

Five Sixty Enterprises

Lot 4 on plan 692 560 Beaufort Street, Mount Lawley

Public Interest Assessment

The goal is to open a unique venue which will be unlike any other existing in the "Mount Lawley Strip". Show casing old fashioned organic beers from Australian micro breweries and boutique brewers from around the world matched with old fashioned fare. To match food and beer in a way that has not been seen in an Australian venue.

We aim to develop a draft organic beer on the handle, true old fashioned cask conditioned ales without the use of gas, forming partnerships with West Australian and Australian micro brewers to supply us with traditional organic cask beers of all styles.

We propose a venue for the more discerning customer, which is regulated by the very essence of the business with its mission to sell only the best products from Western Australia, Australia and indeed around the world.

We will trade seven days a week unlike many of the small venues opening around the area. We will, as Gary Beadle has shown with 399 of William street, build a steady, regular customer base across all days and times of the week. Not focusing, as sadly many venues do, on a mass production Friday and Saturday night. We wish to give a wholesome experience open to all age groups and all walks of life, offering a diverse experience being inclusive of all.

Food will play a big part in our business vision as we would like to match the finest fare with all of our beers and of course, quality non alcoholic beverages. We will work with local Perth suppliers to showcase the finest produce in our freshly cooked meals.

It would seem the small bar license category was created so that hospitality professionals, such as ourselves, would have the opportunity to open quality venues of a higher standard than is commonly available in Perth, to help turn the corner. Creating more socially aware consumers and to raise the profile of Perth as a destination equal to, if not better than, any Australian city.

We would like to be a role model to others desiring to open a small bar. We are not just people opening a bar, we are hospitality professionals that actually care about the development of our industry and the future vision of Perth.

We will continue to be active members of the community to develop and improve the "Mount Lawley strip". There are obviously already many licensed premises in this area as it is fast becoming the quality strip for entertainment in Perth. We see this as a plus for our business as we are confident we will once

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again lift the standard of all the surrounding venues by running a better quality venue than is currently available.

Such a small bar can only contribute to the atmosphere of the "Mount Lawley strip" bringing a more stylish and enjoyable venue into the heart of the street.

The style of bar we will build will have soulful, happy background music, comfortable armchairs and sofas and quality beverages, all elements encouraging conversation and relaxation. We will not sell RTD's (ready to drink) with their high ABV (alcohol by volume), we will not sell cheap beverages and we will not run alcohol promotions.

Responsible service of alcohol is not a new idea to hospitality professionals, it is part of the everyday value added service we supply to customers, they are our living so we treat them with the utmost care and respect.

The team of hospitality professionals we are bringing to this business are industry leaders and trainers recognised for running venues above the normal standard in Perth. This venue will just add to the quality staff we will continue to produce. The core staff that work with us have worked together for many years and are well known within the Perth community.

Andrew McIntyre our intended general manager, formerly of Luxe bar, Niche bar and is currently working as the operations manager at 399 Bar, has been working with Gary Beadle for over 6 years.

Haigh Nicholson, who has over a decade of hospitality experience and is a TAFE hospitality lecturer, will aid with the launch of the venue and our staff training.

Gary Beadle continues to be one of the most outstanding operators in our industry recently being voted onto Australia's 50 Most Influential Hospitality list, please find his attached profile.

There are proven strong associations with our team and many of the industry publications both nationally and internationally; Bartender (AUS), Bars and Clubs (AUS), Venue (AUS) and Class (UK). Guaranteeing a high profile for our venue on a national and international level, which in turn will raise the profile of Perth and it's entertainment scene.

We have strong relationships with many interstate and international trainers who will travel to Perth, training many of Perth's hospitality employees at our venue, helping once again to raise the general standard of our industry.

In an industry so often with no real standards, we bring a standard and a constant with long term progressive employees and managers. When everyone is struggling for staff we have many seeking to work with us as we invest back into our industry by running quality venues and training hospitality professionals to the highest standard.

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Risk assessment – harm or ill-health

A large section of the target customers are already known to us personally and we have been serving them sensibly for many years, which is in the best interest of the longevity of our business

None of the identified at risk groups or sub communities fall into our target customer and nor would we fall into their desired destination, our target audience is the over 25 inner Perth resident, many who would have migrated to Australia and prefer an inner urban lifestyle, also the interstate & international business visitor.

We will make readily available free drinking water, give plenty of alternatives to alcohol by having a good coffee machine, a fine selection of tea and a wide range of non alcoholic beverages.

The necessary pricing of premium products by its very nature is prohibitive of binge drinking and the lower earning social groups.

We will not mass advertise but rather rely on word of mouth and our reputation to grow our customer base.

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Locality of premises – impact on amenity

We will continue to be active members of the community to develop & improve the "Mount Lawley Strip" as it is in our best business interest to do so.

We will continue to be active members of the Vincent Liquor Accord meetings.

There are obviously already many licensed premises within the "Mount Lawley Strip" however we feel currently there are no premium venues, of the standard and level, which we would like to open, with a different target audience to any currently visiting the area.

