

NSW Independent Liquor & Gaming Authority

Our ref: DF26/018511

Mr Grant Cusack
Hatzis Cusack Lawyers

19 May 2026

Dear Mr Cusack

Application No.	1-9669337207
Applicant	ICE BOX LIQUOR PTY LTD
Application for	Packaged liquor licence removal
Application date	19 December 2025
Decision date	22 April 2026
Licence name	George's Cellar
Licence No.	LIQP770017209
Current trading hours	Monday to Sunday 10:00 AM – 8:00 PM
Proposed trading hours	Monday to Sunday 10:00 AM – 8:00 PM
Current premises	Shop 14, 10-16 Bream Street Coogee NSW 2034
Proposed premises	Shop 8 Coogee Village Shopping Centre 180-196 Coogee Bay Road, Coogee NSW 2034
Legislation	Sections 3, 11A, 12, 29, 40, 44, 45, 47B, 72I, 114 and 123 of the <i>Liquor Act 2007</i>

Decision of the Independent Liquor & Gaming Authority

Application for a packaged liquor licence removal – George's Cellar

We **approve** the application above under section 59 and 72I 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 Coogee. The broader community is the Local Government Area (**LGA**) of Randwick.

The applicant sought approval to remove its existing packaged liquor licence (**PLL**) from Bream Street, Coogee, to new premises within the Coogee Village Shopping Centre on Coogee Bay Road, approximately 800 metres away, with customer access solely via the shopping centre and no visibility from the street. No changes to existing trading hours were proposed and it was noted that same-day liquor delivery would form part of the business model.

Social impacts

We considered the following objections:

- 197 public submissions were received, with the main objection focused on the closure of a Coogee newsagency, a valued, long-standing local service. Submitters also expressed concern that the area is already oversupplied with liquor outlets and that replacing the newsagency with another bottle shop would erode Coogee's village character, retail diversity and safety. Further concerns related to the store's proximity to a nearby primary school, increased exposure of children to alcohol, existing alcohol-related antisocial behaviour, and potential negative impacts on vulnerable community members.

However, we note that on balance 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 relocation by 800 metres does not increase the availability of alcohol in the suburb or wider community with no increase in trading hours or store size
- no objections were received from government agencies
- public support, evidenced by 222 petition signatures, one formal submission, and one letter of support
- the incidence of alcohol-related domestic assault and malicious damage being lower in the suburb and LGA than the rate for NSW¹
- the incidence of alcohol-related non-domestic assault being lower in the LGA than the rate for NSW¹
- the saturation rate of PLLs in both the suburb and the LGA being lower than the rate for NSW¹
- Socio-Economic Indexes for Areas (**SEIFA**) data indicate that the suburb and the LGA exhibit an above-average level of socio-economic advantage and disadvantage compared with other communities across NSW¹
- the incidence of alcohol-attributed deaths in the LGA being lower than the rate for NSW

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. (2023)).

- 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
- saturation map
- 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 - George's Cellar

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 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 (removal)	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 Shop 8, Coogee Village Shopping Centre, 180-196 Coogee Bay Road, Coogee.
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 November 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	1. The licensee must maintain a closed-circuit television (CCTV) system on the licensed premises ("the premises") in accordance with the following requirements: 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: 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: a. keep all recordings made by the CCTV system for at least 30 days,

No.	Condition to be imposed	Description
		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.	Crime scene preservation	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: 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. 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.
8.	Incident register	1. The licensee must maintain a register, in which the licensee is to record the details of any of the following incidents and any action taken in response to any such incident: a. any incident involving violence or anti-social behaviour occurring on the premises, b. any incident of which the licensee is aware that involves violence or anti-social behaviour occurring in the immediate vicinity of the premises and that involves a person who has recently left, or been refused admission to, the premises, c. any incident that results in a person being turned out of the premises under section 77 of the Liquor Act 2007, d. any incident that results in a patron of the premises requiring medical assistance. 2. The licensee must, if requested to do so by a police officer or Liquor & Gaming NSW inspector:

No.	Condition to be imposed	Description
		a. make any such incident register immediately available for inspection by a police officer or Liquor & Gaming NSW inspector, and b. allow a police officer or Liquor & Gaming NSW inspector to take copies of the register or to remove the register from the premises. 3. The licensee must ensure that the information recorded in the incident register under this condition is retained for at least 3 years from when the record was made.
9.	The façade and doorway of the licensed premises facing Coogee Bay Road is to be opaque	The façade and doorway of the licensed premises facing Coogee Bay Road is to be opaque (frosted) such that the liquor on display in the store will not be visible to passers-by. Further, access to the licensed premises by customers is only to be from within the Shopping Centre and not from Coogee Bay Road.

Schedule 2: Licence conditions to be revoked- George's Cellar

Condition to be revoked	Reason
Condition 50 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.	Condition to be replaced with Condition #1.
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	Condition to be replaced with Condition #2.
Condition 2010 The business authorised by this licence must not operate with a greater overall level of social impact on the well-being of the local and broader community than what could be reasonably expected from the information contained in the Community Impact Statement, application and other information submitted in the process of obtaining this licence.	Condition to be replaced with Condition #3.
Condition 3010 The premises is to be operated at all times in accordance with the Plan of Management and House Policy dated December 2017 as may be varied from time to time after consultation with NSW Police. A copy 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	Condition to be replaced with Condition #5.

Condition to be revoked	Reason
NSW inspector, or any other person authorised by the Independent Liquor and Gaming Authority.	
Condition 3020 The licensee or its representative must join and be an active participant in the local liquor accord.	Condition to be replaced with Condition #4.
Condition 3030 1. The licensee must maintain a closed-circuit television (CCTV) system on the licensed premises ("the premises") in accordance with the following requirements: - the system must record continuously from opening time until one hour after the premises is required to close, - recordings must be in digital format and at a minimum of six (6) frames per second, - any recorded image must specify the time and date of the recorded image, - the system's cameras must cover the following areas: - all entry and exit points on the premises, and - all publicly accessible areas (other than toilets) within the licensed premises. 2. The licensee must also: - keep all recordings made by the CCTV system for at least 30 days, - ensure that the CCTV system is accessible at all times the system is required to operate pursuant to 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.	Condition to be replaced with Condition #6.
Condition 3040 No alcohol other than wine may be displayed in the basement level of the licensed premises. For the purposes of this condition: (a) "wine" includes still, sparkling, and fortified wines, as well as cider, perry or mead.	Not relevant to this licence/business type.