

# NSW Independent Liquor & Gaming Authority

Our ref: DF26/000829

Mr Tim Calvert  
JDK Legal

18 February 2026

Dear Mr Calvert

Application No.	APP-0015406003
Applicant	SERI PANICH PTY LTD
Application for	New hotel (general bar) with extended trading authorisation and minors' area authorisation
Application date	4 November 2025
Decision date	28 January 2026
Licence name	Seri Bar
Proposed trading hours	Monday to Sunday 12:00 PM – 04:00 AM
Proposed premises	Shop B02 730-742 George Street Haymarket NSW 2000
Legislation	Sections 3, 11A, 12, 14, 15, 16, 40, 44, 45, 49, 72I and 121 of the <i>Liquor Act 2007</i>

## Decision of the Independent Liquor & Gaming Authority

### Application for a new hotel (general bar) with extended trading authorisation and minors' area authorisation – Seri Bar

We **refuse** the application above under section 45 and 72I of the *Liquor Act 2007* (**the Act**).

#### Statement of reasons

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

#### Our main findings

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

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The applicant sought a hotel (general bar) licence with an extended trading authorisation and minors' area authorisation to replace an existing small bar licence at the premises. If approved, the patron capacity would increase from 120 to 249, with trading hours (to 4am every day) to remain unchanged.

We considered the impact of the significant increase in patron capacity in the context of the licensee's adverse compliance history. We were influenced by the Police objection which detailed the applicant's repeated failure to implement RSA practices, sufficient security for crowd control, and prevent incidents of violence and intoxication at the venue and in patrons leaving the venue. We shared the concerns expressed by Police that the proposed increase in patron capacity would likely exacerbate these issues, particularly as no additional harm minimisation measures were proposed to address the risks associated with a significant increase in patron numbers.

Furthermore we could not be persuaded that the proposal would benefit the local and broader communities.

### *Social impacts*

We considered the below factors which may partially or fully mitigate some of the risks:

- there were no objections from the public
- the rate of hotel (general bar) licences is lower in the suburb than in NSW because currently there are no hotel (general bar) licences in the suburb
- 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>
- the rate of alcohol-attributed deaths in the LGA is lower than in NSW.

As raised above, we considered objections from NSW Police, which further noted:

- since the proposed licensee and the approved manager have operated the existing small bar at the premises (Seri Bar LIQS220000287) from August 2023, NSW Police have intervened on 22 serious incidents: including 11 assaults, 3 sexual assaults and 8 counts of affray, intoxication-related events and/or crowd control matters. The factors identified in the incidents include:
  - high levels of patron intoxication
  - evidence of poor RSA practices and security engagement
  - the incidents mostly occur after midnight on days of peak trade
  - staff appeared unaware of licence conditions and procedures contained in the Plan of Management.

We had regard to the applicant's response to the objection from NSW Police, which noted:

- NSW Police submission indicates no objection and implies that the risks posed by the operation of the premises may be controlled by the imposition of conditions
- the security condition within the development consent is preferred, rather than the condition proposed by NSW Police, as linking provision of security personnel to the number of patrons in the premises avoids unnecessarily burdening operators with engaging security on quiet trading days, while adequately addressing busier trading days

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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 applicant objects to the proposed condition restricting trade until 2am, which represents a reduction in trading hours
- it is procedurally unfair to give weight to the incidents referred to by NSW Police as the applicant has not been provided sufficient details to substantiate the link to the business nor been provided sufficient information to respond to the events purported to be relevant to Seri Bar
- the purpose of the application is to increase the patron capacity of the premises to 249 persons in line with the development consent, and although there is an assertion that there is insufficient usable space to support the proposed patron capacity, this is a decision for council.

We found that approval of the proposal could result in an increase in alcohol-related harm in the local and broader communities because:

- the proposed premises is located in a high-density crime hotspot for all offence types we considered
- the crime rate for all categories we considered is higher in the suburb and LGA than in NSW
- the liquor outlet density is significantly higher in the suburb and LGA than in NSW and the established correlation between outlet density and liquor related harm the proposed increase in patron capacity to 249 persons, compared to the current 120 persons capacity exacerbates the potential for liquor related harm .
- the rate of alcohol-attributed hospitalisations in the LGA is higher than in NSW
- the applicant's adverse compliance history

On the basis of the application and the material before us, we considered that approval would have been unlikely to facilitate the balanced development of the industry in the public interest because it would not contribute to, and could detract from, the amenity of community life.

### **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](mailto:new.applications@liquorandgaming.nsw.gov.au) if you have any questions.

Yours sincerely



Caroline Lamb

**Chairperson**

**NSW Independent Liquor & Gaming Authority**