 32.1%

## Social and Economic Impacts of Increased Gaming Machine Thresholds

### POSITIVE

- Increasing our gaming machine threshold by six (6) machines to twenty-four (24) will increase our own revenue, however, will allow us to be more financially active within our LGA at a community, sponsorship and charity level.
- The specific part of community we are looking to target is our local youth community. Following a string of youth suicides within the O'Donoghues community over the last 12 months, we're looking to begin a partnership with Headspace Penrith.
- Headspace Penrith exclusively deal with Youth mental health (12-25 years of age) in our greater community. They provide counselling, employment help, drive to address substance abuse, poor mental health and sexual abuse in the City of Penrith LGA.
- We look to pledge an initial sum of **\$75,000** on approval of our gaming machine increase. This would allow us to take the first steps towards building strong allegiances and partnerships with Headspace and also within our communities' youth.
- Moving forward, we would like to hold annual fundraising events within the venue for Headspace to show continued and recurring support for such a critical area of concern and a brilliant organisation.
- The venue will be better positioned to be more involved in local youth sporting teams and enterprises. We currently provide support to a handful of local sporting teams including the Penrith Rams AFL team, the Emu Plains Junior Rugby League Club, Emu Plains Football Club and smaller teams such as the Kaizen Sports Performance Run Club.
- Socially, we'll be able to build a network of socially conscious entities and look to tie our local sporting teams in with our partnership goals with Headspace.
- As most of these teams work closely with the youth of our greater community, we feel that these allegiances provide through sponsorship will be imperative to our relationship with Headspace

### NEGATIVE

- Being in a band 3 LGA there is a risk of increased gambling addiction and financial hardship with the increase of 6 poker machine entitlements. However, O'donoghues is of the opinion that an ongoing and substantial relationship with Headspace will be counter-productive and will in fact