



TAVERN MANAGEMENT PLAN



426 Fitzgerald St, NORTHAM WA 6401

Table of Contents

1	INTRODUCTION	2
2	SITE DETAILS.....	2
3	APPLICANT'S DETAILS.....	4
4	HISTORY OF THE GRAND	5
5	PROPOSAL	6
	PREMISES	6
	TRADING HOURS	9
	ENTERTAINMENT	9
	NOISE MANAGEMENT PLAN	11
	STAFF TRAINING	12
	PATRONS	13
	CAPACITY	14
	VANDALISM, LITTER, CRIMINAL ACTS	15
	DISTURBANCE OR INCONVENIENCE TO LOCAL RESIDENTS OR BUSINESS OPERATORS	16
	TAXIS	19
	TRAFFIC AND PARKING.....	20
	BENEFITS FOR THE COMMUNITY	23
	BENEFITS TO STREETScape AND ATMOSPHERE OF THE AREA.....	26
	SUPPORT	27
	ANNEXURE A - LETTERS OF SUPPORT	29

1 INTRODUCTION

The applicant is applying for a 'Restricted Tavern' licence in accordance with the Liquor Control Act 1988. The definition is as follows:

TAVERN RESTRICTED LICENCE authorises the sale and supply of liquor for consumption on the licensed premises only (i.e. no packaged liquor sales). A holder of a tavern restricted licence does not need to provide accommodation.

As such, the Department of Racing, Gaming and Liquor requires the premises to be approved as a 'Tavern' under the Shire's Local Planning Scheme No.6, in order for the liquor licence to be granted.

The applicant is therefore seeking approval for the use of The Grand, previously known as the Grand Hotel, at 426 Fitzgerald St West, Northam for a 'Tavern' as defined under the Shire's Local Planning Scheme No.6 (LPS6).

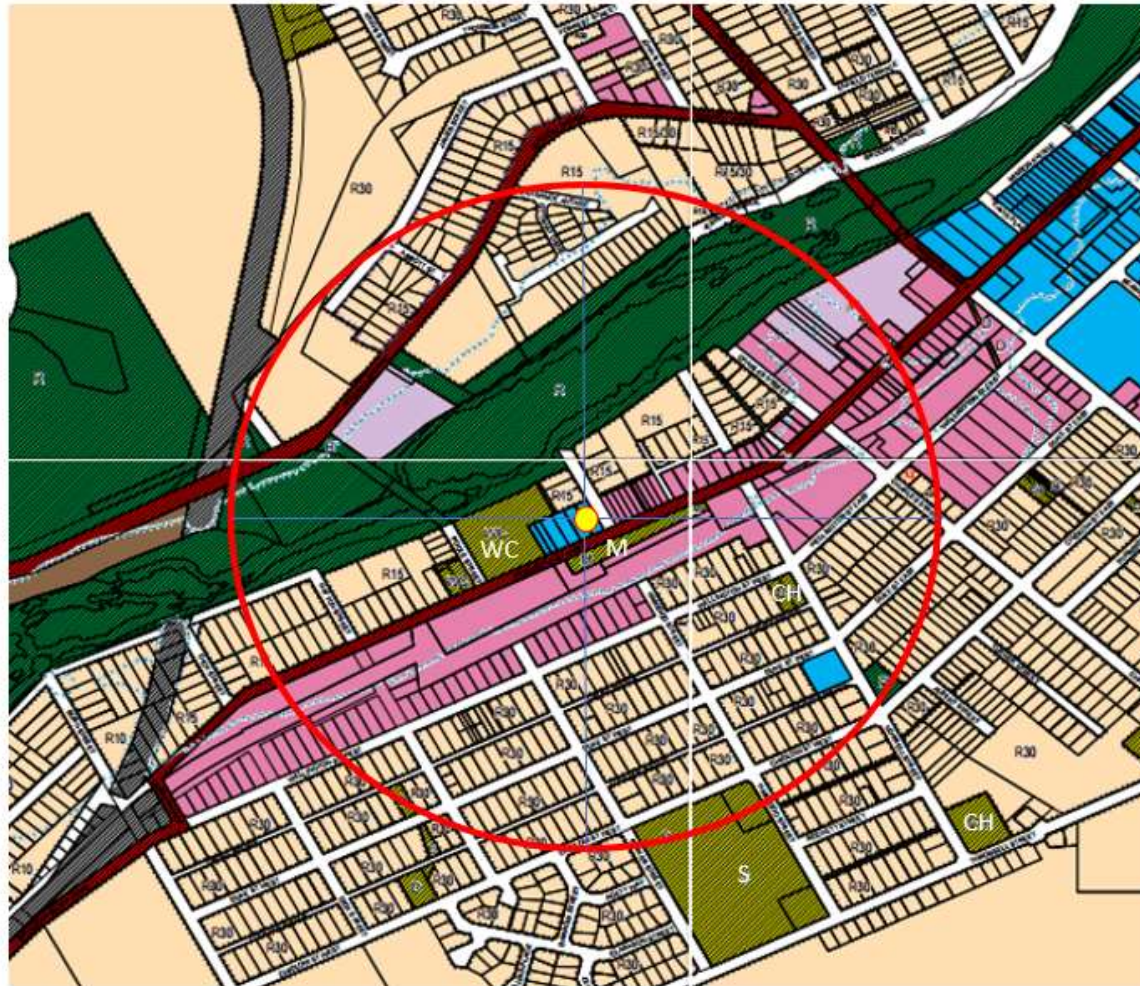
"tavern" means premises licensed as a tavern under the Liquor Control Act, 1988 and used to sell liquor for consumption on the premises; (LPS6)

2 SITE DETAILS

The lots which are the subject of this application are Certificate of Title Volume 2118 Folio 481 and 482 on Plan 4110 Lot 146 and Lot 147 at 426 Fitzgerald St Northam, which is located on the corner of Fitzgerald St West and Millington Street. The two lots have a combined land area of 2443sqm. The dimensions of the combined lots are 40.24m along the Fitzgerald Street frontage and 60.35m along Millington Street. The land is currently zoned as Commercial as shown in Figure 2.



Figure 1 Location of proposed premises



LEGEND

LOCAL SCHEME RESERVES

CH	Public purposes : Church
M	Public purposes : Museum
WC	Public purposes : Water Corporation

LOCAL SCHEME ZONES

(see scheme text for additional information)

Commercial	Residential
Development	Rural
General industry	Rural residential
Light and service industry	Rural smallholding
Mixed use	Special use
	Tourist

Figure 2: LPS6 500m from proposed premises

SOURCE: SHIRE OF NORTHAM LOCAL PLANNING SCHEME NO. 6

3 APPLICANT'S DETAILS

The applicant is Esther Bliss who resides at the proposed premises: The Grand, Northam, 426 Fitzgerald St West, Northam 6401.

