



Ms Joanna Matricardi

Isola Wineshop

By email to: [joster88@hotmail.com](mailto:joster88@hotmail.com)

14 June 2023

Dear Ms Matricardi

<b>Application No.</b>	APP-0010870341
<b>Applicant</b>	Joanna Matricardi
<b>Application for</b>	New - packaged liquor licence
<b>Application date</b>	21 December 2022
<b>Decision date</b>	17 May 2023
<b>Licence name</b>	Isola Wineshop
<b>Trading hours</b>	<u>Retail</u> Monday to Sunday 10:00 AM – 10:00 PM
<b>Premises</b>	Isola Wineshop, 6/2 Martin St, Ballina NSW 2478
<b>Legislation</b>	Sections 3, 11, 12, 29-31, 40, 44, 45 and 48 of the <i>Liquor Act 2007</i>

**Decision of the Independent Liquor & Gaming Authority  
Application for a packaged liquor licence – Isola Wineshop**

We **approve** the application above under section 45 of the *Liquor Act 2007* — with the conditions set out in Schedule 1.

**Statement of reasons**

The statement of reasons will be published on the [Liquor & Gaming NSW website](#) in accordance with section 36C of the *Gaming and Liquor Administration Act 2007*.

**If you have any questions**

Please contact the case manager, Max Costa, at [max.costa@liquorandgaming.nsw.gov.au](mailto:max.costa@liquorandgaming.nsw.gov.au) if you have any questions.

Yours sincerely

Caroline Lamb  
**Chairperson**

For and on behalf of the **Independent Liquor & Gaming Authority**

## STATEMENT OF REASONS

### Our decision

We have considered the objects of the *Liquor Act 2007* (the Act) and the relevant legislative provisions and have approved the application under section 45 of the Act.

Overall, we are satisfied that the social impact of approving the application will not be harmful to the well-being of the local or broader community.

The decision achieves the aim of the Act to regulate the liquor industry to meet the community's expectations, needs, and aspirations, while also promoting a balanced and responsible development of the industry.

### Our main findings

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

#### Positive social impacts

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

- the business will operate as a small standalone liquor store of 43sqm with reduced hours and the standard 6-hour closure period
- the applicant proposes to operate a boutique-style store with a focus on premium packaged liquor products, whereby the provision of liquor will be limited to a range of craft beers, ciders and spirits as well as boutique wines and organic products
- the premises will have a small ancillary 'tasting area' where the aim is to provide select tastings of premium products to customers with interest in wine appreciation to select quality wines, and
- the applicant has consented to a condition restricting alcohol to specialised liquor products consistent with the business model put forward in the application.

The business model does not propose delivery of alcohol, therefore relevant statutory requirements have been satisfied.

#### Negative social impacts

We accept that the proposal could contribute to an increase in alcohol-related harm in the local and broader communities (such as violence, health problems or social and public amenity issues) because of the:

- high-density crime hotspots in the Ballina suburb for domestic assault and malicious damage; medium-density crime hotspots in the suburb for non-domestic assault and alcohol-related assault
- high crime rates in the Ballina suburb compared to NSW for incidents of alcohol related domestic assault, alcohol related non-domestic assault and malicious damage
- high crime rates in the Ballina LGA compared to NSW for incidents of alcohol-related domestic assault and malicious damage to property
- higher saturation rates of packaged liquor licences in the Ballina suburb compared to NSW
- higher rates of alcohol-attributable deaths in the Ballina LGA compared to NSW, and
- SEIFA health data indicates a below average level of relative socio-economic advantage and disadvantage in the Ballina suburb compared to NSW.

