

Decision Notification

Application Details

Application no.	211640
Licence No.	57104651
Licence Class	On Premises
Premises Name	Her On Partridge
Premises Address	Shop 6, 1 Partridge Street Glenelg SA 5045
Applicant	Ms Harlow Pty Ltd
Application Type	Application for a Liquor Licence

Outcome

Decision	Granted
Effective Date	08 Dec 2021

Requirements

The following requirements in support of the application have been satisfied:

- Landlord's consent has been obtained
- The application has been advertised
- All approvals, consents or exemptions have been obtained

People

Position of Authority

The following persons are approved to occupy any position of authority in the entity holding the licence:

- Crystal Renne Terreu (169346)

Premises

New Premises

The licensed area is outlined in red on the approved plan.

Capacity

The capacity of the venue is set at 20.

Determination Details

An intervention was lodged by the Commissioner of Police regarding the application, on the basis that to grant the application would be contrary to the public interest. In particular the police are concerned that due to the close proximity of the premises to homes, there is the potential for noise and disturbance to the residents, especially if the applicant operates as a small bar in the suburbs.

Community Impact Assessment

This application for an On-Premises licence is a designated application under section 53A of the *Liquor Licensing Act 1997* (the "Act") and so may only be granted if the licensing authority is satisfied that the grant is in the community

interest. In determining this application under section 53A(2) of the Act, I must have regard to:

- the harm that might be caused (whether to a community as a whole or a group within community) due to the excessive or inappropriate consumption of liquor;
- the cultural, recreational, employment or tourism impacts; and
- the social impact in, and the impact of the amenity of, the locality of the premises or proposed premises; and
- the nature of the business conducted or to be conducted under the licence (as prescribed)

I am also required to apply the community impact assessment which states, *“The onus is on the applicant to satisfy the licensing authority that the grant of the application is in the community interest and to provide relevant evidence and submissions to discharge this onus.”*

The applicant has provided a community impact submission. I will have regard to this submission, the application itself and supporting material in making my determination

Nature of the business

The business is a “styling bar” offering a range of beauty services to clients such as hair styling, make up, nails and eyebrow services. The applicant intends to offer a unique experience for clients to have their hair and make up done at a bar, in a fun, safe and responsible manner.

The bar will provide alcoholic and non alcoholic drinks for purchase including a range of cocktails, champagne and sangria as well as mocktails and sparkling water.

The venue currently provides coffee, tea and biscuits with all appointments. The applicant is not proposing to introduce food options other than occasional grazing plates (or similar) for events that may be held at the premises.

There is no entertainment or accommodation provided at the premises.

Potential harm

The applicant has not identified any at-risk groups within the locality. The predominant business activity is the provision of beauty services and the sale of liquor is restricted to those obtaining beauty services and so it is not expected that the sale of liquor at the venue will have an impact on any ‘at-risk’ groups.

A number of schools have been identified within the locality, given the limited consumption of liquor at the premises, the grant of this application is unlikely to have any impact on the schools or other nearby community facilities.

The applicant will have a strict policy on serving liquor only to those who are receiving a beauty treatment or accompanying a person receiving a treatment. Liquor will not be sold or supplied to “walk-ins” coming to the premises simply to drink alcohol.

Social impact and impact on the amenity of the community

The proposed premises is located on Partridge Street at Glenelg, within the local business district, there are complementing services nearby. The applicant has identified 86 licensed premises within a 2km radius, most of which are restaurant and catering licences.

Cultural, recreational, employment or tourism impacts

The applicant anticipates that a venue of this style will attract more clients to the area and have a flow on effect to nearby shops and services. The “styling bar” currently employs 5 staff and has leased space to 3 other beauty specialists, it is expected that more casual staff would be required for larger bridal or hen day events.

Trading hours

The following are the approved trading hours

	Consumption on premises	Consumption off premises
Monday	-	-
Tuesday	8:00 am to 9:00 pm	-
Wednesday	8:00 am to 9:00 pm	-
Thursday	8:00 am to 9:00 pm	-
Friday	8:00 am to 9:00 pm	-
Saturday	8:00 am to 9:00 pm	-
Sunday	8:00 am to 9:00 pm	-

Reasons for Decision

In reaching my determination, I have had regard to the objects of the *Liquor Licensing Act 1997*.

This is an application for a licence to permit an existing beauty salon to offer alcoholic beverages to its clients. Whilst the Act does provide for an exemption from the requirement to hold a licence for hairdressing businesses (in certain circumstances), I accept that this business model does not fall within the scope of that exemption.

The proposed "styling bar" will create a unique experience, allowing clients to indulge in a cocktail or glass of champagne while having their hair or make up done. It will be especially appealing for bridal party groups, "hen's days", birthdays and other similar events.

I have considered the intervention from the Commissioner of Police and note there were no other submissions opposing the application. I do not share the police concerns that the venue may operate in a manner other than as described by the applicant. However, given that the on-premises category of licence does permit 'bar trade', I am prepared to impose a condition restricting the sale of liquor to clients and guests.

The onus is on the applicant to satisfy the licensing authority that the grant of the application is in the community interest. It is expected that a venue such as this, offering a unique experience and premium service is in the interest of the community.

I am satisfied that the grant of this application will pose little risk, and is consistent with the expectations and aspirations of the public. Accordingly, under section 53A(1) of the Act I grant the application.

Under Delegation from the Liquor and Gambling Commissioner



Vicki Brunello
Hearings Delegate
08 Dec 2021