

SINGLEFILE WINES PTY LTD  
TAVERN LICENCE #6020135450  
PUBLIC INTEREST ASSESSMENT SUBMISSION

January 2019

Your Ref: A396504533

Singlefile Wines has demonstrated an eight-year track record of operating within a highly responsible and ethical framework. The recently conducted public interest assessment to support this application for an extension of trading hours for special evening events is presented. The Public interest assessment was undertaken to confirm that an extension of trading hours will not result in:

- Increased harm or ill-health due to the use of liquor;
- A lessening of the amenity of the locality of the licensed premises; or
- Undue offence, annoyance, disturbance or inconvenience to people who reside, or work in the vicinity of the licensed premises.

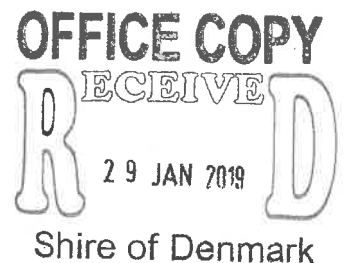
1.0 Introduction

Singlefile Wines has been recognised for at least six consecutive years as one of the top Cellar Doors in the Great Southern wine appellation. The wines have received critical acclaim from national critics and the service has been recognised as outstanding by independent reviewers on social media and in the press.

This application is for an increase in trading hours to facilitate the demand for additional evening functions at the Singlefile Wines Cellar Door, 90 Walter Road, Denmark. To date applications for additional hours have been sought for individual functions. These functions have included food and wine degustations in collaboration with guest chefs during the regional Taste of Great Southern events and at other times during the year. Private events have also been held for local groups such as the Shire of Denmark and other local businesses or individuals. Normal trading does not occur during such events, which are either ticketed and pre-sold or quoted independently. Our focus is on high quality events and at no time do we offer cheap or discounted alcohol at our functions.

Such functions:

- Allow Singlefile Wines to participate in tourism events,
- meet the demand for private functions,



- enhance community involvement by means of employing additional local hospitality personnel,
- increase tourism awareness and visitation to Singlefile Wines and the region,
- enhance the Singlefile Wines brand.

## 2.0 Public Interest Test

'Public interest' is defined as 'an interest in common to the public at large or a significant portion of the public and which may, or may not involve the personal or propriety rights of individual people'.

### *Location*

The Cellar Door is located on rural premises about 10km from Denmark. One neighbour is located about 400m from the cellar door (previously incorrectly estimated as 800m) and the other two closest neighbours are about 1km away.

### *Controls*

The owners live on site and monitor events closely. The Cellar Door is run by approved managers and all staff are RSA compliant. The Cellar Door Manager has qualifications in first aid and is on premise for all events.

Racing Gaming and Liquor has audited Singlefile Wines procedures and no issues were noted.

### *Managing the Impact*

**Appendix 1** contains the Register of Incidents April 2011 to present. A total of 17 incidents have been reported since April 2011. Most incidents were either accidents or customers lack of BYO awareness and a few customer complaints. All incidents were responded to immediately with first aid, letters of apology or removal of BYO beverages. No incidents required police intervention.

Neighbouring owner comments – in all the time we have been operating we have never had any negative comment regarding noise, lack of amenity, unruly guests. Indeed, three of our four neighbours are regular clients.

### *Style of Operation*

When the Cellar Door first opened, we operated a full food service with sit down meals and table service. In due course we strategically refocused on wine tasting and gradually reduced our food offering to what we offer today which is a small complimentary cheese plate for anyone sitting down to a bottle or glass of wine. We have also introduced a chocolate and wine paired tasting which is done seated and served at the table.

During 2018 we gradually increased the number of events held at the Denmark Cellar Door and this required us to apply for One Off Extended Trading Permits (ETP) to extend the hours of trade to facilitate private evening events and degustations. A total of 6 ETP's were applied for and granted in 2018. It is planned going forward to host quarterly events which include but are not limited to music, degustations and private events. All events are ticketed and pre-sold or quoted independently. Our focus is on high quality events and at no time do we offer discounted alcohol at our functions.

### *Independent Reviews and Feedback*

An overwhelmingly positive response has been received to support our Public Interest Assessment submission.

**Appendix 2** contains copies of customer reviews from our social media and tourism platforms in addition to feedback from specific public and private events held at the Cellar Door. **Appendix 3** contains copies of a Public Interest Assessment Questionnaire which we sent out to our neighbours. **Appendix 3A** contains copies of the same Public Interest Assessment Questionnaire which we sent out to a diverse range of customers and businesses. **Appendix 4** contains copies of independent letters of support from local businesses and private individuals.

