

7 November 2016

The Honourable Simon O'Brien MLC  
Chairman  
Standing Committee on Environment and Public Affairs  
Parliament House, Harvest Terrace  
Perth WA 6000

By email: env@parliament.wa.gov.au

Dear Chairman,

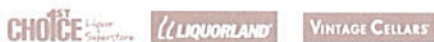
**Re: Petition No. 131 - Location of liquor store in South Hedland Shopping Centre**

We refer to a petition presented to the Western Australian Parliament on 7 September 2016 by members of the local community regarding the Liquorland store in South Hedland. Thank you for the opportunity to provide a submission in response.

Coles Liquor takes the responsible service, supply and promotion of alcohol seriously and is committed to industry best practice.

**Current voluntary restrictions in the South Hedland store**

1. We have implemented a number of voluntary harm minimisation measures in addition to complying with all legislative requirements. Examples of additional voluntary controls that are in place at the store include:
  - a. No cask wine sales;
  - b. All spirits are behind locked glass;
  - c. No bottled wine under \$7.99;
  - d. No promotions linking grocery sales with liquor;
  - e. No beer or premix spirits in containers over 500mL (longnecks);
  - f. No promotions offering discounts on additional qualifying liquor purchases;
  - g. Three team members rostered on at all times; and
  - h. Security Guard engaged.
  
2. The store has an excellent compliance record and is vigilant in enforcing Responsible Service of Alcohol (RSA) and the safe refusal of service. We have not been fined or charged for a breach of RSA laws at the store. Our incident records and registers support this as do our harm minimisation policies, guidelines and procedures which are strictly adhered to, led by a strong store manager.



The Police Officer in Charge in South Hedland, Senior Sergeant Dean Snashall and Senior Constable Dean Lyons of the Pilbara Liquor Enforcement Unit confirm this in our regular discussions with them (and as recently as 20 October 2016) and acknowledge the efforts of our team and the role they play in ensuring alcohol is sold responsibly.

3. We also have comprehensive induction and ongoing training programmes (via induction manuals, guides, policies and online refresher training) for all team members which cover all aspects of RSA including competency testing targeting ID25, Safe Refusal of Service, Secondary Supply and Minors. This training was extended to include an indigenous cultural awareness session that was held on 28 September 2016 for our store team members, run by an expert facilitator to assist in better understanding local community issues.

#### **Amenity and other liquor outlets in South Hedland**

4. Liquorland is one of four liquor outlets within a 300m radius of the South Hedland commercial/town centre. It is the only outlet within the shopping centre and is located 10m from a number of banks with ATMs and opposite a taxi rank and public park. The taxi rank is approximately 25m from the front of the store and we understand there are concerns that this area is a popular place for people to congregate (not necessarily customers of Coles or Liquorland) and drink in public. People also gather at Centenary Park which is approximately 80m opposite the store and shopping centre.
5. The store holds a liquor store licence (Licence No. 6030009449) which does not allow consumption on the premises. The three other licensed premises in very close proximity to Liquorland are South Hedland Liquor (approximately 250m away), the Last Chance Tavern and Bottlemart Express which is attached to the Tavern (approximately 180m away). These stores do not implement the extensive voluntary controls the Liquorland store does (for example the prohibition of cask wine or locking spirits behind glass). We believe that all licensed premises should implement harm minimisation measures.
6. We share the concerns with regards to the location of the taxi rank. We are keen to discuss options of re-locating the taxi rank or other safety measures in the area (lighting etc.) as we believe this will assist in alleviating some of the issues mentioned in the petition.

#### **Port Hedland Liquor Accord**

7. The Committee may not be aware that the Port Hedland Liquor Accord group meets regularly to discuss, develop and maintain a safe and well managed environment in Port Hedland and South Hedland. Coles Liquor has participated in each Accord meeting and has been active in trying to set standards of responsible service of alcohol. In addition, Coles Liquor has directly engaged with the following local stakeholders:
  - The Hon. Stephen Dawson MLC;
  - Town of Port Hedland;
  - Community Elders;
  - Charter Hall Shopping Centre;
  - Landcorp;

- Bloodwood Tree;
  - Hedland Liquor Accord;
  - Youth Involvement Council (YIC)/Mingle Mob Youth Outreach; and
  - TOPH – Community Development, Community Safety, Rangers.
8. A Special Hedland Accord meeting took place on 20 October 2016 where, following earlier discussions between the Hon. Brendon Grylls MLA, the local Mayor and Council, Police and Mr Dawson, the Accord considered the introduction of the Take Away Alcohol Management System (TAMS). The Committee may be aware that the system is currently being trialled in Kununurra and operates by using scanning technology to implement a daily alcohol purchase limit across all take way outlets.

### **Conclusion**

9. Coles Liquor is committed to solutions which address the specific concerns raised in the petition. We do not believe those concerns (such as people begging outside the centre and drinking in the park opposite) will be resolved through a review of Liquorland's location. This is particularly the case when there are three other liquor outlets within a 300m radius of the centre.
10. We believe through future Accord meetings, the proposal of the TAMS and continuing our conversations with the Police, Council, Government and local community groups and key stakeholders, we will be able to develop controls which are targeted, sustainable and consistent across all licensed premises in the area.

We would welcome the opportunity to meet with you to discuss this further.

If you require further information please do not hesitate to contact Ms Vicki Bon, Government and Industry Relations Manager, on (03) 9829 5175.

Yours sincerely,

Carl Cockerham  
WA State Manager  
Coles Liquor

**CC. The Hon Stephen Dawson MLC by email**