

NSW Independent Liquor & Gaming Authority

Our ref: DF25/068871

Ms Nicole Beath

JDK Legal

12 November 2025

Dear Ms Beath

Application No.	APP-0015045937
Applicant	LIQUORLAND (AUSTRALIA) PTY. LTD.
Application for	New packaged liquor licence
Application date	7 July 2025
Decision date	15 October 2025
Proposed licence name	Liquorland
Proposed trading hours	Monday to Saturday 09:00 AM – 08:00 PM Sunday 10:00 AM – 08:00 PM
Proposed premises	Shops 2-4 “Lighthouse Plaza” 100 Ocean Drive Port Macquarie NSW 2444
Legislation	Sections 3, 11A, 12, 29, 40, 44, 45, 48, 53, 114 and 123 of the <i>Liquor Act 2007</i>

Decision of the Independent Liquor & Gaming Authority

Application for a new packaged liquor licence – Liquorland

We **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.

Approved manager or individual licensee

The licence cannot be exercised until the Authority or Liquor & Gaming NSW is notified that:

- the licence is transferred to an individual licensee, or an approved manager is appointed; and
- the licensee or approved manager is a suitable and qualified person.

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 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 Port Macquarie. The broader community is the Local Government Area (LGA) of Port Macquarie-Hastings.

The applicant is seeking a standalone packaged liquor outlet in Port Macquarie to be operated under the 'Liquorland' banner with reduced trading hours and same-day delivery.

The proposed premises is in a retail shopping centre known as "Lighthouse Plaza" with an estimated 22,000 visitors per week according to open sources. The Liquorland outlet will be adjacent to an existing Coles supermarket.

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 hotspots – there are high-density crime hotspots in the suburb for all offence types we considered, however the proposed premises is not located in any high-density crime hotspots
- crime rates – the incident rates for all offence types we considered are higher in the suburb than in NSW, and the incident rates for alcohol-related domestic assault, alcohol-related non-domestic assault and malicious damage to property offences are higher in the LGA than in NSW¹
- health statistics – the rate of alcohol-attributed deaths in the LGA is higher than in NSW, while the rate of alcohol-attributed hospitalisations is lower in the LGA than in NSW
- demographic information – the percentage of Aboriginal and Torres Strait Islanders (ATSI) population in the suburb and LGA is higher than in NSW².

We also considered the following objections:

- 3 public objections from The Tacking Point Taven, Goodstart Port Macquarie (childcare centre) and a local resident outlining the following concerns:
 - the proposed premises did not provide the required notification of the application
 - the Statement of Risk and Potential Effects (SoRPE) is misleading
 - the proximity of the proposed premises to a childcare centre
 - liquor licence saturation in the suburb

¹ Both the suburb and coastal areas of the LGA are significant tourist destinations with high levels of visitation, increasing the population of the area compared to the local residential population. This may skew crime and licence density stats which are based on residential population figures.

² 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 new liquor store will exacerbate negative impact already experienced from another local hotel
- increased loss of public amenity caused by anti-social behaviour, increased traffic and an increase in rubbish left in the reserve behind the shopping centre
- it is against community care and child protection values and potentially compromises the safety of children, families and staff at the childcare centre
- alcohol contributes significantly to disease (including premature death and ill health) and to social harm (including domestic violence, sexual assault, drink driving and other alcohol-related crimes).

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 rate of packaged liquor licences is lower in the suburb and LGA than in NSW¹
- the operator of the proposed licenced premises is experienced
- the proposed premises is co-located with Coles supermarket in a shopping centre with no direct off-street access to the proposed premises
- the proposed premises will operate under reduced trading hours
- 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
- certificate of advertising
- 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
- L&GNSW compliance materials
- 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.

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 - Liquorland

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 3:00 AM and 09:00 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 Saturday, 8:00 AM to 12:00 midnight Sunday Christmas Day: Not permitted December 31 st : Normal trading Monday to Saturday, 10:00 AM to 12:00 midnight Sunday
3.	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.
4.	Liquor plan of management	The premises is to be operated at all times in accordance with the Coles Liquor NSW Management Strategies and House Policy for the Responsible Service of Alcohol documents, as submitted to the Independent Liquor and Gaming Authority ("the Authority") in support of the licence application and as may be varied from time to time after consultation with the Authority. A copy of these documents 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 Authority.
5.	CCTV	<ol style="list-style-type: none"> 1. The licensee must maintain a closed-circuit television (CCTV) system on the licensed premises ("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, 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 on the premises, and ii. all publicly accessible areas (other than toilets) within the premises. 2. The licensee must also: <ol 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-

No.	Condition to be imposed	Description
		<p>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</p> <p>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.</p>
6.	Liquor accord	The licensee or its representative must join and be an active participant in the local liquor accord.
7.	Restricted trading on public holidays	The sale and supply of liquor at the licensed premises must not commence before 10:00 AM and must cease by 08:00 PM on public holidays.
8.	Crime scene preservation	<p>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:</p> <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 and 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. <p>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 (e.g. crowd controller or bouncer) on or about the premises.</p>