

NSW Independent Liquor & Gaming Authority

Our ref: DF26/044552

Mr Dru Anthony Gillan
Hospitality Lawyer

16 September 2026

Dear Mr Gillan

Application No.	APP-0015928759
Proposed licence name	Cellarbrations
Proposed licensee	AUSTRALIAN LIQUOR MERCHANT PTY LTD
Application date	4 March 2026
Decision date	19 August 2026
Proposed trading hours	Monday to Sunday 10:00 AM – 10:00 PM
Proposed premises	Fairfield City Central Shop G60A 54 Smart Street Fairfield NSW 2165
Legislation	Sections 3, 40, 44, 45, 47B and 72I of the <i>Liquor Act 2007</i>

Decision of the Independent Liquor & Gaming Authority Application for a new packaged liquor licence

We **approve** the application under section 45 and 72I of the *Liquor Act 2007* (the **Liquor Act**).

We **impose** conditions on the liquor licence under section 47B of the Liquor Act as set out in Schedule 1.

Statement of reasons

Having considered your application and the relevant material, and with reference to the objects of the Liquor Act, we are satisfied that it is appropriate to approve your application for a new packaged liquor licence (**PLL**).

We also decided to impose conditions on your liquor licence to minimise the risk of harm, having regard to the circumstances of the proposed premises and the objects of the Liquor Act.

Background

The applicant sought a new PLL to operate a standalone packaged liquor outlet under the Cellarbrations banner in Fairfield City Central shopping centre, replacing a former BWS outlet.

Our main findings and reasons

The local community for the purposes of this decision is the suburb of Fairfield. The broader community is the Local Government Area (**LGA**) of Fairfield. Demographic, socio-economic and crime data for these areas were considered when assessing the risk of alcohol-related harm that may be associated with an increase of alcohol availability.

We considered the requirements under the Liquor Act and we were satisfied that they were met, including that the overall impact of the licence would not be detrimental to the wellbeing of the local or broader community.

We were also satisfied that approving the application would be consistent with the objects of the Liquor Act.

In assessing the application, we considered several factors that may suggest that approval could increase the risk of alcohol-related harm. High-density crime hotspots have been identified within the suburb across all offence categories considered, and rates of alcohol-related non-domestic assault and malicious damage to property are higher in the suburb than the corresponding NSW averages. In addition, Socio-Economic Indexes for Areas (**SEIFA**) data indicates that both the suburb and the LGA experience lower levels of socio-economic advantage than many other communities across NSW¹.

NSW Police objected to the application due to concerns that an additional takeaway liquor outlet could contribute to existing alcohol-related crime and anti-social behaviour in Fairfield CBD, including public intoxication, street drinking, assaults and property damage. They also raised concerns about security and crime prevention measures, although the applicant subsequently reduced the proposed opening time and adopted the measures recommended by NSW Police.

We also had regard to factors that weighed in favour of approving the application and mitigated some of the risks identified above. Rates of alcohol-related domestic assault and alcohol-related disorderly conduct are lower in the suburb than the corresponding NSW averages. Crime rates in the LGA are also lower than the NSW averages across all categories considered. In addition, both PLL saturation levels and overall liquor outlet density are lower in the suburb and the LGA when compared with the NSW averages. Rates of alcohol-attributable deaths and hospitalisations in the LGA are also lower than the corresponding NSW averages.

On balance, we are satisfied that the proposal would benefit the local and broader communities by providing increased convenience and choice.

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. (2023)). Socio-economically disadvantaged communities are at greater risk of alcohol-attributable death (NSW Health, 2021).

We determined that imposing the conditions as set out in Schedule 1 would reduce the potential for alcohol-related harm in light of the identified risks and is consistent with the objects of the Liquor Act.

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
- the certificate of advertising
- the Statement of Risks and Potential Effects
- the plan of the licensed premises and any authorisations
- the plan of management for the licensed business
- the development consent for the premises
- supplementary material provided by applicant
- harm minimisation and community impact data report
- 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.

What happens next

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 than 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
NSW Independent Liquor & Gaming Authority

Schedule 1: Licence conditions imposed - Cellarbrations

No.	Condition	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 04:00 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 24th Normal trading Monday to Saturday 8:00 AM to 12:00 midnight Sunday Christmas Day Not permitted December 31st 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 July 2026 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	1. The licensee must maintain a closed-circuit television (CCTV) system on the licensed premises ("the premises") in accordance with the following requirements: a. the system must record continuously from opening time until one hour after the premises is required to close, b. recordings must be in digital format and at a minimum of ten (10) frames per second, c. any recorded image must specify the time and date of the recorded image, d. the system's cameras must cover the following areas: i. all entry and exit points on the premises, and ii. all publicly accessible areas (other than toilets) within the premises. 2. The licensee must also: a. keep all recordings made by the CCTV system for at least 30 days, 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

No.	Condition	Description
		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	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: 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. 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 (eg. crowd controller or bouncer) on or about the premises.
8.	Incident register	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: 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: a. make any such incident register immediately available for inspection by a police officer or Liquor & Gaming NSW inspector, and b. allow a police officer or Liquor & Gaming NSW inspector to take copies of the register or to remove the register from the premises. 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.
9.	Wine tastings	Tasting is permissible to customers at the premises, by invitation only.