



ATTACHMENTS

Economic Development Committee Meeting

5 July 2016

6.00pm

City of Albany Council Chambers

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TERMS OF REFERENCE

National Anzac Centre (NAC) Advisory Group

Background

The National Anzac Centre (NAC) is located within the Princess Royal Fortress precinct on Mount Clarence in Albany and was officially opened on 1 November 2014. The intent of the NAC is to provide a National Centre which focusses on the origins of the Anzac Legend and in particular tells the story of the departure of the first and second convoys from Albany to World War One and the experience of these men and women who served. It was also designed to be a focal point for the National Launch of the 4 year ANZAC Centenary commemorations. The NAC is also an important visitor attraction that adds value to the existing tourism product offer in the Great Southern by creating a reason to visit and increasing the length of stay of visitors to the region.

Terms of Reference

The National Anzac Centre Advisory Group Terms of Reference is the document that establishes the agreed roles and functions for the Advisory Group, both collectively and individually. It is utilised by the Advisory Group to ensure that its operation is governed responsibly.

The Group's Terms of Reference must be endorsed and approved by resolution of the City of Albany Council, who is ultimately responsible for ensuring it is maintained and properly utilised.

Purpose

The NAC Advisory Group is established to provide;

- Advice and strategic oversight of the National Anzac Centre and where appropriate other elements of the Albany Heritage Park, and support the ongoing development and implementation of initiatives (infrastructure, marketing, events, tourism experiences) to achieve the strategic objectives of the precinct.
- Support the market success and financial sustainability of the NAC and the Princess Royal Fortress, and ensure engagement with the broader region in driving the success of these important assets.

Responsibility of the National Anzac Centre (NAC) Advisory Group

The Advisory Group is responsible for:

- Facilitating the exchange of information; providing advice and the development of relationships that assist in identifying potential pathways and synergies with National, State and Local Government objectives and policies.
- Ensuring appropriate expertise is sourced on infrastructure; marketing; event; and exhibition initiatives and programs that support and promote the tourism, cultural and heritage values of the NAC, the ANZAC Albany story and the surrounding precinct.
- Identify and facilitate engagement and leverage opportunities with surrounding local government authorities and key partners to assist with the development of packages and promotional activities
- Assist with identifying funding opportunities to enhance the product offering by providing new, and refreshing existing experiences.
- Raise the profile of the National Anzac Centre as an iconic heritage tourism asset and build upon its current success in increasing visitation to the region.
- Ensure the NAC interpretative component remains relevant, refreshed and consistent with a high quality contemporary museum standard.

Authority of the Advisory Group

The Advisory Group may make recommendations to the Council on all relevant business matters as per the Advisory Group purpose and responsibilities. Recommendations will be provided to the Council in written form, accompanied by supporting reports and prepared by the City of Albany Executive Officer.

The Advisory Group does not have delegated authority.

Structure and Composition of the National Anzac Centre (NAC) Advisory Group

Membership

The Advisory Group shall consist of a minimum of five (5) members and a maximum of nine (9) members, with the City of Albany Mayor being a permanent member representing the City of Albany.

The term of appointment for membership, with the exception of the Chair and Mayor will be for an initial period of two years. The position of Chair will be for a minimum initial three year term.

The Chair and Group members may be nominated for re-appointment upon expiry of their term up to a maximum of a further two consecutive terms.

Should a vacancy occur during the term of appointment, the appointment to fill the casual vacancy will be filled by an invitation from the Advisory Group and subsequently endorsed by the City representative (the CEO).

Representatives have a responsibility to attend meetings of the Advisory Group, contribute to discussion and vote on matters. A member of the Advisory Group may resign at any time. The resignation must be in writing in the form of a letter or email addressed to the designated Executive Officer, stating the member's intention to resign from the National Anzac Centre Advisory Group. Resignations will be acknowledged by the designated Executive Officer and CEO.

Industry Representation:	A maximum of four (4) industry members will be sought on the basis of expertise, interest, understanding and commitment to the Albany tourism sector and enhancing the liveability of the City of Albany. The independent Chair to be one of the Industry Representatives.
Stakeholder Representation:	The following institutions will be invited to nominate an Advisory Group member: <ul style="list-style-type: none"> • The WA Branch of the RSL • The WA Museum • Tourism WA • The Western Australian Department of Premier and Cabinet.
Council Representation:	The Mayor or his nominee will represent the interests of the Council.
Chair	An independent Chair may be nominated by the Mayor in liaison with the Council.
Deputy Chair:	The Deputy Chair of the Advisory Group will also be nominated by the Mayor in liaison with the Council. The Deputy Chair will be drawn from the other members of the Advisory Group.
Council Staff Involvement:	The Chief Executive Officer (CEO) and the designated Executive Officer, from time to time, may nominate staff involvement on the Advisory Group. Council staff required to attend the Advisory Group will participate and contribute to the discussion and debate but will not have any voting rights.
Advisory Group Support:	The designated Executive Officer will arrange for administrative support for the Advisory Group. Such support will include the preparation and distribution of the agenda, notice of meeting and business papers and recording of the minutes. The Advisory Group secretariat is also responsible for arranging meeting venue, refreshments and coordinating any presentations.

