

NSW Independent Liquor & Gaming Authority

Our ref: DF25/055395

Ms Cerena Fu
CFC Legal Pty Ltd

8 September 2025

Dear Ms Fu

Application No.	APP-0014597904
Applicant	SYDNEY CIGAR HOUSE HAYMARKET PTY LTD
Application for	New packaged liquor licence
Application date	16 April 2025
Decision date	20 August 2025
Proposed licence name	Davidoff Of Geneva Since 1911
Proposed trading hours	Monday to Wednesday 10:00 AM – 06:00 PM Thursday and Friday 10:00 AM – 07:00 PM Saturday 11:00 AM – 06:00 PM Sunday 11:00 AM – 05:00 PM
Proposed premises	The Strand Arcade Shop G-029 412-414 George Street Sydney NSW 2000
Legislation	Sections 3, 11A, 12, 29, 30, 31, 40, 44, 45, 48, 53, 114 and 123 of the <i>Liquor Act 2007</i>

Decision of the Independent Liquor & Gaming Authority

**Application for a new packaged liquor licence –
Davidoff Of Geneva Since 1911**

We **approve** the application above under section 45 of the *Liquor Act 2007* (the Act) — with the conditions set out in Schedule 1. The 6-hour closure period overrides any condition of the licence.

Mixed-use checkouts must be closed outside licensed hours

Under section 103(2) of the Act, any counter or place used to sell or supply liquor under the licence, including any mixed-use checkouts in the liquor sales area, must be closed to the public outside the licensed trading hours.

Statement of reasons

We are satisfied that the overall impact of approving the application will be consistent with the objects of the Act and will contribute to, not detract from, the amenity of community life.

Our main findings

The local community for the purposes of this decision is the suburb of Sydney. The broader community is the Local Government Area (LGA) of Sydney.

The applicant seeks to add a small liquor sales area to an existing cigar specialty store located at the Strand Arcade in Sydney CBD. The proposal is to allow the store to sell a selection of premium spirits to complement their cigar offerings. A small quantity of high-value liquor will be stocked at the premises.

We are satisfied that the proposal would benefit the local and broader communities by providing increased convenience and choice.

Social impacts

We accept that the proposal could contribute to an increase in alcohol-related harm in the local and broader communities because of the:

- crime hotspots and crime rates – the proposed premises are located in high-density crime hotspots for all offence types we considered, and the incident rates of all crime categories we considered is higher in the suburb and LGA than in NSW. However, the data for these crime rates may be skewed due to the suburb and LGA being high transient visitation areas
- licence saturation – the rate of packaged liquor licences is higher in the suburb and LGA than in NSW
- health statistics – the rate of alcohol-attributed hospitalisations is higher in the LGA than in NSW, while the rate of alcohol-attributed deaths in the LGA aligns with NSW.

However, we note that the below factors weighed in favour of approval of the application, and may also partially or fully mitigate some of the risks identified above:

- there were no objections from any government agencies or the community
- Socio-Economic Index for Areas (SEIFA) data indicates an above average level of socio-economic advantage and disadvantage in the suburb and LGA compared to other communities in NSW¹
- the proposed premises is a speciality store catering to a very specific market and will not operate as a regular bottle shop
- there is a small liquor sales area with a limited quantity and range of liquor
- the proposed premises will operate under reduced trading hours
- the harm-minimisation measures outlined in the plan of management and licence conditions, as set out in Schedule 1.

¹ Research shows that the association between liquor outlet density and assaults is stronger in areas with higher percentages of ATSI and in areas with lower socio-economic status (Association of liquor outlet density with domestic and non-domestic assault in New South Wales; Jiang, H., Riordan, B., Laslett, A-M., Livingston, M., Lee, K., James, D., Stearne, A., & Room, R. (2024))

The material we considered

We considered the following material when making our decision:

- the application material — including evidence that stakeholders and the community were notified about the application
- the legislation
- a Statement of Risks and Potential Effects
- certificate of advertising
- the plan of the licensed premises and any authorisations
- a plan of management for the licensed business
- a development consent for the premises
- statistics from Liquor & Gaming NSW, Bureau of Crime Statistics and Research, NSW Health and Australian Bureau of Statistics on the socio-economic status, liquor licence density, alcohol-related crimes rates and health issues in the local and broader communities
- L&GNSW compliance materials
- stakeholder submissions and the applicant's response to them.

We also considered [Guideline 6](#) to assess the likely overall impact to the local and broader community.

This decision will be published in accordance with section 36C of the *Gaming and Liquor Administration Act 2007*.

Opportunity for review

The applicant and anyone who was notified of the application and made a submission, may apply to [NCAT](#) for a review of the decision.

An application for review must be made no later 28 days after the decision is published on the website. There is a fee to lodge the application.

For more information, please contact the NCAT Registry at Level 10 John Maddison Tower, 86-90 Goulburn Street Sydney or visit the NCAT website.

If you have any questions

Please contact Liquor & Gaming NSW at: new.applications@liquorandgaming.nsw.gov.au if you have any questions.