Mrs Bliss' hospitality and business experience started initially over 25 years ago running a successful pub for Whitbread Brewery in the UK. The 'Deer Leap' as a destination venue was largely seasonal and was where Mrs Bliss' passion for events and marketing began.

For the last 15 years Mrs Bliss has been a Director and active partner in Faversham House, York. Faversham House is a historic guest manor in Western Australia, listed with the National Trust and registered on the National Estate of the Australian Heritage Commission. The impressive heritage mansion operates as a country house wedding venue, as well as a unique location for corporate functions. It has hosted over 150 weddings during the past 15 years, as well as many conferences and company meetings for national corporations, government departments and universities, many of which were repeat bookings.

While managing Faversham House Mrs Bliss successfully grew the business and completed the accreditation of the business with the Tourism Council of WA.

Mrs Bliss was also responsible for initiating systems and process in the York Palace Hotel. A licensed hotel (Tavern license 6020034629) in York of which she is also a Director.



Mrs Bliss is an active and well-respected member of Board of the Northam Chamber of Commerce and is also on the Executive committee of the Northam Women in Business, raising the business profile of women in the wheatbelt.

Mrs Bliss has successfully run and managed both respected venues for weddings and events within the business and events community. The applicant has the requisite experience, skills and ability to operate licensed premises within the local community without causing harm or ill-health.

4 HISTORY OF THE GRAND

Listed on the municipal heritage register, the Grand, is a two-story brick and iron hotel built by Michael Cody, during 1904-05. The building is a fine representative example of Federation Filigree architecture in a rural town. Features of this include the double-storey veranda which is one of the few historical Hotels in the area with its veranda still intact.

Located prominently on a corner site, as is typical of many country pubs, the Grand Hotel was located close to the West Northam Station, to take advantage of passengers using the eastern railway line and the population that developed around west Northam station following the major expansion of this station in 1897.



Figure 3 West Northam Railway with The Grand Hotel located nearby

The Hotel continued its very close association and popularity with the railway and its passengers until the West Northam station was closed in 1966. The new Eastern Railway route then became operational but the Grand Hotel, as it was known, continued to be a popular pub within the town.

Since the closure of the Railway station in 1966, The Grand Hotel has been owned by a variety of operators including one of the local sporting clubs, The Federals football club, who continued its legacy as one of the most popular establishments in Northam.

The previous owners bought the hotel in 2006 but only ran it for a short time before letting the licence lapse and closing the doors of the Grand Hotel.

5 PROPOSAL

The applicant intends to open the venue for functions and events in addition to trading at weekends as a family friendly destination pub serving inhouse meals and providing a safe and relaxing place to visit.

The venue will be available to hire exclusively for large functions such as Weddings or Balls or alternatively designated areas of the venue are available for smaller groups to host private events and meetings. The venue is unique in its capacity to host functions for larger groups due to its large lawn, with the capacity to erect a marquee with additional space surrounding it. It is also unique to the area in its provision of a play area so parents can socialise while supervising their children.

PREMISES

OUTDOOR LAWN (Capacity of approximately 150)

There is a grassed area suitable for weddings, picnics, parties or casual drinks and dining experience with friends. A large part of the lawn will provide an open space for children to play whilst remaining in view of their parents on the deck or in the beer garden. Large enough for a marquee, this lawn area will be available for private functions as well as general clientele.



Figure 4 Large lawn area for long table lunches

At night, the emphasis will be on a sophisticated venue for adults with functions in the lawn area illuminated with festoon lights being a perfect setting for an evening event as shown below.



Figure 5: Evening functions and festoon lights

OUTDOOR DECK

The outdoor deck is a large area which can be sectioned off for private groups and can accommodate seating for 50 guests. Within licensed premises, upright drinking spaces have been identified as areas which have a greater potential for harm, therefore the applicant has designed much of the licensed area to include comfortable seating rather than standing bar tables.



Figure 6: Deck

INDOOR MEETING ROOM (CAPACITY 50)

Our indoor meeting room is styled beautifully with period furniture, providing both the opportunity for formal table meetings or more casual gatherings on club lounges around the fireplace. The meeting room will be attractive to those groups who require a meeting space with privacy and style, however more formal tables with conference style seating will be available when required.



Figure 7 Meeting room

Wood fires and smaller intimate chairs and tables in the alcoves will provide additional areas for conversation when the room is not booked for private functions. This area will be also promoted as an additional area for seated drinks and casual dining.



Figure 8 Casual meetings

INDOOR BAR AND CASUAL DINING (CAPACITY 100)

The indoor bar and casual dining area is the perfect place to sit in front of the open fire in winter or naturally cooled rooms in summer.



Figure 9: Current indoor bar

The railway benches have been moved inside to provide a casual dining experience or customers can choose one of the comfortable lounges to nibble on tapas or dishes from our seasonal menu.

TRADING HOURS

The legal opening hours for a tavern licence issued by the Department of Racing Gaming and Liquor are as follows:

- Monday to Saturday from 6 a.m. to 12 midnight;
- Sunday from 10 a.m. to 12 p.m.;
- Christmas Day and Good Friday from 12 noon to 10 p.m. where the liquor is sold ancillary to a meal supplied by the licensee
- New Year's Eve from 12 midnight to 2 a.m. on New Year's Day;
- No trading is permitted before noon on Anzac Day

The applicant is proposing to open regularly Friday – Sunday and only mid-week for prior bookings or special events.

ENTERTAINMENT

The applicant is very aware of the need to monitor the impact on local residents in relation to music and entertainment. The applicant is not proposing a function centre or live music venue with frequent entertainment but a family friendly venue for dining and socialising with the facilities for occasional weddings and other private functions.

The applicant sees 3 scenarios of music and entertainment

- Scenario A: In house background recorded music;
- Scenario B: Venue provided entertainment
- Scenario C: Private function

Scenario A: In house background recorded music;

- The majority of entertainment at the venue will be restricted to background music played via an in-house system at a volume allowing normal conversation between patrons controlled by way of an 'in-house' sound limiting equipment.
- The venue also has the facility to change the music chosen and volume in each area to allow personal music played for private functions without disturbing the other patrons. Eg classical music for the Arts committee.