### 3.0 Code of Ethics

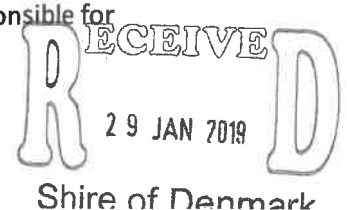
Our goal at Singlefile Wines Pty Ltd (the "Company") is to craft wines of exceptional quality from Western Australia's Great Southern wine region. In our pursuit of excellence, we strive to achieve the highest business and personal ethical standards as well as compliance with the laws and regulations that apply to our business. Our Code of Business Conduct and Ethics (**Appendix 5**) is intended as an overview of the Company's guiding principles and not as a restatement of Company policies and procedures. Adherence to the standards contained in this Code will help to ensure decisions that reflect care for our staff and customers alike.

This Code cannot and is not intended to cover every applicable law or provide answers to all questions that might arise; for that we must ultimately rely on each person's good sense of what is right, including a sense of when it is proper to seek guidance from others on the appropriate course of conduct.

It is the obligation of every director, officer and employee of the Company to become familiar with the goals and policies of the Company and integrate them into every aspect of our business. Our ethics are ultimately determined by all of us as we do our daily jobs. Our standard has been, and will continue to be, that of the highest ethical conduct.

### 4.0 Cellar Sales Business Management Strategy

The responsible service of alcohol is the key to minimising potential harm. The main strategy to all patrons is effective management and supervision. The Approved Manager is responsible for



implementation of the house management policy, code of conduct and management plan to ensure that responsible alcohol service and consumption is enforced.

A House Management Policy, Code of Conduct and Management Plan have been developed by the licensee in respect of the premises (**Appendix 6**). These are displayed in a prominent position on the licensed premises and will be retained on the premises and produced to any Authorised Officer if required.

The design and layout of the building and licensed area is such that counter staff will be able to observe patrons both inside and outside from the counter area. Staff can supervise all patrons and therefore react quickly should any issues arise.

Juveniles are not permitted on the licensed premises without adult supervision and will not be served alcohol.

## 5.0 Environmental Management Plan

The Cellar Door is located on the vineyard premises at 90 Walter Road, off Scotsdale Road approximately 10 km from the town of Denmark in the Great Southern. The access is via a combination of sealed roads and gravel roads. The property is bounded on three sides by natural waterways or dams. Power is provided by Western Power and fixed telephone lines by Telstra.

- Overhead power lines to the property have been buried in underground trenches to reduce the danger of fire/storm or accidental damage
- Where possible electrical appliances have been converted to natural gas which is supplied via gas bottles to each building
- Numerous tanks have been installed to capture rainwater from available roof surfaces and the potable water is filtered using UV light filters as dictated by shire health regulations for public safety
- Dam water is pumped to irrigation tanks for reticulation of lawns or directly to the vineyard for irrigation or fertigation
- Green waste is collected for annual burning off in a cleared paddock
- Cardboard waste is used for mulching of orchards where possible
- Empty bottles and waste are deposited into an on-site skip which is removed weekly or fortnightly
- Roads are tarred for safety and to reduce rain damage due to the slope of the land
- The car park is gravelled and well maintained for the comfort and safety of patrons
- Overflow parking is allowed on the adjacent lawns when required

## 6.0 Risk Management Plan

A risk management plan has been developed by the owners and management of Singlefile Wines Pty Ltd presenting the key risks to the cellar door, employed personnel and visitors. Each risk is assessed in terms of likelihood and consequence and risk minimisation actions are listed together with recovery and contingency plans in **Appendix 7**.

## 7.0 Fire Management Plan

A fire management plan has been developed by the owners and management of Singlefile Wines Pty Ltd for the Cellar Door and surrounding buildings and farm property.

- Paddocks are maintained by cattle grazing to reduce the height of paddock grass
- Fence lines are routinely sprayed to reduce weeds and allow for maintenance
- Lawns are kept mown to reduce fire danger to buildings and for aesthetic purposes
- A fire tender is available on site and can be filled either from a high pressure hose connected to the irrigation tank or directly from the dam
- All water tanks are fitted with fire tender attachments for rapid flow
- A tractor is used to ensure burn piles are safely contained during the annual burn-off
- Vineyards are well maintained for aesthetic reasons as well as for the health and management of the vineyard
- All trees planted within a 200 m range of the cellar door are widely spaced and deciduous, which is regarded as fire retardant.

#### 8.0 Certificate of Local Planning Authority – Section 40

The Certificate of Local Planning Authority – Section 40 (**Appendix 8**) is submitted to request the extension of trading hours for special evening events.

