



Australian Venue Co. – An Sibin Irish Pub

MN-65007

Phase 1 Determination

Acquisition may be put into effect

17 March 2026

1. Determination and statement of reasons

Notified acquisition	AVC Operations Pty Limited (AVC) proposes to acquire 100% of the business and assets of Ash Promotions Pty Ltd, trading as An Sibin Irish Pub (An Sibin) (the Acquisition).
Determination	The Australian Competition and Consumer Commission has determined under section 51ABZE(1) of the <i>Competition and Consumer Act 2010</i> (Cth) that the Acquisition may be put into effect.
Parties to the Acquisition	<p>The acquirer, AVC, is a subsidiary of Australian Venue Co. Holdings Limited, which operates 243 licensed venues in Australia and New Zealand, including pubs, bars, clubs and licensed restaurants. AVC’s venues are individually branded and predominantly located in inner-city and metropolitan areas, offering food, entertainment and gaming facilities.</p> <p>The target venue, An Sibin, is an Irish pub located at 147 James Street in Northbridge, close to Perth’s CBD. An Sibin is a licensed venue with no gaming facilities.</p>
Overlap between the parties	The parties overlap in the supply of retail hospitality services in metropolitan Perth, Western Australia.
Reasons for determination	<p>When making a determination in Phase 1, the Australian Competition and Consumer Commission (ACCC) undertakes a competition assessment and considers whether it is appropriate for an acquisition to be approved or subject to further assessment in Phase 2 in accordance with section 51ABZJ of the <i>Competition and Consumer Act 2010</i> (Cth) (the Act). In doing so, the ACCC must have regard to the object of the Act and all relevant matters, including the interests of consumers.</p> <p>For more information about the ACCC’s approach to considering notified acquisitions, see the ACCC’s merger assessment guidelines and interim merger process guidelines.</p> <p>In conducting its competition assessment, the ACCC has considered the information and documents that were submitted with the notification form.</p> <p>The ACCC has determined that the Acquisition may be put into effect as it considers that the Acquisition is unlikely to have the effect of substantially lessening competition in any market. In reaching its decision, and based on the material before it, the ACCC makes the following findings:</p> <ul style="list-style-type: none"> • The aggregation in retail hospitality venues arising from the Acquisition, including previous acquisitions within the same local area in the last three years, is not significant. • AVC will continue to face competition from a number of alternative retail hospitality venues in the local area surrounding the target venue.
Applications for review	A notifying party, or other person who has been allowed to do so by the Australian Competition Tribunal, may apply for review if they are dissatisfied with the determination. Pursuant to section 100C of the Act, applications for review of the determination are to be made to

	the Australian Competition Tribunal before the end of 14 calendar days after this statement of reasons was included on the ACCC's Acquisitions Register. To confirm whether there has been any application for review, please contact the Australian Competition Tribunal.
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Determination made by a division of the Commission constituted by a direction issued pursuant to section 19 of the Act