



THE GREAT NORTHERN HOTEL

## NEWCASTLE CBD LIQUOR LICENCE CONDITIONS REVIEW

Date: 23.01.18

To Mr. Horton QC,

I am very grateful for the opportunity to make comment on the city of Newcastle (CBD) liquor license review.

As a growing, diverse and vibrant city, Newcastle has a great deal to offer its local community and its tourist's. In March 2008, the then Liquor Administration Board (LAB) imposed special licence conditions on 14 venues in Newcastle's (CBD). The condition's imposed on the licenses have remained virtually the same since that time. The Great Northern was and is, one of the key mentioned properties subjected to these conditions.

I strongly believe that Newcastle as a city, has changed dramatically during these past 9/10 years due to a positive shift in culture and diversity. Allowing a reform and relaxation of the current license conditions will do a great deal for the economy & local community. Changes would alter customer experiences and the current perception that there is a lack of late night food, entertainment and venues to attend in the area.

There is now a higher demand for good food, great cocktails and live entertainment late into the night. As we will be operating the food and beverage outlets for the multitude of guest in the 90 rooms we host, late into the night. The viability to serve items, that are on par with the rest of Australia is only reasonable and responsible. It will be imperative to the hotel's operation and viability that we are able to offer the complete experience for working professionals, luxury domestic and international

travelers and last-minute stop overs. The current restrictions placed on 30ml pours, inhibits the ability for us to provide a service standard expected from our guests based on our global business model.

Furthermore, reducing or eliminating the restrictions imposed on our venues by allowing currently restricted beverages to be served post 10:00pm. Other small bars and venues are currently allowed to serve patrons post 1:30am and operate longer. We are only requesting the same opportunities are extended to the current 14 venues, namely the Great Northern. Our aim is to encourage and improve Newcastle's minimal night time entertainment and economy. In-turn, this will create additional employment, by means of more working hours, new job opportunities and entertainment facilities for customers for the community of Newcastle. A few of the individuals to benefit would include (but not limited to);

Bar staff, security, management, musicians, entertainers, taxi's, late night fast food venues & accommodation...

Tourism is a crucial factor for every thriving city. Reforming restrictions such as limiting mixed drinks to 30ml of alcohol for cocktails, no alcoholic ready to drink beverages over 5% and the service of 4 drinks per person will allow Newcastle to be comparable with other countries entertainment facilities around the world. Succeeding the review of license regulations will revive Newcastle and its entertainment facilities. Enticing new and exciting opportunities to be explored. As a result, this will positively affect many areas of the local community and culture. The Great Northern has a vision to pioneer the community and hospitality into a positive direction and reward the very positive vision the community is begging for.

The Great Northern Hotel will have dedicated security, management and dozens of full time and part time staff all rigorously trained and capable in the responsible service of alcohol. Considering the hotel will be quieter, as with many hotel establishments, for the majority of the early week, it would be reasonable to determine it unwarranted and slightly overbearing to have a dedicated RSA marshal post 11pm. It is the responsibility of the management, security and line staff to ensure the safety and well-being of every patron inside or leaving the venue. We believe this is, as in other properties I have operated, achievable to do under the same management plan as I have in the (CBD) of Sydney.

As I currently also operate venues in the Sydney (CBD) under similar lockout laws and restrictions, we have seen first-hand and understand the negative impact these restrictions can cause on many levels. The issues in question are complex and they demand the input of many organisations working together to create the outcome that Newcastle city (CBD) desires. A city that is healthy & thriving with a fantastic nightlife. Not persecuting the majority of their rights to enjoy alcohol responsibly. Newcastle and the Great Northern are a very different beast than they were a decade ago. It's responsible, dynamic, respectful and vibrant. It is reasonable to allow these conditions to be considered for relaxation or elimination.

The Great Northern Hotel is committed to creating a safe, vibrant, full of life venue with a healthy entertainment culture that the people of Newcastle can be proud of. Novacastrians and its CBD hotels request that your judgement is in our favor, to allow the right to be responsible for their own actions, whilst individuals who are not, are reprimanded for their own, with the full force of the very well-established laws. Majorities, in this case are being penalized for the actions of the minorities.

I thank you for your time taken to consider my position and consideration into this matter. We hope an agreement is reached that will benefit all facets of the community. There are many people to consider, but the Newcastle community has come a long way in 10 years, to demonstrate they are ready to be freed of the restrictive conditions aimed to curtail now redundant issues. I hope you are able to agree with this position and ease or eliminate a number of these to reflect this.

If there are any further questions or you would like to discuss any of these matters further, I am always prepared to make time to expand on my position.

Yours faithfully



Myles Plenty  
General Manager/ Licensee

The Great Northern Hotel