

NSW Independent Liquor & Gaming Authority

Our ref: DF26/036387

Mr Tony Schwartz

BSV Liquor and Gaming Lawyers

7 August 2026

Dear Mr Schwartz

Application No.	SR0001501342 - change of licenced premises boundaries 1-9764760172 - change of licence conditions 1-9764759763 - variation to the 6-hour closure period
Applicant	MINTUS INVESTMENTS 4 PTY LTD
Application for	Change of licenced premises boundaries and change of licence conditions
Application date	31 March 2026
Decision date	15 July 2026
Licence name	Liquor Legends Ashfield Mall
Licence No.	LIQP770010133
Proposed trading hours	Monday to Saturday 9:00 AM – 9:00 PM Sunday 10:00 AM – 9:00 PM
Current (cease to trade) trading hours	Monday to Saturday 10:00 AM – 8:00 PM Sunday 10:00 AM – 6:00 PM
Premises	Ashfield Mall Shopping Centre Shop 204/260A Liverpool Road Ashfield NSW 2131
Legislation	Sections 3, 11A, 12, 29, 30, 31, 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 change of licenced premises boundaries and change of licence conditions – Liquor Legends Ashfield Mall

We **approve** the application above under sections 72I and 90B of the *Liquor Act 2007* (**the Act**) — with the conditions set out in Schedule 1 and conditions to be revoked in Schedule 2. 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 Ashfield. The broader community is the Local Government Area (**LGA**) of Inner West.

The applicant sought approval to expand a dormant packaged liquor licence (**PLL**) at Ashfield Mall from 200m² to 900m² and to vary trading hours to enable opening at 9 am. Although the licensee proposes to transfer the licence to Endeavour Group for operation as a Dan Murphy's, this does not form part of the application or the approval.

We are satisfied that the proposal would benefit the local and broader communities by providing increased convenience and choice and that the proposal's location within a shopping centre reduces opportunities for impulsive purchases.

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:

- venue being located in a high-density crime hotspot in the suburb for all categories considered
- incidence of alcohol-related disorderly conduct being higher in the suburb than the rate in the LGA¹
- incidence of alcohol-attributed hospitalisations in the LGA being higher than the rate for NSW.

We considered the public objections that raised concerns about increased noise, traffic, and safety impacts, the proximity of the premises to residences, inadequate community consultation, and site management and operational issues.

We had regard to the applicant's response to the objections, including its submissions that the proposal would minimise noise and traffic impacts, comply with all regulatory requirements, and would not increase alcohol-related harm, and that extensive community consultation was undertaken.

The factors below weighed in favour of approval of the application, and may also partially or fully mitigate some of the risks identified above:

- no objections were received from NSW Police or the local council
- the incidence of alcohol-related domestic and non-domestic assault and malicious damage are lower in the suburb and LGA than the rate for NSW
- the saturation rate of packaged liquor licences and total outlet density in both the suburb and the LGA are lower than the rates for NSW²
- Socio-Economic Indexes for Areas (**SEIFA**) data, which combines Census data such as income, education, employment, occupation, housing and family structure to summarise

¹ High levels of hotel and packaged liquor outlet density have been shown to be positively associated with higher rates of domestic and non-domestic assault rates (Donnelly et al., 2023).

² High levels of packaged liquor outlet-density have been shown to be positively associated with higher rates of alcohol-attributable morbidity and mortality (Morrison et al., 2016).

the socio-economic characteristics of an area, indicate that the suburb and the LGA exhibit an above-average level of socio-economic advantage (and disadvantage) compared with other communities across NSW³

- the incidence of alcohol-attributed deaths is lower in the LGA than the rate for NSW
- the operator of the licensed premises has demonstrated experience in the management and operation of licensed venues
- the harm minimisation measures outlined in the plan of management and licence conditions, as set out in Schedule 1, which may mitigate the risk of alcohol-related harm.

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
- the certificate of advertising
- the Statement of Risks and Potential Effects
- the plan of the licensed premises and any authorisations
- the plan of management for the licensed business
- the 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.

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

³ 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)).

Schedule 1: Licence conditions to be imposed - Liquor Legends Ashfield Mall

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 03:00 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.	Restricted trading & NYE - 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 obtaining the licence.
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.	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 supermarket/general store 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 to the supermarket/general store, and ii. all publicly accessible areas (other than toilets) within the licensed premises. 2. The licensee must also:

No.	Condition to be imposed	Description
		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-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.
6.	Liquor accord	The licensee or its representative must join and be an active participant in the local liquor accord.
7.	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 Act, 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 inspector a. make any such incident register immediately available for inspection by a police officer or inspector, and b. allow a police officer or 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.
8.	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

No.	Condition to be imposed	Description
		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.

Schedule 2: Licence conditions to be revoked- Liquor Legends Ashfield Mall

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 4:00AM 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.	Condition superseded – replaced with Condition #1.
Condition 130 <u>Retail sales</u> Good Friday: Not permitted December 24th: Normal trading Monday to Saturday, 8:00 AM to 12:00 midnight Sunday Christmas Day: Not permitted December 31st: Normal trading	Condition superseded – 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 wellbeing 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 superseded – replaced with Condition #3
Condition 3010 The licensee must join and be an active participant in the local liquor accord.	Condition superseded – replaced with Condition #6
Condition 3020 The licence cannot be exercised unless and until the Casino, Liquor & Gaming Control Authority has been provided with evidence that the premises are complete and ready to trade.	No longer imposed as a condition for this type of licence