However, we are satisfied that these risks are reduced by the:

- lack of any objections received during the application process

- low crime rates in the Ballina suburb compared to NSW for alcohol-related disorderly conduct; low crime rates in the Ballina LGA compared to NSW for malicious damage and alcohol-related disorderly conduct
- lower rates of alcohol-attributable hospitalisations in the Ballina LGA compared to NSW
- SEIFA health data indicates an average level of socio-economic advantage and disadvantage in the Ballina LGA compared to NSW
- the premises is of a small scale (43 sqm) and is in a building with mixed-use retail and hospitality businesses with CCTV
- the specialised liquor products condition has been imposed on the liquor licence
- there is higher price point for products for attracting a particular patron demographic
- reduced trading hours will apply, and
- the harm-minimisation measures outlined in the plan of management and licence conditions, as set out in Schedule 1.

### **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.
- A community impact statement (CIS)
- 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.
- Stakeholder submissions and the applicant's response them.

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

Yours sincerely



Caroline Lamb

**Chairperson**

For and on behalf of the **Independent Liquor & Gaming Authority**

**Schedule 1 – Licence conditions to be imposed  
Isola Wineshop**

No.	Condition to be imposed	Description
1.	<b>6-hour closure</b>	Section 11A of the <i>Liquor Act 2007</i> applies to this licence. Liquor must not be sold by retail on the licensed premises for a continuous period of six (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.	<b>Retail Sales</b>	Good Friday Not permitted December 24 <sup>th</sup> Normal trading Monday to Saturday, 8:00 AM to 12:00 midnight Sunday Christmas Day Not permitted December 31 <sup>st</sup> Normal trading Monday to Saturday 10:00 AM to 12:00 midnight Sunday
3.	<b>Social impact</b>	The business authorised by this licence must not operate with a greater overall level of social impact on the wellbeing of the local and broader community than what could reasonably be expected from the information contained in the Community Impact Statement, application and other information submitted in the process of obtaining this licence.
4.	<b>Liquor Accord</b>	The licensee or its representative must join and be an active participant in the local liquor accord.
5.	<b>Plan of management</b>	The premises is to be operated at all times in accordance with the Plan of Management dated 5 December 2022 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.	<b>CCTV</b>	<p>1. The licensee must maintain a closed-circuit television (CCTV) system at the specialty store in accordance with the following requirements:</p> <ul style="list-style-type: none"> <li>(a) the system must record continuously from opening time until one hour after the specialty store is required to close,</li> <li>(b) recordings must be in digital format and at a minimum of ten (10) frames per second,</li> <li>(c) any recorded image must specify the time and date of the recorded image,</li> <li>(d) the system's cameras must cover the following areas: <ul style="list-style-type: none"> <li>(i) all entry and exit points to the specialty store, and</li> <li>(ii) all publicly accessible areas (other than toilets) within the liquor sales area.</li> </ul> </li> </ul> <p>2. The licensee must also:</p> <ul style="list-style-type: none"> <li>(a) keep all recordings made by the CCTV system for at least 30 days,</li> </ul>

		<p>(b) ensure that the CCTV system is accessible at all times the system is required to operate pursuant to 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</p> <p>(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.</p>
<p><b>7.</b></p>	<p><b>Specialised liquor products</b></p>	<ol style="list-style-type: none"> <li>1. The licensee must ensure that only the following liquor products are sold or supplied by the licensed business ("Business"), except as provided by clause 2: <ol style="list-style-type: none"> <li>(a) craft beer</li> <li>(b) craft cider</li> <li>(c) craft spirits</li> <li>(d) boutique wines (including sparkling wines and champagne)</li> <li>(e) organic and natural liquor products</li> </ol> </li> <li>2. Other complementary liquor products, provided that those other products do not exceed more than 10% of the total product lines or 10% of the total products stocked on the premises at any one time, are also permitted. For liquor products available for sale under this sub-clause, the licensee must maintain documentation that stock levels do not exceed either of the specified 10% thresholds.</li> <li>3. The licensee must ensure that a list of the product lines and products stocked by the Business at any one time is kept at the premises and made available for inspection on the request of a police officer, Liquor &amp; Gaming NSW inspector, or any other person authorised by the Independent Liquor and Gaming Authority.</li> <li>4. For every liquor product that is available for sale, the licensee must maintain and make available for inspection on the premises documentation from the supplier confirming the location of production, and/or that the product meets the relevant definition specified in this condition.</li> </ol> <p><u>Definitions</u></p> <p>For the purposes of this condition:</p> <ol style="list-style-type: none"> <li>1. Craft beer is defined as beer that is not generally considered to be mainstream beer, and is produced by a craft brewer: <ol style="list-style-type: none"> <li>(a) which is located in Australia and produces less than 40 million litres of beer per annum, or located overseas and produces less than 6 million barrels of beer per annum;</li> <li>(b) where not more than 25 percent of the brewery is owned or controlled (or equivalent economic interest) by an industry participant that is not itself a craft brewer; and</li> <li>(c) which will certify that the majority of its total beverage alcohol volume is in beers whose flavour</li> </ol> </li> </ol>