Scenario B: Venue provided entertainment

- The applicant would like to provide some entertainment to patrons especially in the warmer months of the year, primarily on a Sunday afternoon or occasionally a Saturday evening. Family friendly music will add enormously to the ambiance and experience for patrons.
- The applicant proposes small acoustic groups or background DJs concluding by 10pm.
- Music and entertainment will be appropriate for the venue and manner of trade. The applicant intends to source the artists locally. Music will be played at a level that permits conversation to occur and will likely be acoustic guitarists, a jazz duet or other mild-mannered genre. There won't, for example, be heavy-metal or electronic dance music as this is not in keeping with the target patrons of the venue.
- There may be the occasion of a function of less than 50 people. In this case, the applicant would propose the interior of the venue as a suitable function area and allow a DJ or trio to perform.
- The size of the interior prohibits any large-scale events or bands.

Scenario C: Private functions

- The applicant does not anticipate that private functions with live music / DJs will be a substantial number throughout the year but since there is a lack of suitable function facilities in the locality the applicant is aware of the likelihood of private functions being booked at the venue.
- Typically, these events start entertainment at approximately 8.30pm and the applicant proposes all recorded music played by a DJ or a live band will conclude by 11.30pm.
- Once more, music and entertainment will be appropriate for the venue and manner of trade
- Venue providing equipment to monitor decibel levels to ensure they do not cause harm or annoyance to local residents in these instances.

For all of the above scenarios the applicants have has created a noise management plan as follows. The applicant is committed to monitoring noise during all live music or planned entertainment to ensure that all reasonable and practicable measures are taken to minimise the overall sound level and low frequency noise at noise-affected premises.

NOISE MANAGEMENT PLAN

- Not permitting more than an acceptable number of patrons to be present on the premises at any given time;
- No packaged liquor will be sold.
- Adhering to RSA principles thus reducing the likelihood of patrons causing noise and participating in other anti-social activities;
- Not allowing violent, quarrelsome or disruptive conduct on or near the premises;
- Music and entertainment will be appropriate for the venue and manner of trade. No heavy metal, rock bands, techno music with strong bass undertones.
- Acoustic monitoring by the use of a sound level meter to take regular sound measurements from reference points both inside and outside the venue during live music and entertainment.
- Following monitoring the applicant will ensure that all reasonable and practicable measures are taken to minimise the overall sound level and low frequency noise at noise-affected premises
- The applicant will then maintain a record of these measurements in a 'noise diary'
- All outdoor live music and entertainment will conclude by 10pm unless booked for a private function;
- During private functions, indoor and outdoor live music and entertainment will conclude by 11.30pm;
- All musicians and entertainment providers will be advised regarding sound management practices.
- A communication plan that includes notifying neighbors and authorities for all functions and events that include live music / DJ;
- Maintain a complaint register and train staff in the use and handling of complaints
- Staff closing procedures designed to minimise the risk of noise or disturbance being caused to residents.
- To prevent the disturbance of amenity in the area deliveries will occur between the hours of 8am and 6pm only.
- Minimising operational noise in considering local residents when disposing of rubbish and recycled material; eg Recycled bottles to be collected midweek between the hours of 8am and 6pm
- Appropriate signage requesting patrons be mindful of the neighborhood in leaving the premises and area quietly;
- Adequate security and lighting in external areas, to discourage loitering when patrons leave the premises.
- Anticipating the need for transport for functions and events at the venue.

STAFF TRAINING

Sections 33 and 103A of the Liquor Control Act 1988 ('the Act') impose mandatory training requirements on licensees, approved managers, supervisory staff, bar staff and crowd controllers in relation to the management of licensed premises and the responsible service of alcohol.

As required by Section 103AA of the Act, the applicant will maintain a training register that records employee information and their training compliance.

In addition to the required "Provide Responsible Service of Alcohol" (SITHFAB002) unit, all staff will be trained using an in-house Policy and Procedure manual which sources units of competency from relevant Training packages. For example:

- Manage conflict
- Interact with Customers
- Managing incidents
- Managing unacceptable behavior
- Monitor individual and crowd behavior

PATRONS

In order to minimise the potential for undue harm or ill-health the applicant proposes the following;

- Creating and maintaining high quality premises in all respects, both physically and operationally since studies conducted have indicated poorly lit, badly maintained premises have a higher likelihood of violence and trouble;
- Supporting and promoting various government campaigns to minimise harm / ill health by displaying posters;



Figure 10 Example of Government campaign aimed at minimising harm and ill-health

- As recommended by the 'Designing out Crime Planning guidelines' the applicant will ensure all public areas are well lit, encouraging pedestrian access and surveillance;
- Having a strong food focus and making food available during all hours of trade;
- Pricing drinks at levels high enough to discourage rapid and excessive consumption;
- Prohibiting the sale of energy drinks mixed with liquor;
- Prohibiting the sale of liquor by way of an emotive title that may encourage rapid consumption of liquor;
- Not providing any TAB facilities;
- Providing more than ample seating for patrons;
- No bar stools available at the bar;
- Restrict standing at the bar by indicating it as a "Service Only" area;
- Providing a very clear training program for staff on all appropriate matters including responsible service of liquor;
- Creating a warm, relaxed and inviting atmosphere;
- Public health and safety posters will be displayed prominently, along with responsible service of alcohol messages, as follows;



This property will be targeting a specific market segment and the applicant believes it will be very capable of catering to the requirements of tourists, professional people and local families in a very responsible manner without negatively impacting on the locality nor with any measurable potential to increase harm.

Many of these strategies are also continued in the Applicants Code of Conduct, House Management Policy and Management Plan.

CAPACITY

The applicant is applying for an allowance of 150 patrons internally and a total of 250 on the entire licensed area. These patron numbers are based on the size of the public areas. These are set to prevent overcrowding inside the venue and to minimise the risk to patron safety, reduce fire hazards and impacts on local amenity.



VANDALISM, LITTER, CRIMINAL ACTS

- No take-away sales are proposed which will considerably reduce the risk of litter being generated by the premises.
- No guests will be permitted to remove any alcohol in any form from the premises and deterred by security at exits.
- Staff closing procedures will include an external inspection of the building and perimeter to ensure litter has been disposed of correctly.
- The applicant intends to install CCTV cameras throughout the venue and in addition at all entrance and exits points. See Figure 13 Proposed CCTV installation
- All surveillance areas (interior and exterior) will be well lit. This will be a deterrent to those potential troublemakers entering and leaving the venue and indeed any of those in the vicinity outside.
- Sensor lights will be fitted on exterior walls whilst considering potential inconvenience to neighbors.
- There will be a zero-tolerance policy on rowdy and aggressive behaviour and bad language. Staff will be trained to manage it and signs used such as the one below to remind patrons of it.