Yours sincerely



Caroline Lamb

Chairperson

Independent Liquor & Gaming Authority

Schedule 1: Licence conditions to be imposed - Davidoff Of Geneva Since 1911

No.	Condition to be imposed	Description
1.	6-hour closure	Section 11A of the Liquor Act 2007 applies to this licence. Liquor must not be sold by retail on the licensed premises for a continuous period of 6 hours between 4:00 AM and 10:00 AM during each consecutive period of 24 hours. The licensee must comply with this 6-hour closure period along with any other limits specified in the trading hours for this licence.
2.	Retail sales	Good Friday: Not permitted December 24 th : Normal trading Monday to Saturday, 8:00 AM to 12:00 midnight Sunday Christmas Day: Not permitted December 31 st : Normal trading Monday to Saturday, 10:00 AM to 12:00 midnight Sunday
3.	Overall impact	The business authorised by this licence must not operate with a greater level of overall impact on the well-being of the local and broader community than what could reasonably be expected from the information contained in the application and other information submitted in the process of obtaining the licence.
4.	Liquor accord	The licensee or its representative must join and be an active participant in the local liquor accord.
5.	Liquor plan of management	The premises is to be operated at all times in accordance with the Plan of Management dated 8 April 2025 as may be varied from time to time after consultation with NSW Police. A copy of the Plan of Management is to be kept on the premises and made available for inspection on the request of a police officer, council officer, Liquor and Gaming NSW inspector, or any other person authorised by the Independent Liquor and Gaming Authority.
6.	CCTV	<ol style="list-style-type: none"> The licensee must maintain a closed-circuit television (CCTV) system at the specialty store in accordance with the following requirements: <ol style="list-style-type: none"> the system must record continuously from opening time until one hour after the supermarket/specialty store is required to close, recordings must be in digital format and at a minimum of ten (10) frames per second, any recorded image must specify the time and date of the recorded image, the system's cameras must cover the following areas: <ol style="list-style-type: none"> all entry and exit points to the supermarket/specialty store, and all publicly accessible areas (other than toilets) within the liquor sales area. The licensee must also: <ol style="list-style-type: none"> keep all recordings made by the CCTV system for at least 30 days,

No.	Condition to be imposed	Description
		<ul style="list-style-type: none"> b. ensure that the CCTV system is accessible at all times the system is required to operate pursuant to sub-clause 1(a), by at least one person able to access and fully operate the system, including downloading and producing recordings of CCTV footage, and c. provide any recordings made by the system to a police officer or Liquor and Gaming NSW inspector within 24 hours of any request by the police officer or Liquor and Gaming NSW inspector to provide such recordings.
7.	Crime scene preservation	<p>Immediately after the person in charge of the licensed premises or a staff member becomes aware of any incident involving an act of violence causing injury to a person on the premises, the person in charge of the licensed premises and/or staff member must:</p> <ul style="list-style-type: none"> 1. take all practical steps to preserve and keep intact the area where the act of violence occurred, 2. retain all material and implements associated with the act of violence in accordance with the crime scene preservation guidelines issued by NSW Police, as published from time to time on the Liquor and Gaming NSW website, 3. make direct and personal contact with NSW Police to advise it of the incident, and 4. comply with any directions given by NSW Police to preserve or keep intact the area where the violence occurred. <p>In this condition, 'staff member' means any person employed by, or acting on behalf of, the licensee of the premises, and includes any person who is employed to carry on security activities (e.g. crowd controller or bouncer) on or about the premises.</p>
8.	Incident register	<ul style="list-style-type: none"> 1. The licensee must maintain a register, in which the licensee is to record the details of any of the following incidents and any action taken in response to any such incident: <ul style="list-style-type: none"> a. any incident involving violence or anti-social behaviour occurring on the premises, b. any incident of which the licensee is aware that involves violence or anti-social behaviour occurring in the immediate vicinity of the premises and that involves a person who has recently left, or been refused admission to, the premises, c. any incident that results in a person being turned out of the premises under section 77 of the Liquor Act 2007, d. any incident that results in a patron of the premises requiring medical assistance. 2. The licensee must, if requested to do so by a police officer or Liquor & Gaming NSW inspector: <ul style="list-style-type: none"> a. make any such incident register immediately available for inspection by a police officer or Liquor & Gaming NSW inspector, and

No.	Condition to be imposed	Description
		<p>b. allow a police officer or Liquor & Gaming NSW inspector to take copies of the register or to remove the register from the premises.</p> <p>3. The licensee must ensure that the information recorded in the incident register under this condition is retained for at least 3 years from when the record was made.</p>
9.	Adequate separation	The liquor sales area must be adequately defined from the rest of the store in accordance with the premises plan as approved by the Independent Liquor and Gaming Authority on 20 August 2025 or any premises plan subsequently approved by the Authority.
10.	Point of sale	The point-of-sale system within the liquor sales area must provide price look-up codes for liquor items. A separate EFTPOS machine is to be linked to the point-of-sale system to be used exclusively for card purchases not including liquor.
11.	Specialty business model	The information submitted in the process of obtaining this licence presented the business model as primarily a specialty store selling cigars and luxury smoking accessories. The licence cannot be exercised if the primary purpose of the business does not remain a specialised cigars and luxury smoking accessories store.
12.	Restricted trading on public holidays	The sale and supply of liquor at the licensed premises must not commence before 11:00 AM and must cease by 05:00 PM on public holidays, and customers must not be permitted to access the liquor sales area outside those hours.