		<p>derives from traditional or innovative brewing ingredients and their fermentation (flavoured malt beverages are not considered beers).</p> <ol style="list-style-type: none"> <li>2. Craft cider is defined as cider that is not generally considered to be mainstream cider, and is produced by a craft producer:       <ol style="list-style-type: none"> <li>(a) which is located in Australia and produces less than 40 million litres of cider per annum, or located overseas and produces less than 6 million barrels of cider per annum;</li> <li>(b) where not more than 25 percent of the producer is owned or controlled (or equivalent economic interest) by an industry participant that is not itself a craft cider producer; and</li> <li>(c) which will certify that the cider is made from liquid consisting only of juice (no concentrates).</li> </ol> </li> <li>3. Craft spirits are defined as spirits that are not generally considered to be mainstream spirits and are:       <ol style="list-style-type: none"> <li>(a) the product of a distillery that has maximum annual sales of less than 100,000 proof gallons or 52,000 cases, or in the case of blended spirits, the product of an independently owned and operated facility that uses any combination of traditional and innovative techniques such as fermenting, distilling, re-distilling, blending, infusing or warehousing to create products with a unique flavour profile; and</li> <li>(b) distilled at a distillery where the spirit has either been run through a still by a craft distiller, or in the case of a blended spirit, the spirit has been distilled originally by a craft distiller.</li> </ol> </li> <li>4. Boutique wine is defined as wine (other than sparkling wine or champagne) that is manufactured by or on behalf of a boutique wine company which crushes and bottles 250 tonnes or less annually under its own label and is independently owned (i.e. not owned by a larger wine company at the time wine is supplied to the Business).</li> <li>5. Boutique champagne and sparkling wine is defined as champagne or sparkling wine that is not generally considered to be mainstream champagne or sparkling wine, that is, champagne or sparkling wine that is not commonly sold by major liquor retailers.</li> <li>6. Organic and natural liquor products are defined as:       <ol style="list-style-type: none"> <li>(a) Organic liquors (including organic wines) that bear a recognised organic certification logo;</li> <li>(b) Wine that is labelled or marketed as organic wine, and is produced from vineyards and farms that are farmed organically or to organic standards, typically with little or no additions in winemaking (whether or not the wine is certified as organic);</li> <li>(c) Wine that is labelled or marketed as natural wine, and is produced from vineyards that are farmed organically or bio-dynamically, and then produced with no additions (additives) in winemaking,</li> </ol> </li> </ol>
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		<p>including MegaPurple, tartaric acid, enzymes, malabugs, and bottled with lower levels of sulphur or without sulphur (preservative 220); and</p> <p>(d) Boutique wines that are marketed as organic, bio-dynamic or natural wines (including sparkling wine) and manufactured by or on behalf of a boutique wine company which crushes and bottles 250 tonnes or less annually under its own label and is independently owned (i.e. not owned by a larger wine company at the time the licensee purchases wine wholesale from the supplier).</p>
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