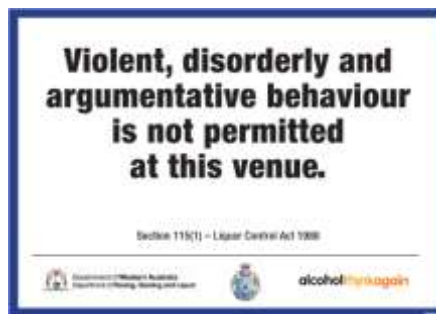


Figure 12 Public Health and Safety poster

Staff will be trained in the areas of:

- risk identification;
- risk control procedures;
- warning signs;
- appropriate responses;
- interpersonal/ diffusing aggression skills;
- recognising signs of potential trouble (eg nonverbal behavior); and
- how to deal with bad behavior.

It will be stressed to staff that dealing with or reporting bad behavior / language immediately will ensure it does not escalate and become a problem to others at a later date or time.

Sourced from the WA Planning Commission, *“Designing Out Crime Planning Guidelines”* there is a growing body of research that finds,

‘opportunities for crime are reduced by increasing the range of activities in public spaces, in other words, by putting ‘more eyes on the street’

By granting the applicant planning approval, the venue generates activity which in turn creates surveillance opportunities both by CCTV and patrons to the area.

Since neighbouring businesses such as the Railway Museum / Heritage Centre opposite closes at 3pm and with little or no activity in the area at night, it effectively becomes a potential target for possible vandalism and criminal activity.

The applicant will increase activity in the area with professionals, families, and other people within its target market visiting the venue; therefore, potentially diffusing vandalism, nuisance, and incidents of crime.

The quality and type of furnishings, focus on family friendly dining, socialising and conversation, private events (weddings, black tie fundraisers, conferences, community group meetings), a strict dress code and security are factors which will deter many of the criminal element.

The open nature of the deck and beer garden, CCTV installed throughout and around the venue will also reduce the likelihood of petty criminal acts being committed on or near the premises.

DISTURBANCE OR INCONVENIENCE TO LOCAL RESIDENTS OR BUSINESS OPERATORS

Any business has the potential to cause some offence, annoyance, disturbance or Inconvenience. However, the applicant is both the owner, operator and will have a hands-on role to ensure it is run responsibly, tightly managed and without causing annoyance, disturbance or inconvenience.

It is in the applicant’s best interests to ensure residents or other business operators are not offended by the venues operations to continue to receive their patronage and support.

Strategies include

- Staff will be trained in warning signs, appropriate response interpersonal/ diffusing aggression skills, recognising signs of potential trouble via nonverbal behavior and how to deal with bad behavior.
- It will be stressed to staff that failure in dealing with, or reporting, bad behavior / language may cause offence, annoyance, disturbance or inconvenience to other patrons or nearby residents / businesses in the immediate future.
- Mid strength and non-alcoholic drinks will be available in addition to side dishes encouraging the consumption of food with drinks.
- A Parking management plan has been developed and transport including taxis and charter buses will be available and arranged by the applicant for larger groups.

- Large boisterous groups such as buck's nights or sporting club 'pub crawls' will not be permitted entry. The location of the venue from the nearest walking licensed establishment will deter the venue in any inclusion of any 'pub crawl'. This combined with the manner of trade will serve as a deterrent to the troublesome element in the community likely to cause annoyance, disturbance or inconvenience to local residents or business operators.
- A complaints file will be available for all staff to record any complaints received in person or by any other means.

This ensures complaints can be addressed at the time in addition to providing better customer service by following up issues that needs additional investigation.

It also ensures the applicant can review any complaints over time to identify problems and address issues that would subsequently be forgotten or not communicated.

- Closed Circuit TV (CCTV) installed throughout the venue including all entrance and exit points. This system will provide vision / footage that enables identification, as defined by the current Australia and New Zealand Policing Advisory Agency (ANZPAA) *ANZPAA Recommendations for CCTV Systems* and the [WA Police Local Interpretation Guide for the ANZPAA Recommendations for CCTV Systems](#)

