

# NSW Independent Liquor & Gaming Authority

Our ref: DF25/068874

Mr Lindsay Cornish  
Pyramid Liquor Licensing

12 November 2025

Dear Mr Cornish

Application No.	1-9527461670
Applicant	JF VENTURES PTY LTD
Application for	Packaged liquor licence removal
Application date	21 July 2025
Decision date	15 October 2025
Licence name	Mr Liquor Cronulla
Licence number	LIQP700350776
Current trading hours	Monday to Saturday 05:00 AM – 12:00 AM Sunday 10:00 AM – 10:00 PM
Proposed trading hours	Monday to Thursday 09:00 AM – 09:00 PM Friday and Saturday 09:00 AM – 10:00 PM Sunday 10:00 AM – 09:00 PM
Current premises	38 Cronulla Street Cronulla NSW 2230
Proposed premises	72 Cronulla Street Cronulla NSW 2230
Legislation	Sections 3, 11A, 12, 29, 40, 44, 45, 48, 53 and 123 of the <i>Liquor Act 2007</i>

## Decision of the Independent Liquor & Gaming Authority

### Application for a packaged liquor licence removal – Mr Liquor Cronulla

We **approve** the application above under section 48 and 59 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 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 Cronulla. The broader community is the Local Government Area (LGA) of Sutherland.

The applicant is seeking to remove a packaged liquor licence from its current location at 38 Cronulla Street to 72 Cronulla Street, approximately 120m away.

### *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 – the proposed premises is located in a high-density crime hotspot for all categories we considered
- crime rates – the incident rates for alcohol-related domestic assault, alcohol-related non-domestic assault and disorderly conduct are higher in the suburb than in NSW, however the incident rates for all categories we considered are lower in the LGA than in NSW and the incident rates for malicious damage of property is lower in the suburb 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
- packaged liquor licences in Cronulla being concentrated within the pedestrian mall.

We also considered the following objection:

- NSW Police relied on the NSW Police Force Alcohol Strategy for 2019 – 2026, noting concerns that Cronulla Mall is a hotspot for alcohol-related crime and an additional packaged liquor licence may create further risk to the community. They highlighted the high saturation of packaged liquor licences where the proposed premises is located and directed attention to the close location of the children's playground and the proximity to the train station.

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:

- there will be no increase in licence saturation as the premises is being relocated within the same suburb
- the rate of packaged liquor licences is lower in the suburb and LGA than in NSW
- 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 NSW<sup>1</sup>

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<sup>1</sup> 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 proposed premises is located in an alcohol-free zone. The operation of the zone may serve to displace patrons from the area and prevent localised consumption of liquor
- the proposed premises does not provide an alcohol delivery service
- 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
- distance and saturation map
- statement of reasons – Mr Liquor Cronulla – 15 May 2024
- delegated approval (LIQP724007556) - temporary premises until 30 September 2026
- 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](mailto: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 - Mr Liquor Cronulla

No.	Condition to be imposed	Description
1.	Retail sales	<p>Good Friday: Not permitted</p> <p>December 24<sup>th</sup>: Normal trading Monday to Saturday, 8:00 AM to 12:00 midnight Sunday</p> <p>Christmas Day: Not permitted</p> <p>December 31<sup>st</sup>: Normal trading Monday to Saturday, 10:00 AM to 12:00 midnight Sunday</p>
2.	6-hour closure	<p>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 <b>03:00 AM and 09:00 AM</b> 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.</p>
3.	Overall impact	<p>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 removing this licence to the premises at <b>72 Cronulla Street, Cronulla NSW 2230</b>.</p>
4.	Liquor plan of management	<p>The premises is to be operated at all times in accordance with the Plan of Management dated <b>20 August 2025</b> 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.</p>
5.	CCTV	<ol style="list-style-type: none"> <li>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"> <li>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),</li> <li>b. recordings must be in digital format and at a minimum of ten (10) frames per second,</li> <li>c. any recorded image must specify the time and date of the recorded image,</li> <li>d. the system's cameras must cover the following areas: <ol style="list-style-type: none"> <li>i. all entry and exit points on the premises,</li> <li>ii. the footpath immediately adjacent to the premises, and</li> <li>iii. all publicly accessible areas (other than toilets) within the premises.</li> </ol> </li> </ol> </li> <li>2. The licensee must also:</li> </ol>

No.	Condition to be imposed	Description
		<ul style="list-style-type: none"> <li>a. keep all recordings made by the CCTV system for at least 30 days,</li> <li>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</li> <li>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.</li> </ul>
6.	Liquor accord	The licensee or its representative must join and be an active participant in the local liquor accord.
7.	Removal of licence	The removal of licence LIQP700350776 to 72 Cronulla Street, Cronulla does not take effect until licence LIQP724007556 currently operating from the premises on a temporary basis, either reverts to its substantive address or is approved to operate from another location.