

NSW Independent Liquor & Gaming Authority

Our ref: DF25/062308

Ms Rebecca Pope

4 October 2025

Dear Ms Pope

Application No.	APP-0015021077
Applicant	NSW CROWN HOLIDAY PARKS LAND MANAGER
Application for	New packaged liquor licence
Application date	27 June 2025
Decision date	17 September 2025
Proposed licence name	Reflections Lake Keepit Kiosk
Proposed trading hours	Monday to Saturday 10:00 AM – 12:00 AM Sunday 10:00 AM – 10:00 PM
Approved trading hours	Monday to Sunday 10:00 AM – 10:00 PM
Proposed premises	Lake Keepit 234 Keepit Dam Road Keepit NSW 2340
Legislation	Sections 3, 11A, 12, 29, 30, 40, 44, 45, 48 and 53 of the <i>Liquor Act 2007</i>

Decision of the Independent Liquor & Gaming Authority

Application for a new packaged liquor licence – Reflections Lake Keepit Kiosk

We **partially approve** the application above under section 45 and 48 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.

The partial approval relates to the trading hours. Due to the proposed premises location in a holiday park which attracts families, we have approved trading hours until 10pm (rather than 12am requested).

Statement of reasons

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We are satisfied that the overall impact of approving the application will be consistent with the objects of the Act and will not be detrimental to the wellbeing of the local or broader community.

Our main findings

The local community for the purposes of this decision is the suburb of Keepit. The broader community is the Local Government Area (LGA) of Gunnedah.

The applicant is seeking a licence for a liquor sales area of 74 square metres within an existing grocery store (311 square metres) at the Reflections Holiday Park at Lake Keepit. We noted the proposed premises' appeal to both residents and visitors to the area. Although the potential risks for the proposed premises were considered low, we considered reduced trading hours to 10pm to be appropriate due to its location in a holiday park which has amenities that cater extensively to families.

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 rates – the rate for all categories we considered are higher in the LGA than in NSW, although the rate for all categories we considered are lower in the suburb than in NSW
- health statistics – the rate of alcohol-attributed deaths are higher in the LGA than in NSW, although the rate of alcohol-attributed hospitalisations are lower in the LGA than in NSW
- demographic information – the percentage of Aboriginal and Torres Strait Islander (ATSI) population in the LGA is higher than in NSW¹.

However, we 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 proposed premises will cater to visitors to the holiday park rather than the general public
- there were no objections or concerns received from government agencies or the community
- there are no other packaged liquor licences in the suburb
- Socio-Economic Index for Areas (SEIFA) data indicates an average level of socio-economic advantage and disadvantage in the suburb and LGA compared to other communities in NSW¹
- 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

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 legislation
- a Statement of Risks and Potential Effects
- certificate of advertising
- the plan of the licensed premises and any authorisations
- a plan of management for the licensed business
- 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
- L&GNSW compliance materials
- surrendered licence LIQP700385472 and on-premises accommodation licence LIQ0660038250
- stakeholder submissions and the applicant's response to them.

We also considered [Guideline 6](#) to assess the likely overall impact to the local and broader community and [Guideline 10](#) relating to the sale of liquor in supermarkets.

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 than 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

NSW Independent Liquor & Gaming Authority

Schedule 1: Licence conditions to be imposed - Reflections Lake Keepit Kiosk

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 6 hours between 4:00 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.	Retail sales	Good Friday: Not permitted December 24 th : Normal trading Monday to Sunday, 10:00 AM to 10:00 PM Christmas Day: Not permitted December 31 st : Normal trading Monday to Sunday, 10:00 AM to 10:00 PM
3.	Overall impact	The business authorised by this licence must not operate with a greater 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.
4.	Liquor accord	The licensee or its representative must join and be an active participant in the local liquor accord.
5.	Liquor plan of management	The premises is to be operated at all times in accordance with the Plan of Management dated July 2025 as may be varied from time to time after consultation with NSW Police. A copy of the Plan of Management is to be kept on the premises and made available for inspection on the request of a police officer, council officer, Liquor and Gaming NSW inspector, or any other person authorised by the Independent Liquor and Gaming Authority.
6.	CCTV	<ol style="list-style-type: none"> 1. The licensee must maintain a closed-circuit television (CCTV) system at the supermarket/specialty store 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 supermarket/specialty store is required to close, b. recordings must be in digital format and at a minimum of ten (10) frames per second, c. any recorded image must specify the time and date of the recorded image, d. the system's cameras must cover the following areas: <ol style="list-style-type: none"> i. all entry and exit points to the supermarket/specialty store, and ii. all publicly accessible areas (other than toilets) within the liquor sales area. 2. The licensee must also:

No.	Condition to be imposed	Description
		<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 sub-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 and Gaming NSW inspector within 24 hours of any request by the police officer or Liquor and Gaming NSW inspector to provide such recordings.
7.	Adequate separation	The liquor sales area must be adequately defined from the rest of the supermarket in accordance with the premises plan as approved by the Independent Liquor and Gaming Authority on 17 September 2025 or any premises plan subsequently approved by the Authority.
8.	Point of sale	<p>The point-of-sale system within the liquor sales area must provide price look-up codes for liquor items.</p> <p>A separate EFTPOS machine is to be linked to the point-of-sale system to be used exclusively for card purchases not including liquor.</p>