PROPOSED CCTV

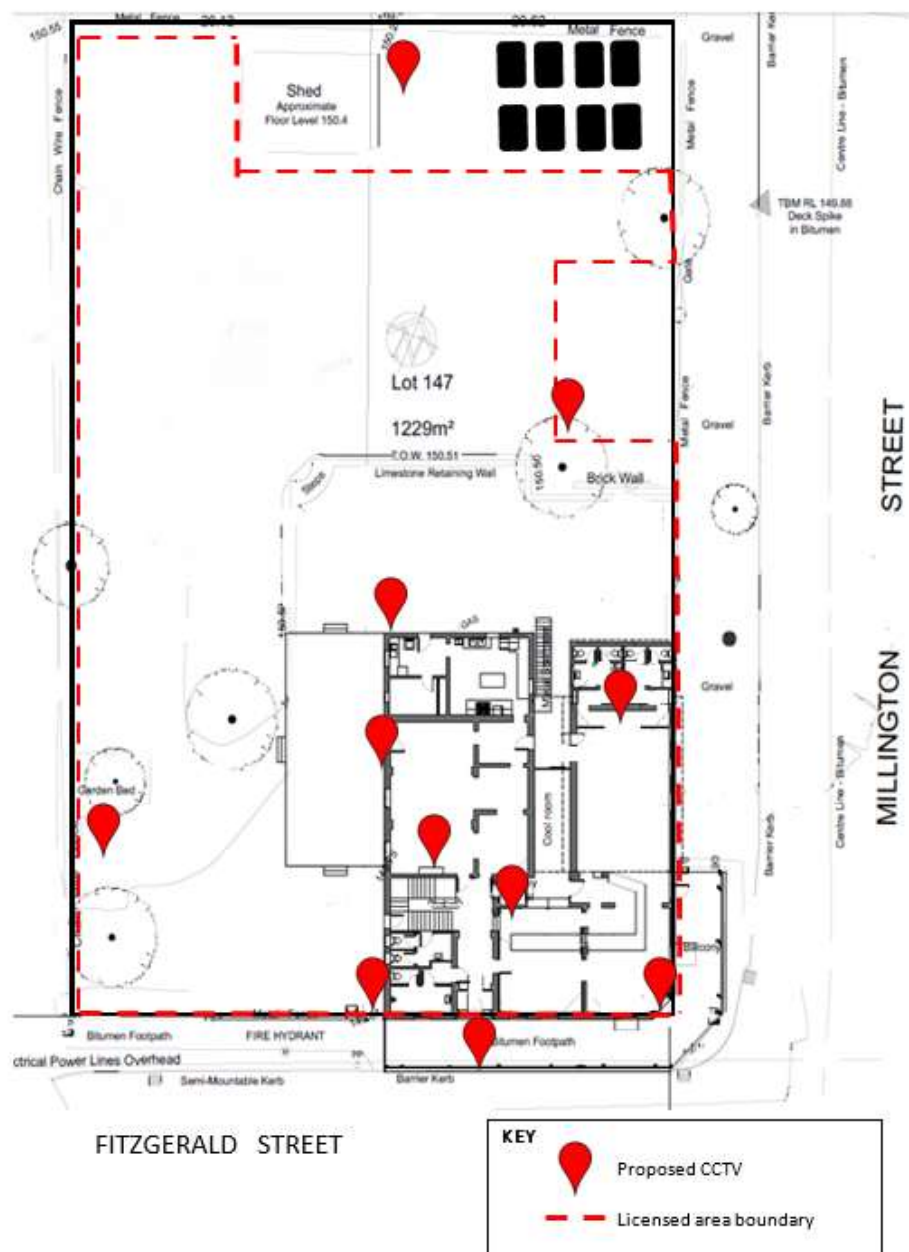


Figure 13 Proposed CCTV installation

The applicant, husband and her young family (Charlie 5yo & Lily 6yo) also reside at the premises, therefore noise and antisocial activity will be monitored 24/7.

Finally, the applicant's style of operations and the family friendly focus will be some form of a deterrent to anti-social behavior.

TAXIS

There are no local bus services within the area however there is a taxi service (Avon Valley taxis) which patrons will be encouraged to use by the use of supporting Government campaign posters.



Figure 14 Example of Government campaign

Avon Valley Transfers is a charter company in the locality that offers transport for groups bookings such as events, weddings etc. The applicants will develop close working relationships with both the taxi services and Avon Valley Transfers to ensure transport is available for individuals and events at The Grand.

There will be a free phone available at the front bar to call the Northam taxi service. The number for the service will be displayed on a sign above the phone or the patron can ask a member of staff to arrange a taxi for them.



There are also a number of sporting clubs with buses who are available to hire. These were arranged for the Northam Women in Business fundraising ball held at the Grand in March that enabled more than 150 guests to make their way home quickly and quietly following the event.

TRAFFIC AND PARKING

The applicant does not anticipate that the approval of the premises as a tavern will significantly impact on traffic in relation to deliveries to the premises. Most supplies will be sourced locally however alcohol will be sourced from Perth. Located near to the Great Eastern Hwy, once the bridge is re-opened

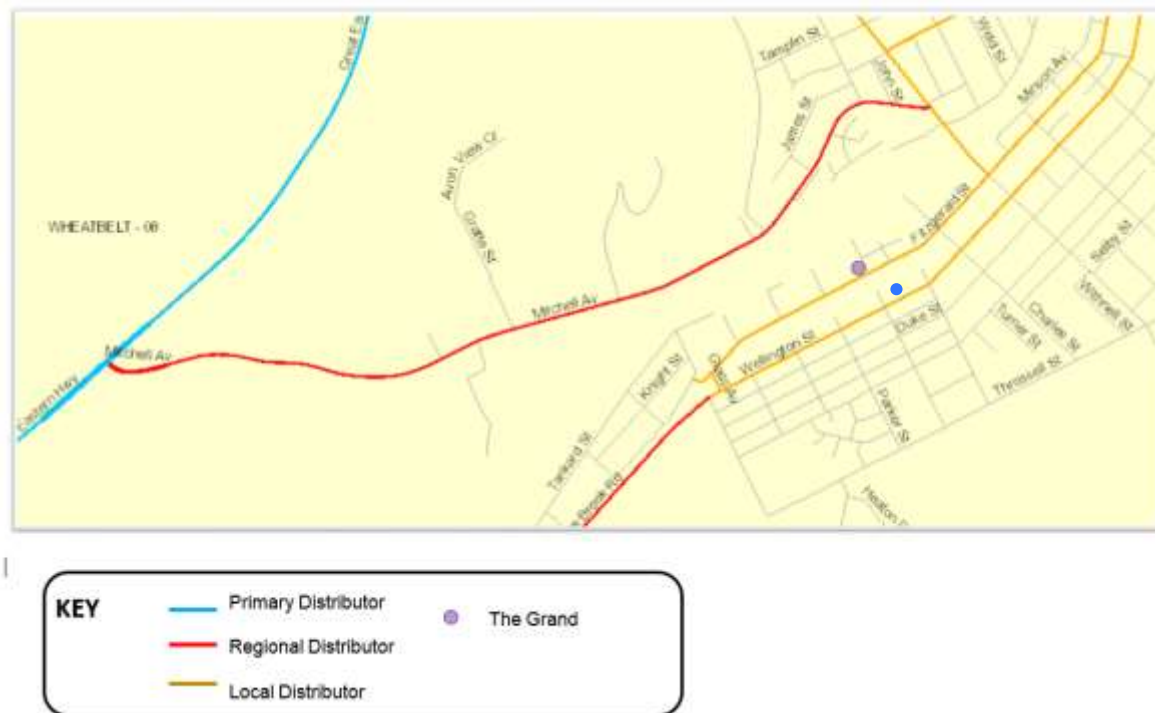


Figure 15 Main Roads network (source: Main Roads)

The minimum number of car parking spaces required under the Shire of Northam's LOCAL PLANNING SCHEME NO. 6 is shown below:

Shire of Northam	1 / 100 m ² of 1 / 1 employee
Tavern	1 / 5 m ² public area + 1 / 4 restaurant dining seats
Veterinary Consultancy	4 / practitioner

Based on the LOCAL PLANNING SCHEME NO. 6 the applicants would need to supply more than 400 car parking bays just based on the public area requirement of "1 per 5m²

Patrons exiting the venue and area safely and quickly is in the interest of maintain good relationships with local residents in the vicinity. The provision of 400 car bays is not possible and therefore the applicants provide the following information on strategies to address anticipated parking issues:

There are 8 parking bays on site at the proposed premises with an additional 10 marked bays on the road directly outside the premises. Opposite the venue at the Northam Heritage Forum / Railway Museum there are 17 bays.



