

## LIQUOR ACT

### **NOTICE OF APPLICATION FOR A LIQUOR LICENCE AND MAJOR EVENT AUTHORITY**

Rodeo Promotions NT Ltd hereby give notice that they have applied for a liquor licence with a major event authority for an event known as Top End Bull Spectacular for the premises situated at Robbie Robbins Reserve, 762 Stuart Highway, Berrimah NT.

#### **Proposed liquor licence**

- A major event known as Northern Golden Buckle Series
- The proposed liquor trading hours will be:  
Saturday, 2 August 2025 15:00 hours to 01:00 hours (the following day)
- Sale and consumption of liquor including a range of heavy, mid-strength and light beer, spirits in a range of Bundaberg Rum, Bourbon, Johnnie Walker and RTD's
- Food stalls will be provided throughout the event
- This is an all ages ticketed event.
- There is no application to change any standard conditions of a major event authority.
- Patrons over the 18+ will be issued wristbands to enable them to purchase liquor.

#### **Objections**

An objection may only be made on the following grounds:

- (a) that issuing the licence or authority, varying the conditions, substituting other premises or making the material alteration would adversely affect:
  - (i) the amenity of the neighbourhood of the licensed premises or proposed licensed premises; or
  - (ii) the health, education, public safety or social conditions in the community of the licensed premises or proposed licensed premises;
- (b) that the applicant is not a fit and proper person.

Only the following may make an objection:

- (a) a person residing or working in the neighbourhood of the licensed premises or proposed licensed premises;
- (b) the owner or occupier of land in the neighbourhood of the licensed premises or proposed licensed premises;
- (c) a local council of the local government area where the licensed premises or proposed licensed premises are located;
- (d) a Member of the Legislative Assembly;
- (e) a police officer or employee of the Police Force, acting in that capacity;
- (f) a member or employee of the Northern Territory Fire and Rescue Service, established under the Fire and Emergency Act 1996, acting in that capacity;
- (g) an Agency or public authority that performs functions relating to public amenities, including health, education and public safety;
- (h) a charity or a community-based organisation or body.

The objection must be lodged with the Director within 14 days of the publication of the notice and:

- (a) be in writing or in a form approved by the Director that is suitable for someone unable to effectively communicate in writing; and
- (b) be signed by or on behalf of the person or body making the objection; and
- (c) set out the grounds of the objection and the facts relied on to support those grounds.

#### Applicant's right to respond to objection

The Director must provide the applicant with any objections lodged and notice of their right to respond to the objection.

Dated this 19 April 2025

## **PUBLIC INTEREST AND COMMUNITY IMPACT ASSESSMENT**

### **PUBLIC INTEREST:**

I have lived in the Northern Territory since 1989, where I have worked mainly in retail and family business. I am now semi-retired and have been involved with Rodeo Promotions NT since its inception. I understand the social issues that exist in the Northern Territory and will not in any way allow this event to cause harm or ill-health to any person.

Liquor will only be sold according to the approved liquor licence. I have recently had experienced bar managers approach me to facilitate all dealings of our bar for this event. They have an abundance of experience from working at various events across the NT region. All bar staff will have an RSA accreditation and will be briefed on the licence. As the liquor licence holder, I will be in the vicinity of the licenced area for the duration of the licence hours.

Our liquor licenced area is permanently fenced off around the Rodeo complex, so it will clearly identify where alcohol can be consumed. Experienced security officers will be at all exits and entrances to the licenced area to ensure no liquor is coming in or out.

I have emailed Berrimah Police Station to advise of the event. I will liaise with the police and ask for assistance in patrolling the area during the hours of our event. Patrons will be treated with respect and dignity and all matters will be dealt with immediately and in professional manner.

For the duration of this event, we will have St John's Ambulance paramedic and volunteer crew to provide service to both competitors and patrons if required.

The Board of Trustees for Robbie Robbins are excited for an event such as this and are doing anything they can to help this event be a huge success.

Protecting the safety, health and welfare of people who use the liquor licence area is paramount. For that reason, I am employing professional support and services such as experienced bar managers and staff, St John's Ambulance and Neptune NT Security.

There are fantastic employment opportunities through this event for individuals and businesses such as cleaners, bar staff, security, food vans, entertainment for the kids such as entertainment rides etc., Local production companies, officials for our Rodeo and stock contractors. The community are extremely excited about this event and are in full support.

The approved liquor licence will be displayed in the licenced area and the conditions will be always enforced.

There will not be at any time promotion of liquor sales, liquor credits, give aways or deals. If this type of activity is suspected, it will be dealt with immediately.

