

NSW Independent Liquor & Gaming Authority

Our ref: DF25/030568

Mr Imad El-Kerdi

25 August 2025

Dear Mr El-Kerdi

Application No.	APP-0014091003
Applicant	IAAZAA ENTERPRISES PTY LTD
Application for	New small bar licence
Application date	9 December 2024
Decision date	16 July 2025
Proposed licence name	FROFF & BREW
Proposed trading hours	Monday to Saturday 12:00 PM – 10:00 PM Sunday 12:00 PM – 08:00 PM
Proposed premises	Unit 1 294 Marrickville Road Marrickville NSW 2204
Legislation	Sections 3, 11A, 12, 20A, 20B, 20C, 40, 44, 45, 48 and 53 of the <i>Liquor Act 2007</i>

Decision of the Independent Liquor & Gaming Authority

Application for a new small bar licence – FROFF & BREW

We first considered this application at the meeting of 16 April 2025 and, following consideration of further information, decided on 18 July 2025 to **approve** this application under section 45 of the *Liquor Act 2007* (the Act) – with the conditions set out in Schedule 1. The 6-hour closure period overrides any condition of the licence.

Statement of reasons

We are satisfied that the overall impact of approving the application will be consistent with the objects of the Act and will contribute to, not detract from, the amenity of community life.

Our main findings

The local community for the purposes of this decision is the suburb of Marrickville. The broader community is the Local Government Area (LGA) of the Inner West.

The applicant is seeking to operate a small bar licence in Marrickville. Until 12:00 pm the premises will operate as an unlicensed coffee shop. After 12:00 pm the premises will operate as both a coffee shop and licensed small bar, offering local music ensembles and comedy/performance acts.

We are satisfied that the proposal would benefit the local and broader communities by providing increased convenience and choice.

Social impacts

We accept that the proposal could contribute to an increase in alcohol-related harm in the local and broader communities because of the:

- crime hotspot – the proposed premises is located in high-density crime hotspots for alcohol-related non-domestic assault, malicious damage to property and alcohol-related assault, and is located in a medium-density crime hotspot for alcohol-related domestic assault
- crime rates – the incident rate for alcohol-related non-domestic assault, malicious damage to property and alcohol-related disorderly conduct is higher in the suburb than in NSW, while the incident rate of alcohol-related domestic assault is lower in the suburb than in NSW.
- saturation rate – the saturation rate of packaged liquor licences is higher in the suburb and LGA than in NSW
- health statistics – the rate of alcohol-attributed hospitalisations in the LGA is higher than in NSW, while the rate of alcohol-attributed deaths in the LGA is lower than in NSW.

We also considered objections from:

- NSW Police raised concerns about the proposed premise location and whether the proposed licensee is fit and proper to hold a licence
- a member of the public who raised concerns about the lack of amenities available at the proposed premises and the saturation rate of other licenced venues serving alcohol to the local community

We also note that the below factors weighed in favour of approval of the application, and may also partially or fully mitigate some of the risks identified above:

- The incident rate across all crime categories we considered is lower in the LGA than in NSW
- the director and business owner of the proposed licensee have no convictions or current charges
- Socio-Economic Index for Areas (SEIFA) data indicates an above average level of socio-economic advantage and disadvantage in the suburb and LGA, compared to other communities in NSW¹
- the proposed premises has a patron capacity of 50 which is less than half that of the legislated maximum patron capacity for a small bar (120).

¹ Research shows that the association between liquor outlet density and assaults is stronger in areas with higher percentages of ATSI and in areas with lower socio-economic status (Association of liquor outlet density with domestic and non-domestic assault in New South Wales; Jiang, H., Riordan, B., Laslett, A-M., Livingston, M., Lee, K., James, D., Stearne, A., & Room, R. (2024))

- the harm-minimisation measures outlined in the plan of management and licence conditions, as set out in Schedule 1.

The material we considered

We considered the following material when making our decision:

- the application material — including evidence that stakeholders and the community were notified about the application
- the legislation
- a Statement of Risks and Potential Effects
- the plan of the licensed premises and any authorisations
- a plan of management for the licensed business
- a development consent for the premises
- statistics from Liquor & Gaming NSW, Bureau of Crime Statistics and Research, NSW Health and Australian Bureau of Statistics on the socio-economic status, liquor licence density, alcohol-related crimes rates and health issues in the local and broader communities
- stakeholder submissions and the applicant's response to them.