Figure 16 Parking facilities within the vicinity of the premises.

The applicants have also entered into an agreement with a neighbour to utilise his empty block for parking should the need arise for events. This area of 325m² can accommodate an extra 10 cars quite comfortably although this will not be necessary most of the time.

For parking purposes, the venue is not situated in a high-density area. The images below show in addition to parking availability indicated in, on road parking is sufficient to cater for anticipated patrons without causing nuisance to the residences located nearby with private driveways.



Figure 17 Millington St (parallel to proposed Venue)



Figure 18 Fitzgerald St West

The applicant realises its responsibilities for patron's enjoyment do not conclude when they exit the venue. Details for local taxis will be available and for larger functions the applicant will either arrange transport for groups or provide details to organisers to hire transport prior and after the function.

Eg. At the recent Northam Women in Business Ball the applicant did arrange for a local sports club to provide transport for the 150 guests as part of a fundraising activity for the sports club.

BENEFITS FOR THE COMMUNITY

The applicant feels the proposed planning application will be in the public interest for a variety of social, economic and cultural factors. It will benefit the community in ways both directly and indirectly through employment, a 'shop local' policy and by attracting visitors to the region. Some of the specific reasons are given below:

- The current lack of family friendly outdoor venues for dining out, small events and weddings etc ensure The Grand Northam will appeal to many residents and visitors to the locality;
- increased amenity to the area adding to the evolving local precinct which is developing in the area;
- Increased employment opportunities;
- The redevelopment of a tired, old licensed premise being rejuvenated to a modern and appealing destination for consumers.
- Increased tourism activity, such as the applicants proposes, will provide economic benefits to the local community by leveraging existing infrastructure and amenity and encouraging a higher quality of retail, accommodation and public infrastructure that would not otherwise be supported by local residential expenditure alone.

Rather than renovating the premises and returning its operations to a typical country tavern operations with TAB, skimpies and cheap beer, the applicant has considered the demographics and needs of the area, the lack of sophisticated function facilities and created a business plan around this need.

The following respondents to the applicant's survey reinforce this:

'We need alternative attractions for the higher end of the market - for too long there have been ugly beer swilling places that feed social disengagement. We need another attraction for families as well as an alternative venue for conferences, business meetings'

Paul Tomlinson President, Northam Chamber of Commerce

'Beautiful old building going to waste'

Amy Utz

'Restoration of venues such as this, as well as locally owned and run small businesses, should be supported, particularly when offering public spaces different to those already on offer. The Grand will be an asset to the Avon Valley'

Jaron Leask

'It's a Grand old building and will add amenity value back to the West end of town. Looking forward to it opening and huge congrats to the owners for bringing this wonderful building back to life with great visions for the future of Northam's hospitality.'

Randle Beavis

The Grand will generate and contribute to the community in a considerable range of positive benefits including:

RECREATIONAL

- By establishing an enjoyable socialising venue which provides food, drink and function options. A safe environment for families and groups to whom the current venues may not appeal due to their provision of TAB facilities, TVs or lack of open space.
- By providing a sophisticated environment not solely focused on alcohol consumption but dining and moderate drinking in relaxing surroundings.

CULTURAL

- The Grand will provide a venue with a cultural shift from a typical tavern with vertical drinking, barstools, pool tables and multiple TV screens to providing a venue for people to meet, mingle and enjoy quality food and beverage service.
- The Grand will also be a destination venue for events and other cultural traditions which the applicant has considerable experience in managing. Eg, weddings, birthdays, fundraising events etc

EMPLOYMENT

- The Grand, Northam will require local staff of approximately 10-15 for day to day operations in front and back of house roles but considerably more for planned functions and events;
- Staff employed for a one-off function in March 2017 (*Northam Women in Business Fundraising Ball*), prior to the submission of this application, included those usually disadvantaged in the workforce by personal circumstances. 1 parent families, mothers returning to work and young adults looking for work experience. As a mother of 2 young children, the applicant is committed to assisting those who require some flexibility in their employment;
- By the adaptation of a 'Be local Buy Local' policy through its renovations and planned operations the Grand will also contribute to employment and economic growth in other businesses;
- By becoming a destination venue, the Grand will attract indirect benefits to the town. By attracting visitors to the area who will utilise other businesses. Eg. accommodation, retail, other goods and services. This creates a flow on effect promoting the region and assisting in stimulating economic growth. Essential actions in a regional area such as the Wheatbelt.

TOURISM

The Shire's Local Planning Strategy (LPS) and identifies the following vision for tourism within the Shire:

"Develop the Shire's tourism potential so that it becomes an increasingly popular tourism destination, provides opportunity for local employment, complements established land uses and protects and enhances the natural environment and local heritage values."

The *State Government Strategy For Tourism In Western Australia 2020* states the goal for tourism in WA is "To double the value of tourism in WA" with Regional Travel being identified as 1 of the 7 strategic pillars of growth to achieve this.

- The Wheatbelt is in a prime position to capitalise on the growing demand for experiential services (e.g. tourism), particularly for the Asian market. The clear skies and open spaces that are a trade mark of the Wheatbelt are highly attractive to Asian (and other) tourists who venture from densely populated urban environments. Innovative and targeted marketing of the regions tourism assets is required to improve knowledge of the Wheatbelt as currently it is not a well-known area to tourists domestically or internationally.
- The tourism industry in the Wheatbelt is an increasingly important contributor to the economy. According to the "Wheatbelt: A Region in Profile" (DRD, 2014) the region hosts the second most visitors outside Perth after the South West region.
- Between 2006 and 2011, the Avon region attracted an average 638,000 tourists/short-term visitors per year representing an average 23 visitors per resident (*Tourism Research Australia 2012*). This is well above the State average of 8 visitors per resident, highlighting the strong performance of the sub-region in spite of the small population.
- The region's close proximity to Perth ensures it receives a large number of stop over visitors (primarily domestic rather than international) and allows it to cater for the day trip market. Between 2006 and 2011, approximately 80% of visitors to the Avon were day trip visitors, with the domestic overnight visitors accounting for 19%.
- This reflects the fact that tourism in the Avon is characterised predominantly by day trip visitors which the Grand will be able to supply food and beverage services.
- Northam is currently being promoted as a 'Heritage, Commerce and Lifestyle' centre with tourism focused on three key areas and their associated attractions:
 - Adventure tourism;
 - Events tourism; and
 - Heritage tourism.

The Grand will look to capitalise on the interest in Events and Heritage tourism providing a suitable venue for visitors to Northam to dine in comfortable, and in relation to the rail carriage, unique surroundings.