The sport of Rodeo is a very engaging and exciting sport to watch, therefore we don't get a lot of people consuming liquor irresponsibly. The liquor licence is to be able to allow adults to enjoy a responsible drink while being entertained through the sport.

Our announcer and arena director are professionals who will keep the crowd engaged on what is happening behind the scenes and in the arena, so our spectators' minds will be on the sport rather than how much beer they can drink. I will ensure that there will be no liquor promotions announced during the event.

### **COMMUNITY IMPACT:**

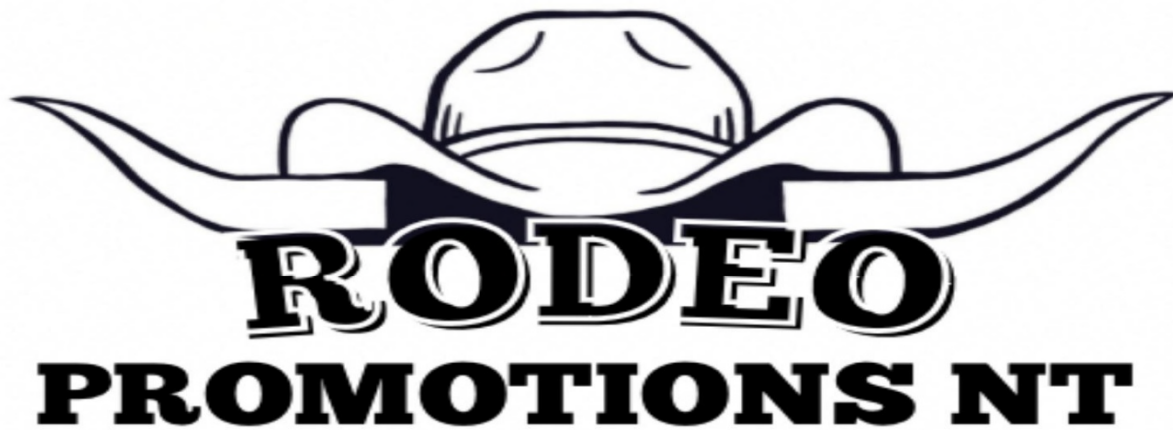
This one-off event should not have any impact on current liquor licences in the area. We suspect that all who attend our event are coming to watch the rodeo action and to listen to live entertainment, not necessarily seeking liquor sales. If it is suspected otherwise, it will be dealt with immediately.

As previously mentioned, NT Police and Neptune Security will be patrolling the area during the event.

We will have practices in place to be sure to minimise any harm such as public transport options, food available for the duration of liquor sales, water readily available from the Power & Water Refill Trailer to all and intoxicated people will not be served.

The Rodeo will attract people from all walks of life, so to pinpoint exactly who this event would have an effect on is difficult. However, we endeavour to ensure that people leave the vicinity safely and will be encouraged to go home or to their hotel accommodation. We will do all in our power to minimise negative effect on people and property in the community.

THIS LICENCE IS STRICKLY FOR A ONE (1) OFF EVENT, **Northern Golden Buckle Series** TO BE HELD AT ROBBIE ROBBINS RESERVE BETWEEN THE HOURS OF 5.00pm 2<sup>nd</sup> AUGUST 2025 AND 1.00am 3<sup>rd</sup> AUGUST 2025



## Event Management Plan

Rodeo Promotions NT

ABN 22 664544147

<b>EVENT:</b>	Northern Golden Buckle Series
<b>Date:</b>	Saturday 2 <sup>nd</sup> August
<b>Start Time:</b>	Main Performance from 5.00pm
<b>Location:</b>	Robbie Robbins Reserve 762 Stuart Highway Berrimah NT 0828

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## **Project Outline**

A community sporting event with opportunities for all contestants to experience development skills in barrel racing, roping, and bull riding. This event is a continuation of our Northern Golden Buckle Series for 2025.

The event attracts regular rodeo visitors and offers a new experience for locals and tourists. It appeals to families, both in spectating and competing. It is anticipated that there will be ten (10) to fifteen (15) competitors in each class, which bring their families from across the region to support them.

## **Benefits of a Rodeo**

### **How Rodeo Helps our Community**

Rodeo has been and still is an integral social event on regional calendars. It is an event that allows people of all ages to have a night out and relax, catch up with people they have not seen in a while. It attracts tourists, many who have never been to a rodeo before. Those tourists may extend their stay to attend the rodeo and may also take in a fishing charter, extra accommodation, eating at restaurants etc.