Please find the attached document "Parking Survey of Barlee Street Car Park". Two separate surveys accepted by the Town of Vincent in our successful planning application show the car parking in this area is underutilised. This reflects more the type of people out in the "Mount Lawley Strip". Are inner urban dwellers who walk or catch taxis.

We see the local shops, hotels and restaurants will benefit by having a premium venue run by premium staff to attract more quality customers to the area.

Such a venue can only contribute to the atmosphere of "Mount Lawley Strip" bringing a more stylish and enjoyable venue into the heart of Beaufort street.

We can find no negative to the local amenity in us opening a small venue that appeals to broad cross section of society and will only contribute to the seven day and evening experience of people visiting or living in this area.

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Location of premises - existing premises

560 Beaufort street is right in the heart of Mount Lawley offering a style of hospitality we feel is not currently available, to a demographic who is just not catered for in this fashionable strip.

Existing venues and who they cater for;

Venue	Flying Scotsman 639 Beaufort Street, Mt Lawley 6050	
License Type	Tavern	
Opening Times	Mon, Tue	11:00 to 00:00
	Wed	11:00 to 01:00
	Thu	11:00 to 00:00
	Fri, Sat	11:00 to 02:00
	Sun	11:00 to 00:00

A business that has been running a long time in this area and is well populated with students and "indie kids" appealing to this market with their cheap beer deals and grungy environment. The polar opposite of the style of venue we would like to open.

Venue	Clarence's Bar & Restaurant 560 Beaufort Street, Mt Lawley 6050	
License Type	Small Bar	
Opening Times	Mon to Thu	16:00 to 00:00
	Fri	12:00 to 00:00
	Sat, Sun	16:00 to 00:00

A nice small bar with a nice internal fit out appealing to the same uber trendy crowd as the owners, opening later and concentrating mainly on a big Friday & Saturday audience. A nicely run venue with good food and good service but once again appealing to a very specific crowd.

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Venue Queens
520 Beaufort Street,
Highgate
6003

License Type Tavern

Opening Times Mon to Sat 10:00 to 00:00
Sun 08:30 to 22:00

The Queens is an institution along the "Mount Lawley Strip" which is a very sad reflection for the area. They give poor service, have a very low standard food offering and yet continue to be a success as there is no doubt this is a very attractive old style tavern. appealing to mainly a very suburban crowd and once again concentrating on a big weekend.

Venue Must Winebar
519 Beaufort Street,
Highgate
6003

License Type Special Facility

Opening Times Mon to Sun 12:00 to Unspecified

Great food in a great environment this venue has run well for a long time as the owner is a leading Australian chef. Appeals to a middle aged crowd as there is a heavier price attached to excellence.

Venue The Beaufort Street Merchant
488 Beaufort Street,
Highgate
6003

License Type Tavern

Opening Times Mon to Sat 08:00 to 21:00
Sun 08:00 to 19:00

A lovely venue appealing to a diverse crowd and really well run. Just the sort of venue that will help lift the going out experience in Perth. The style of venue that we should all look to for inspiration.

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Venue **Luxe**
488 Beaufort Street,
Highgate
6003

License Type **Special Facility**

Opening Times **Mon to Tue** Closed
Wed to Sun 20:00 to Unspecified

A late night nightclub sailing under a special facility license, Luxe in its day was the venue that turned the corner for change in the standard of hospitality to be expected in Perth but sadly, since Geoff Hayward and partners have moved on it has started to get left a long way behind. Opening late, charging an entry fee and concentrating on big weekends this venue is sadly nowadays nothing other than an early closing nightclub.

Venue **The Brisbane Hotel**
292 Beaufort Street,
Perth
6000

License Type **Tavern**

Opening Times **Mon** 11:30 to 22:30
Tue 11:30 to 23:00
Wed to Sat 11:30 to 00:00
Sun 11:30 to 22:00

An amazing venue run by an amazing team of hospitality staff but sadly as it is such a big venue in the old style beer barn, the sheer volume of customers that have to be let in for this venue to exist financially, does not always lead to a pleasant going out experience.

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Description of venue - facilities and services

A place for locals, a venue that is part of the community where people feel free to pop in anytime not just for special occasions.

Come for breakfast, come for a traditional ploughman's at lunchtime, afternoon tea and scones with your mum or a lovely roast and Yorkshire puddings served with a locally brewed cask ale.

What we will offer;

Traditional cask conditioned ales, made by local WA micro breweries a truly organic product not being force fed with gas to make it fizzy and chilled to a point of no flavour.

Plenty of good quality seating broken down into personal spaces to encourage conversation and make customers feel welcome to stop and spend time, any time.

The seating will be broken down into;

Beautiful window bays with big window seats for those that want to sit and watch the world pass by for a while.

A parlour area for those want to sit and catch up with friends while they are served.