BENEFITS TO STREETScape AND ATMOSPHERE OF THE AREA

The Grand Hotel was built opposite the West Northam Station, to take advantage of passengers using the eastern railway line and the population that developed around west Northam station following the major expansion of this station in 1897. It was a well-known destination for travellers and town locals from the early 1900's until fairly recently.



Figure 19 Mardi Gras Parade in Northam 1961

The applicant would like to revitalise this empty building and is supported by comments received through its survey as follows:

"Will fit in nicely with the existing railway museum across the road & maintain a heritage feature of the town." Karen Carter respondent #17

"The more such areas are made active the better" Steven Respondent #300

"We definitely need to draw people to the west end of Northam and somewhere to have coffee while also viewing the museum opposite, it would be lovely and very beneficial." Respondent #136

The Shire of Northam's Local Planning strategy (LPS) has identified the

"Need to encourage and provide opportunity for the revitalisation of various areas in the Northam townsite that have fallen into decline as a result of changes to the pattern of land" including "The old railway station and disused railway land located at the western end of Fitzgerald Street and Wellington Street West;"

The *Plan for the Future 2010 – 2020* is a 10-year outlook plan (financial and strategic goals) developed by the Wheatbelt Development Commission, Landcorp and Shire of Northam. It detailed the planned services and facilities that can be provided in terms of funding estimates. It provides further detail on the new initiatives within Northam. The document reflects on the growth being experienced in Northam with specific developments including:

"Northam Cultural Centre (\$1.9 million): Built around the existing Old Railway Station, the Centre will accommodate Arts, Heritage, and Cultural exhibitions with space for workshops, cafe, and community groups. In the longer term, it is envisaged that this facility will be at the heart of a redeveloped West Northam housing and commercial area." (The Plan for the Future 2010 – 2020)

SUPPORT

The applicant has consulted industry groups, the public and received letters of support from

- Mr Mark McGowan MLA Premier, Western Australia
- Ms Mia Davies MLA Member for Central Wheatbelt
- Cnr Stephen Pollard, President, Shire of Northam Council
- Mrs Jo Hill, President, Northam Women in Business Group
- Mr Paul Tomkinson, President, Northam Chamber of Commerce

A survey was also conducted within the community by the applicant. This involved a survey available via social media directed at community pages, schools P&F, heritage and interest groups. In addition, members of the public were also approached on 2 consecutive Saturdays in the centre of Northam and asked to complete the survey.

The applicant received 410 completed surveys which are submitted to the Shire with this submission. The survey asked various questions relating to existing premises in the area, the proposed premises, possible harm, annoyance and demographic data of the respondent (age, family status and postcode).

A summary below:

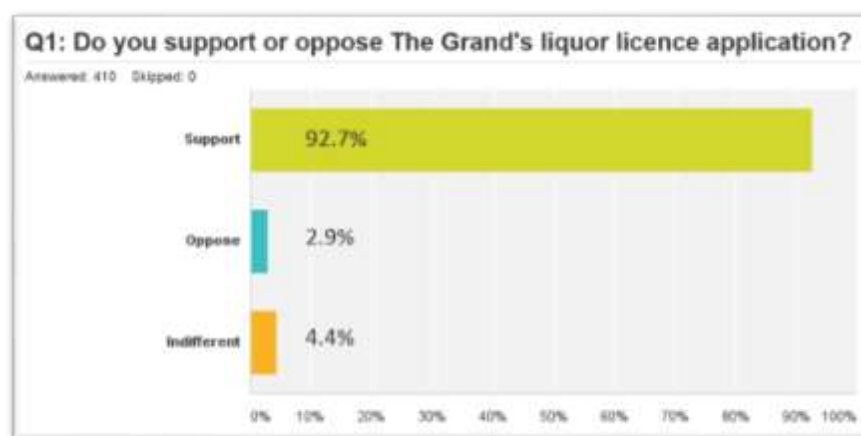


Figure 20 Q1 from applicants community survey

"It will be a great addition to the town" Bev Hodges

"We need something that is different from the usual pub style venues that are currently operating in Northam. The Grand will also be a great venue for weddings and events - Northam doesn't have this available at the moment". Georgia Trainor

"Finally someone willing to bring excitement to Northam and generate tourism and a reason for family and friends to visit the area". Ally Keyes

"Lack of sophisticated dining and associated experiences is a road block for attracting people to Northam" Paul Tomlinson

"I am looking forward to having a professional venue that will be able to cater for a variety of functions which I organise throughout the year. The size of the more favourable venues currently (the Dukes Inn and Laura's Bar) restricts larger functions so I feel The Grand will fill the niche perfectly." Sharon Lugget-Hassell

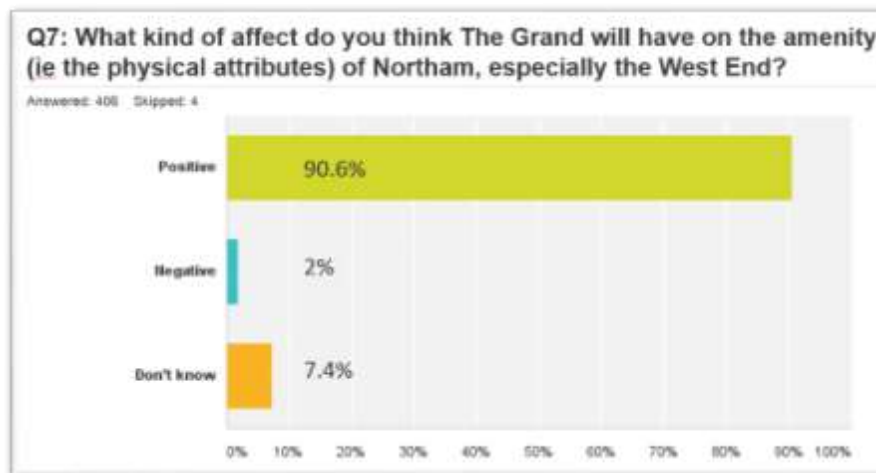


Figure 21 Q7 from applicants community survey

"It will be good to see the old building restored and utilised once again, uplifting the end of town that has become quite desolate...." Petula Dowd

"I welcome any project which will enhance Northam for tourism and development of the region, a family friendly safe place which can also provide facilities for businesses is a welcome development in a small regional town " Andrea Carling

"It will be great to have a family friendly place to go for entertainment, food and a quiet cold one where mum and dad can relax with the kiddies. This is something that is not possible in town." Cara

ANNEXURE A - LETTERS OF SUPPORT

Premier Mr Mark McGowan MLA



LETTER OF SUPPORT - Leader of WA Nationals Mia Davies MLA

Mia Davies MLA
Member for Central Wheatbelt

Our ref: 20160508 / RL

To whom it may concern

LETTER OF SUPPORT: THE GRAND, NORTHAM

I am pleased to offer my support to Mrs Esther Bliss who is seeking to obtain a liquor license for the re-opening of The Grand in Northam that is currently under renovation and expected to be completed in October this year.