Many competitors and their families and friends travel to participate. This travel means that their journey would include additional spending on items such as fuel, food, accommodation, horse feed and vehicle maintenance.

The event itself also invests in the local community with hire facilities, production, labour hire, security, food vendors and entertainment. The social interaction is also beneficial to the community. It offers a chance for competitors and interact with each other and form new friendships. Social interaction is important because it promotes acceptance and understanding, happiness and fulfilment, reduces stress and blood pressure, reduces susceptibility to illness and disease, provides opportunities to talk about problems and feelings and encourages sport, exercise and outdoor activities.

Rodeos provide strength to communities to remain united and supportive. They provide opportunities of communication, sportsmanship and keep the younger generation involved in worthy causes to feel valued and cherished.

A Rodeo in our community is more than just the image of a bucking bull or horse. Country people value their stock, just like the contractors who own the rodeo stock.



## Venue

Robbie Robbins Reserve

762 Stuart Highway Berrimah NT 0828

Access from Wongabilla Street, Berrimah

Caretaker: Kylie 0407413314

Robbie Robbins Reserve is an Equestrian Centre and a caravan park near the Stuart Highway, with easy access and parking off the highway. The reserve is equipped to host rodeos (they have been having them for decades).



Located off the Stuart Highway with easy access and off-street parking via Wongabilla Street. Also, a bus stop at the front of the Reserve.



## Facilities

- Toilets
- Disabled facilities
- Power
- Water
- Showers
- Water filling available
- Mobile Phone reception
- Car Parking
- Rubbish Bins
- Camping

## Public Access to Venue

Entrance points to the venue are included in all promotional material. Signage will be erected in appropriate locations to direct patrons. Security at all gates.

Disability access via VIP entrance, disabled parking marked in carpark.

## Overcrowding

Occupancy Maximum: 3500

Anticipated Numbers: 2500

No entry without tickets

Open venue, roving security to manage any areas on congestion.

## Audience

Patrons will be Families and Groups, Couples, Individuals locals and tourists as it is still peak tourist season.

## Tickets

This is a ticketed only event. Ticket sales are managed by **Ticketebo**, a Victorian company that has a Northern Territory business arm that was established in 2019. They have successfully managed ticket sales for hundreds of events.



Everyone will have a wristband. Under eighteen (18) a visible yellow wristband.

## Proposed Run Sheet

2.00pm - 4.00pm	Slack (Some Junior and overflow events if required)
3.30pm	Security commences
4.00 pm	Gates Open, VIP Area Opens, Bar Opens
5.00pm	Main Rodeo commences
9.00pm	Rodeo finishes (MC closes the rodeo – VIP area finished, VIP Bar Closes)
9.00pm - Midnight	Live Band Entertainment
Midnight – 1.00am	DJ Sonix
1.00am	Bar Closed
1.10am	Event concludes
1.30am	Security finishes

VIP ticket holders are required to be 18 years old or over. Included in the ticket price is access to the VIP area located in prime position in the arena with a four (4) hour food and drinks package for the duration of the rodeo.

RSA and Licensing laws apply.

## **Bar Facilities**

Main Bar        4.00pm – 1.00am (Sunday 3<sup>rd</sup> August)

VIP Bar         4.30pm – 9.00pm

## **Project Management and Administration**

Organiser

Rodeo Promotions NT

## **Contractors**

Security Neptune NT

Local Entertainment - DJ Sonix

Main Entertainment - TBA

Production/Tech     - E3 Productions and KIKS Digital

Marketing            - Hot 100, Kiks Country, Channel 7 and Social Media

VIP Catering         - B'Rad BBQ

Food Vendors        - TBA

Generators etc.      - Kennards

Waste Management - VTG Waste and Recycling

Toilet and Grounds maintenance throughout the event Sterling NT

## **Operational - Safety**

Security on site 3.30pm (02/08/2025) until 1.30am (03/08/2025)

- 20 plus Security Officers – starting at various intervals
- Gate positions – entrance and exit, VIP area and roving

First Aid – St Johns 5.00pm until 9.00pm for Rodeo (stationed beside the arena)

Food Vendors are required to have fire extinguishers and have equipment tagged and tested.

NT Police, fire services and hospitals are to be notified of the event and the proposed attendee numbers and demographics.

Free water refill stations on site.

## **Communication**

Phone number exchange with contractors. UHF communication with Security and Key personnel.

## **Emergency Response Plan and Evacuation**

Follow Robbie Robbins Reserve policies and procedures.

Onsite managed by Event Manager with support of security.

## **Insurance**

Public Liability \$20 000 000 Affinity Policy No 400492

## **Waste**

VTG Waste and Recycling will supply a minimum of 20 wheelie bins and an 8-metre skip bin.

