

NSW Independent Liquor & Gaming Authority

Our ref: DF25/074108

Mr Tony Schwartz
BSV Liquor and Gaming Lawyers

11 December 2025

Dear Mr Schwartz

Application No.	1-9556019929
Applicant	Lloyd Thomas Kelly
Application for	Packaged liquor licence removal
Application date	15 August 2025
Decision date	19 November 2025
Licence name	Jimmy Brings
Licence No.	LIQP770010295
Current trading hours	Monday to Saturday 11:00 AM – 11:00 PM Sunday 11:00 AM – 10:00 PM
Proposed trading hours	Monday to Saturday 08:00 AM – 12:00 AM Sunday 10:00 AM – 10:00 PM
Current premises	Unit 7, 51 Bourke Road Alexandria NSW 2015
Proposed premises	Level 2, 10 Shelley Street Sydney NSW 2000
Legislation	Sections 3, 11A, 12, 29, 40, 44, 45, 48, 53, 59 and 123 of the <i>Liquor Act 2007</i>

Decision of the Independent Liquor & Gaming Authority

Application for a packaged liquor licence removal – Jimmy Brings

We **approve** the application above under sections 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 Alexandria. The broader community is the Local Government Area (**LGA**) of Sydney.

The applicant is seeking the removal of a packaged liquor licence approximately 8.6 kilometres from its current location. The licence will continue to operate exclusively as an online and delivery-only business.

Social impacts

We accept that the proposal could contribute to an increase in alcohol-related harm in the local and broader communities as the approval of the application would increase the licence hours by 25 hours per week, however we are satisfied that the business model, the harm-minimisation measures outlined in the plan of management and conditions imposed (as set out in Schedule 1) will ensure the overall impact of approving the application will not be detrimental to the wellbeing of the local or broader community.

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
- 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
- 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 - Jimmy Brings

No.	Condition to be imposed	Description
1.	6-hour closure	Section 11A of the <i>Liquor Act 2007</i> applies to this licence. Liquor must not be sold by retail on the licensed premises for a continuous period of 6 hours between 02:00AM and 08:00AM 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 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 Level 2, 10 Shelley Street, Sydney NSW 2000.
4.	Liquor plan of management	The premises is to be operated at all times in accordance with the policies and procedures of the Endeavour Group Limited, 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 Independent Liquor and Gaming Authority.
5.	No walk ups	Limited to the sale of liquor only by means of taking orders over the telephone or by facsimile or mail order, or through an internet site.
6.	No advertising	No advertising or promotional material relating to alcohol is to be displayed outside the licensed premises.
7.	No liquor storage	No liquor products for sale under this licence are to be delivered or stored at the licensed premises address, with exception to the liquor stored at the licensed premises for the purpose of staff tastings.
8.	No tastings	The licensee must ensure that no tastings are conducted on the premises, however staff tastings are permitted.
9.	Multiple licences at one premises	The packaged liquor licence for Jimmy Brings - LIQP770010295 may occupy the same licensed boundaries as LIQW880014701, LIQW880014664, LIQO660033877, LIQP770010303 and LIQW880014833 at Level 2, 10 Shelley Street, Sydney NSW 2000, on condition that if the licensee is

No.	Condition to be imposed	Description
		an individual, that person is employed by Endeavour Group Limited or its related corporation, or in the case of a corporate licensee , it is a related corporation of Endeavour Group Limited.

Schedule 2: Licence conditions to be revoked - Jimmy Brings

Condition to be revoked	Reason
<p>Condition 50</p> <p>Section 11A of the <i>Liquor Act 2007</i> applies to this licence. Liquor must not be sold by retail on the licensed premises for a continuous period of 6 hours between 04:00AM and 10:00AM 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>	Replaced by condition #1 above.
<p>Condition 130</p> <p><u>Retail sales</u></p> <p>Good Friday Not permitted</p> <p>December 24th Normal trading Monday to Saturday, 08:00 AM to 12 midnight Sunday</p> <p>Christmas Day Not permitted</p> <p>December 31st Normal trading</p>	Replaced by condition #2 above.
<p>Condition 2030</p> <p>Limited to the sale of liquor only by means of taking orders over the telephone or by facsimile or mail order, or through an Internet site.</p>	Replaced by condition #5 above.