The business activities proposed by The Grand Northam, specifically the rejuvenation of a heritage building will further promote tourism in the Northam area with the addition of their family friendly venue, offering a diverse function and catering facility.

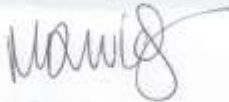
The property is being furnished with antiques and an old rail carriage has been fitted out in comfortable lounges, appealing to families and visitors to the region seeking a family friendly dining experience.

With other significant investments in Northam, The Grand Northam will further enhance tourist attractions and appeal to the diversity of people visiting the region. The proprietors are committed to being part of the Shire of Northam's "Plan for the Future", fostering the development of safe, friendly and inclusive communities, providing a place that reflects and enhances the unique character of the area.

It is important that a range of services can be offered to visitors to regional towns and holiday destinations so as to enhance their experience and encourage growth in tourism. I believe Mrs Bliss's vision for The Grand Northam will serve the community well.

Your favourable consideration of the application for a liquor license would be much appreciated.

Yours sincerely



MIA DAVIES MLA
Member for the Central Wheatbelt

- 8 MAY 2017

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Mitchell St, Merredin WA 6415

Ph: (08) 9041 1702

Fax: (08) 9041 2554

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Northam Boulevard, Fitzgerald St, Northam WA 6401

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E: mia.davies@mp.wa.gov.au Freecall: 1800 673 914 | All correspondence to PO Box 92 Northam WA 6401



THE NATIONALS for Regional WA

LETTER OF SUPPORT - Shire of Northam President



E Bliss
426 Fitzgerald Street
NORTHAM WA 6401

Our ref: A11194/O43852
Enquiries: Steven Pollard

Dear Ms Bliss

Letter of Support for the Grand

I refer to your recent request seeking support from the Shire of Northam for the re-development of the Grand Hotel.

Council recognises the importance of development whilst maintaining the heritage buildings within our Shire and supports the restoration of the Grand Hotel to its former glory. The Grand Hotel, built in 1896, is largely recognised for its history and catered for passengers and railway workers using the eastern railway line and the population that developed around West Northam station following the major expansion in 1897.

The Shire of Northam fully supports the development and restoration of the Grand Hotel and believes it will be an excellent addition to the businesses within the Shire of Northam. We would like to wish you every success with the grand opening in 2017.

Should you have any queries in relation to this matter, please do not hesitate to contact the undersigned on (08) 9622 6100.

Yours faithfully



STEVEN POLLARD
SHIRE PRESIDENT

SEP-16

27 February 2017

ABN 43 826 617 380
345 Fitzgerald Street - PO Box 613, Northam WA 6401
T (08) 9622 6100 F (08) 9622 1910
E records@northam.wa.gov.au W www.northam.wa.gov.au



Paul Tomlinson
President
Northam Chamber of Commerce
PO Box 338
NORTHAM WA 6401

Esther and Ken
The Grand, Northam
426 Fitzgerald St west
NORTHAM WA 6401

Dear Esther and Ken

RE: SUPPORT FOR THE RE-OPENING OF THE GRAND, NORTHAM

Thank you for your letter regarding your plans to reopen the old Grand Hotel in the west end of Northam.

In a personal capacity, I have been actively involved in opposing applications from Coles Liquorland and Woolworths BWS for liquor stores. However, I provide my total support to this application on a variety of grounds. The Northam Chamber of Commerce shares these views.

A lack of sophisticated dining and associated experiences is a road block for attracting people to Northam. I believe The Grand will provide an additional tourism attraction drawcard for visitors and offer an alternative to current venues for functions and events as well as family friendly dining in unique surroundings such as your railway carriage.

The venue you are proposing will also fill an overdue need for additional Conference and meeting facilities within Northam; the attraction of your proposal is also in the provision of sophisticated dining for locals and families which does not compete with existing businesses but compliments Northam's current dining options.

We need alternative attractions such as The Grand for the higher end of the market.

Our local businesses give so much back into the community as you have already demonstrated since your arrival in Northam. Your venue will be an asset to Northam and in particular should be an amenity and real estate value booster to a neglected part of town.

This application supports the local amenity and has our total support. Northam needs this type of proposed attraction - and quickly.

We wish you the very best in your application for a liquor licence and throughout your planning and developmental process with the Shire of Northam.

Sincerely

Paul Tomlinson
PRESIDENT

NORTHAM CHAMBER OF COMMERCE
P.O. Box 338, Northam WA 6401



Jo Hill
President
Northam Women in Business
NORTHAM WA 6401

Esther
Owner
The Grand, Northam
426 Fitzgerald St west
NORTHAM WA 6401

Dear Esther

RE: THE GRAND NORTHAM

As the president of the Northam Women in Business (NWIB) I am delighted to offer you my support for your proposal to re-open the Grand, Northam.

We have seen the closure of too many businesses in Northam and I commend you on your vision to provide such a community orientated venue. The Grand will provide a socializing alternative for families and many of our members who want a sophisticated place for dinner with friends, drinks with family or an intimate meeting space for many of the community groups we have here in Northam.

I recognize the enormous benefit The Grand will bring to the town in terms of employment, tourism and social events. The increased activity generated by your venue will be felt by many of the other businesses within our group.

The provision of an alternative venue for meetings and other functions is extremely welcome, and with very few family friendly venues within the area I hope that you receive the necessary permissions to renovate such a beautiful old building and bring life back to a neglected area of town.

I would also like to take this opportunity to thank you for hosting the inaugural Northam Women in Business Fundraising Ball. As you know the event attended by more than 150 people raised more than \$6,000 for our scholarship and was in part to your donation of a fantastic venue – the like of which Northam has never seen.

I, with many of the Northam Women in Business members, wish you the very best in your application for a liquor licence and throughout your planning and development process with the local Shire.

Sincerely

Jo Hill
PRESIDENT

NORTHAM WOMEN IN BUSINESS
AS PART OF THE NORTHAM CHAMBER OF COMMERCE

