



Proposed Business and Services

Eclipse will provide a unique “Paddock to Pint” hospitality and tourism experience to locals and visitors alike, using locally grown and malted barley to produce world class brewed beverages. The Eclipse development is similar in nature to premises such as Running with Thieves, Sail & Anchor and Gage Roads with the added benefit of showcasing some world renowned produce grown right here in the Wheatbelt.

With a focus on delivering a great hospitality experience the primary activity onsite will be providing meals and beverages in a welcoming, family orientated venue. Ancillary to these activities will be brewing of beer onsite to be served to our patrons or packaged and sold for consumption offsite.

An officer at the Department of Local Government, Liquor & Gambling has advised us that brewing under a tavern license is permitted and this use allows the sale of packaged liquor. We intend to apply for a “Tavern Licence” under the Liquor Control Act 1988 and would be expressly operating as a Tavern under the Shire of Northam Local Planning Scheme 6.

In fitting with our focus on delivering great hospitality, all types of Liquor will be available for consumption onsite. However, packaged liquor sales will be restricted to products produced by Eclipse.

Eclipse will be occupying the rear tenancy and yard at 232 Fitzgerald Street Northam, facing the Avon River. Essential to our business model is creating a family friendly, relaxing and enjoyable space that activates and adds value to the location. In order to achieve this, limited parking will be available onsite. However, ample street parking along Minson Avenue is available during opening hours.

Employees

Eclipse Northam will initially create 10 Full Time Equivalent operational roles across the production, hospitality, sales and distribution sectors of the business.

We expect this number to steadily increase over time as our distribution and hospitality offerings grow.



Proposed days and hours of operation

Under the proposed Tavern licence arrangement, the permitted hours of trade are as follows:

Day	Open	Close	General Conditions
Monday to Saturday	6:00am	12 midnight	
Sunday	10:00am	12 midnight	
New Year's Eve (Monday to Saturday)	6:00am	2:00am New Year's Day	
New Year's Eve (Sunday)	10:00am	2:00am New Year's Day	
Good Friday	12:00 noon	10:00pm	Ancillary to a meal only
Christmas Day	12:00 noon	10:00pm	Ancillary to a meal only
ANZAC Day	12:00 noon	12 midnight	

(or anytime within these hours)

Our intention is to initially open to the public between the hours of 11AM and 9PM Friday to Sunday. However, the ability for Eclipse to alter opening hours in line with demand is essential.

Noise Generating Activities

The brewpub experience isn't complete without music. The majority of music played at the venue will be via a staff controlled system at a volume that allows normal conversation between patrons.

To add to our customer experience and enhance the tourism potential of the venue, we intend to engage family friendly live music artists to perform at Eclipse.

Due to the family friendly nature of the venue and our preferred hours of operation, crowd noise is expected to be minimal.

Furthermore, the travel of noise from the proposed development is mitigated by the raised, tree lined bank of the Avon River and the large separation distance between the venue and the nearest residential area.

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Car Parking and Access

The minimum number of parking spaces required under the Shire of Northam Local Planning Scheme 6 is 1 per five square metres of public area, plus 1 per 4 restaurant dining seats. This would require 89 bays to be provided by Eclipse. Adhering to this requirement would render the proposed development infeasible.

There currently exists over 100 underutilised parking bays along Minson Avenue. Further to this, the width of Minson Avenue allows for approximately 20 on street parallel parking bays between the proposed development and Beavis Place.



Minson Avenue 6th March 2023 11:56AM

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The Eclipse development will serve to activate both the Gordon Place and the Minson Avenue areas, increasing public utilisation of existing local assets and enhancing the Northam tourism experience. The use of the ample on street parking bays by our patrons will facilitate this activation.

To assist in increasing available formalised parking options nearby, the proposal offers the addition of 3 formalised parallel street parking bays adjacent to 232 Fitzgerald St on Minson Avenue. Located adjacent to 232 Fitzgerald St and inclusive of one ACROD Parking space with required clearances and venue access. Further to this, multiple informal staff parking bays will be retained on site.

Public access will be via the main entrance on Minson Avenue, with provision for future access via the laneway from Fitzgerald Street.

Service access is via the existing gates on the corner of Minson Avenue and Gordon Place, and via the existing laneway from Fitzgerald St.

Landscaping

A hardstand path between the main entrance gate and the undercover area will be constructed as well as a nature playground in the southwest corner of the block. Fences will be screened with climbing plants to create an appealing green space. Native trees will be added strategically around the outdoor area to provide shade once mature.

One existing medium tree bordering Gordon Place within the proposed development will remain in place.

Management Plan

The proposed development aims to offer a safe and welcoming environment for all patrons and their families. Eclipse seeks to provide this environment via design, staff training, and patron management.

Design

The venue has been designed to maximise visibility from the bar to the licenced areas, enabling easy monitoring by staff. A nature based playground with seating nearby provides space for children to play while supervised by their parents from seating within the licenced area. The creation of a green space in the beer garden aims to create a pleasant, laid-back environment for families and friends to relax over a nice meal and their beverage of choice.

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Visually permeable border fencing provides a welcoming view to the beer garden while acting as a deterrent to criminal activity. Exterior spaces will be well lit at all times, and a security system including CCTV will be installed to provide both a deterrent and security footage should the need arise.

Staff

All staff will be trained to comply with Sections 33 and 103A of the Liquor Control Act. Furthermore, training on in house patron relationship procedures will equip our staff to provide friendly service and diffuse any issues that may arise with patrons in a respectful manner.

A training register which records employee training compliance will be maintained by venue management.

Patrons

A welcoming and relaxing hospitality experience for our patrons is at the forefront of our proposal. We would love our venue to become a social hub for the town and a tourism destination. Below are some of the ways we intend to facilitate good decision making by our patrons and cater for a wide audience.

- Quality meals will be available from 11AM until 8PM on all days of opening, with snacks available between 8PM and the time of closing. The menu is under development, with a brief to contain delicious, healthy options for children and adults alike.
- A range of premium no and low alcohol (NoLo) beverages will be available at our venue, along with quality Coffee and Tea
- Self-serve water stations will be placed strategically around the venue to encourage spacing of drinks
- Prohibiting the serving of high alcohol beers (>6.5% ABV) in pint glasses
- Installing government signage in appropriate areas to inform patrons and assist staff with respectfully communicating their RSA decisions.
- Signage showing local taxi service details

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Tourism Opportunity

Our tourism offering will provide an educational experience covering the history of brewing in Northam, and the regional journey of our product from paddock to pint. Patrons will then be offered tastings of our product in our cellar room, followed by a beer paired meal.

Tourism Research Australia figures indicate 348000 visitors per year to the Northam Shire (2016-2019). Approximately 80% were day visitors with an average spend of \$110.

We believe tourism is a team sport. The Eclipse experience aims to complement and enhance existing offerings in Northam and the wider Avon Valley region. A collaborative approach between Eclipse, the local business community, the Shire and Destination Perth will positively influence Northam's tourism appeal, leading to longer stays and higher average spends in the shire.



Tourism Experience

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Cellar Tasting Room