An atrium built in amongst wooden boxed steps filled with oversize scatters, so customers can sit back amongst beautiful plants in total comfort while they enjoy a refreshment.

Bookcases at either end of the parlour area, one on entry from the high street and one upon entry from the rear, offering a good range of literature giving customers the opportunity to sit in an oversized armchair and relax with a coffee or cask ale and read a while.

Traditional fare just how your grandma should've made it, bangers and mash, Lancashire hot pots, cottage pie and afternoon tea and scones for those amongst us that aren't in any rush.

Yes we will have a long bar and serve amazing wines and amazing spirits mixed into world class cocktails but we will offer so much more of a complete experience than this, one that will appeal to people from all age groups and all walks of life.

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Manner of proposed trade - target clients

63% of the Australian population live in capital cities, 70% of the population who were born overseas originated in Europe so to have small bars that accommodate for this target audience and bring with them a more mature approach to eating and drinking, would seem beneficial to all.

The style of venue we would like to run is a community bar in the true European style appealing to locals just as much as tourists and interstate visitors.

This style of venue will only benefit the community as by its very nature of truly combining food and beverage in a mature environment. It will naturally show sensible eating and drinking practices.

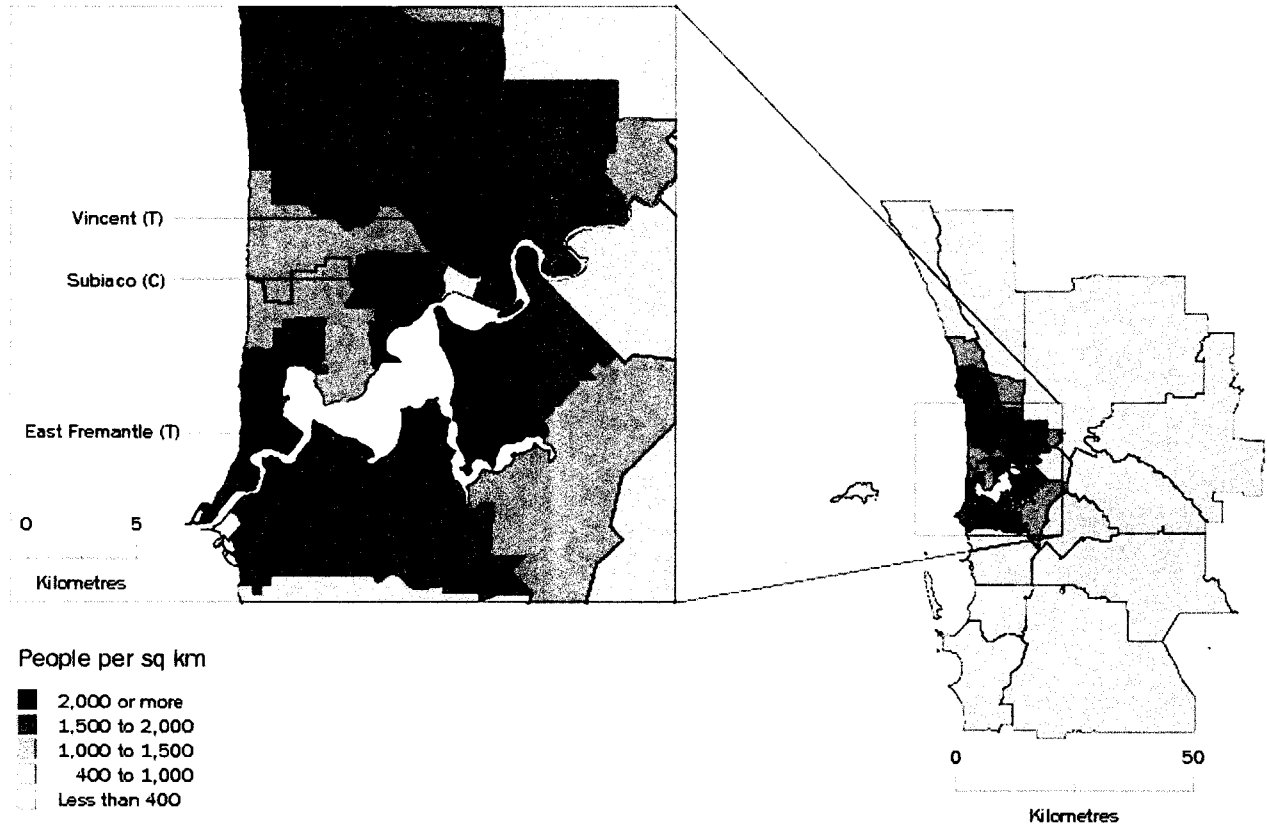
The European community have been running venues of this style integrated into the local community for many generations and this is the background that Gary Beadle comes from and utilises in his venues.

The population of Western Australia has exceed 2 million and will continue to grow with most of this population being inner urban dwellers. This is the time to build small personalised venues of our style to show the way to all.

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Vincent remains one the highest population densities in Western Australia showing this is truly one of the hubs of inner urban living for our state.



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