We also considered [Guideline 6](#) to assess the overall impact to the local and broader community.

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

Opportunity for review

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

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

For more information, please contact the NCAT Registry at Level 10 John Maddison Tower, 86-90 Goulburn Street Sydney or visit the NCAT website.

If you have any questions

Please contact Liquor & Gaming NSW at: new.applications@liquorandgaming.nsw.gov.au if you have any questions.

Yours sincerely



Caroline Lamb

Chairperson

Independent Liquor & Gaming Authority

Schedule 1: Licence conditions to be imposed - FROFF & BREW

No.	Condition to be imposed	Description
1.	6-hour closure	Section 11A of the Liquor Act 2007 applies to this licence. Liquor must not be sold by retail on the licensed premises for a continuous period of six (6) hours between 04:00 AM and 10:00 AM during each consecutive period of 24 hours. The licensee must comply with this 6-hour closure period along with any other limits specified in the trading hours for this licence
2.	Restricted trading & NYE (std)	Consumption on-premises Good Friday: 12:00 noon – 10:00 PM Christmas Day: 12:00 noon – 10:00 PM December 31 st : Normal opening time until normal closing time or 2:00 AM on New Year's Day, whichever is the later
3.	Plan of management	The premises is to be operated at all times in accordance with the Plan of Management dated 25 March 2025 as may be varied from time to time after consultation with NSW Police. A copy of the Plan of Management is to be kept on the premises and made available for inspection on the request of a police officer, council officer, Liquor & Gaming NSW inspector, or any other person authorised by the Independent Liquor & Gaming Authority.
4.	Crime scene preservation	Immediately after the person in charge of the licensed premises or a staff member becomes aware of any incident involving an act of violence causing injury to a person on the premises, the person in charge of the licensed premises and/or staff member must: <ol style="list-style-type: none"> 1. take all practical steps to preserve and keep intact the area where the act of violence occurred, 2. retain all material and implements associated with the act of violence in accordance with the crime scene preservation guidelines issued by NSW Police, as published from time to time on the Liquor & Gaming NSW website, 3. make direct and personal contact with NSW Police to advise it of the incident, and 4. comply with any directions given by NSW Police to preserve or keep intact the area where the violence occurred. 5. In this condition, 'staff member' means any person employed by, or acting on behalf of, the licensee of the premises, and includes any person who is employed to carry on security activities (eg. crowd controller or bouncer) on or about the premises.
5.	Closed-circuit television system	1. The licensee must maintain a closed-circuit television (CCTV) system on the premises in accordance with the following requirements: <ol style="list-style-type: none"> a. the system must record continuously from opening time until one hour after the premises is required to close (or, in the case of a premises that is not required to cease trading, continuously at all times), b. recordings must be in digital format and at a minimum of ten (10) frames per second,

No.	Condition to be imposed	Description
		<ul style="list-style-type: none"> c. any recorded image must specify the time and date of the recorded image, d. the system's cameras must cover the following areas: <ul style="list-style-type: none"> i. all entry and exit points on the premises, ii. the footpath immediately adjacent to the premises, and iii. all publicly accessible areas (other than toilets) within the premises. <p>2. The licensee must also:</p> <ul style="list-style-type: none"> a. keep all recordings made by the CCTV system for at least 30 days, b. ensure that the CCTV system is accessible at all times the system is required to operate pursuant to clause 1(a), by at least one person able to access and fully operate the system, including downloading and producing recordings of CCTV footage, and c. provide any recordings made by the system to a police officer or Liquor & Gaming NSW inspector within 24 hours of any request by the police officer or Liquor & Gaming NSW inspector to provide such recordings.
6.	Overall impact	The business authorised by this licence must not operate with a greater overall level of overall impact on the well-being of the local and broader community than what could reasonably be expected from the information contained in the application and other information submitted in the process of obtaining the licence.
7.	Liquor accord	The licensee or its representative must join and be an active participant in the local liquor accord.
8.	Public Holiday trading hours	The licensed premises must cease to trade by 8:00 PM, on public holidays.