All waste will be removed off-site 04/08/2025.

## **Accreditation**

Livestock – accreditation

All contractors are required to provide copies of accreditations

Security – certification and registration to be displayed on all uniformed staff

Bar Staff – RSA to be sighted prior to commencement

Food Vendors – certification and registration to be sighted and displayed at the event.

Individual vendor to manage food handling certificates, first aid kits, approved gas and storage crate, tagged and tested.

## **Infrastructure**

### Staging

E3 Productions

Stage, Green Room, Big Screen

Bump In 01/08/2025

Bump Out 03/08/2025

### Lighting

Lighting Towers placed at entrances and various locations around the venue.

Bump In 01/08/2025

Bump Out 03/08/2025

### Bar

Crowd control panels

Access point for staff

Cool Rooms – locked (alcohol) and fenced off from public

Smoking Area

Crowd control panels

## **Benefits**

### **Economic Development**

100% of the expenditure remains within Northern Territory businesses

- Venue
- Local Entertainment - DJ Sonix
- Production and technical support
- Event hire equipment
- Catering
- Marketing
- Cleaning
- Waste management
- Traffic Control

### **Employment Opportunities**

Local casual positions will be available for:

- Food and beverage attendants – VIP catering and food vans
- Bar staff and supervisors
- Gate staff
- Cleaning
- Entertainment
- Security
- Production Team
- Traffic Control

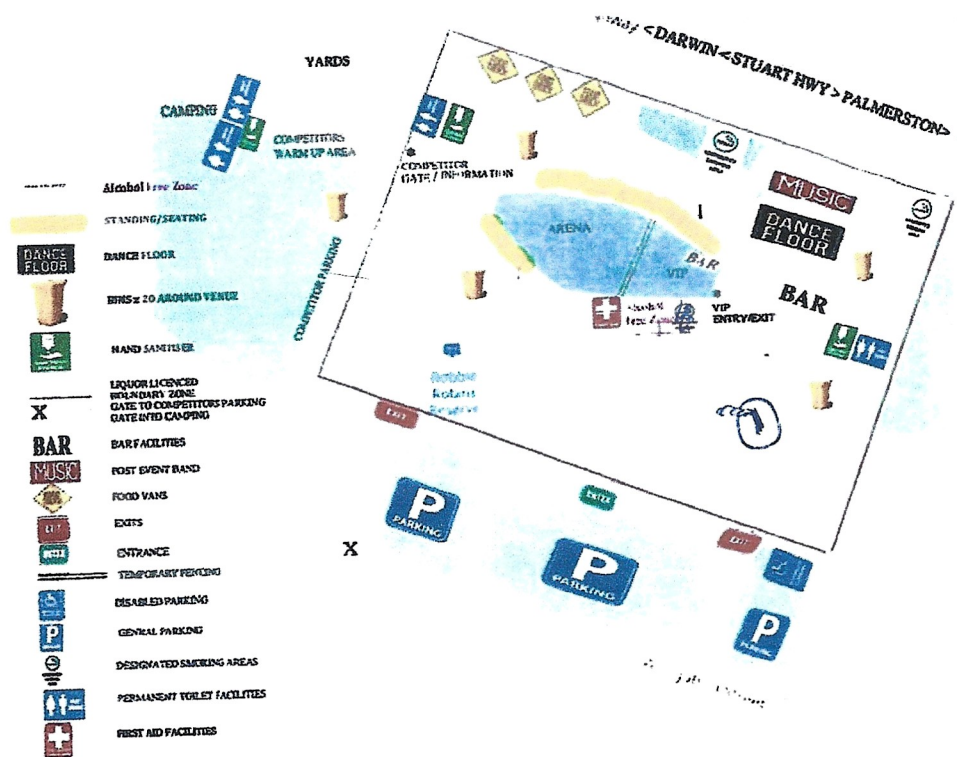
**Rodeo Promotions NT** is a not-for-profit business formed in 2022. The business directors have been involved in the rodeo industry over the past 40 years. Our directors operate their own successful companies and established the not-for-profit to give back to the rodeo community. The company will be holding clinics and other activities focused on youth and the sport's growth.

### **Guiding Documents**

Liquor Licence Act

Local Council Policies

## Site Plan



## Stakeholders

Robbie Robins Reserve  
 NCA – Northern Cowboys Association  
 ABHA – Top End Drum Runners  
 Australia Rodeo Federation

## Benefits

### Community Benefits

Sport development for young riders in horse and Livestock events and competitions.