Expertise

Membership of the Advisory Group is generally to consist of senior representatives from the WA Branch of the RSL, WA Museum, Tourism Western Australia and The WA Department of Premier and Cabinet.

The Industry representatives will be invited to nominate for a position on the Advisory Group based on their expertise or experience in the following areas.

- A significant relevant understanding of the Tourism Industry.
- A significant relevant understanding of the marketing of Cultural and Heritage Assets.
- A significant relevant understanding of the provision of cultural and heritage programming for public and target group Education.
- A significant relevant understanding of commercial business practices, including but not limited to business development and sponsorship.

Chair

The Chair of the Advisory Group will be independent from the City of Albany staff and elected members.

Should the Chair of the Advisory Group be absent from a meeting and no acting Chair has been appointed, the members of the Group present at the meeting have the authority to choose one of their number to Chair the meeting.

Operation of the National Anzac Centre (NAC) Advisory Group

Executive Officer

The City's designated Executive Officer is responsible for:

- Preparing the agendas for the Advisory Group, on behalf of, and in consultation with the Chair.
- Taking and writing the minutes of the Advisory Group meetings.
- Preparing the Advisory Group Reports and Recommendations for consideration and decision of the Group.

Frequency and Location of meetings / minimum number of meetings

For the first year the Advisory Group will meet quarterly as a minimum and as frequently as is deemed necessary to undertake its role effectively. The Advisory Group will provide recommendations to the Council as to the frequency of its meetings after that.

Meetings will be held at the most cost effective location however a minimum of one meeting each year will be held in Albany and include an inspection of the NAC and the Albany Heritage Park.

A notice of each meeting confirming the date, time, venue and agenda will be forwarded to each member of the Advisory Group as soon as practicable prior to the meeting date.

Advisory Group meetings are permitted to be held other than in person, by any technological means as consented to by all members of the Advisory Group.

Attendees

Any elected member of the City of Albany Council may attend and speak at an Advisory Group meeting.

Quorum for meetings

The minimum quorum for an Advisory Group meeting is 5 members.

Advisory Group Members out of pocket expenses.

Advisory Group members are entitled to travel and out of pocket expenses for attendance at meetings and official functions.

Advisory Group member interest

Members of the Advisory Group will not participate in discussions and will not vote on any issues in respect of which there is an actual or perceived conflict of interest.

Members' interest in matters to be discussed at meeting are to be disclosed as prescribed under section 5.65 of the *Local Government Act 1995* and the *Local Government (Administration) Regulations 1996*.

An interest is defined under regulation 34C of the *Local Government (Administration) Regulations 1996*, being:

“Interest” means an interest that could, or could reasonably be perceived to, adversely affect the impartiality of the person having the interest and includes an interest arising from kinship, friendship or membership of an association.

Where an interest must be disclosed, the disclosure is to be made at the meeting immediately before the matter is discussed or at the time the advice is given, and is to be recorded in the minutes of the meeting.

Access to advice

The Advisory Group has the authority to investigate any matters within its terms of reference as set out in the Advisory Group's terms of reference, with the resources it needs to do so and with the right of access to information including external professional advice as necessary.

Formal mechanism for reporting key matters

The Executive Officer shall report the findings and recommendations of the Committee to the City of Albany Council after each Committee meeting for decision or noting as appropriate.

Review and assessment of the National Anzac Centre (NAC) Advisory Group

The Advisory Group shall perform an annual evaluation of its performance and provide that information to the City of Albany Council.

The City of Albany Council will evaluate the performance of the Advisory Group as appropriate.

Council Policy: Temporary/Short Term Extended Trading Hours

1. Policy Statement:

Extended Trading Hours do not apply in the City of Albany except as detailed in this Policy.

During Peak Visitor times General retail will adhere to the following specific dates and times:

- 8.00 am – 9.00 pm Monday, Tuesday, Wednesday, Thursday and Friday
- 8.00 am – 5.00 pm Saturday
- 10.00 am – 5.00 pm Sunday
- 10.00 am – 5.00 pm Public holidays
- 12.00 pm – 5.00pm Anzac Day
- CLOSED – Christmas Day and Good Friday

Delegated Authority: In Special Circumstances authority is given to the Chief Executive Officer to apply to the Minister for Commerce for additional extended trading hours.

2. Objective

To establish guidelines as to when and where Temporary/Short Term Adjustments to Extended Trading Hours under the Retail Trading Act are to operate within the City of Albany and under what circumstances permission is to be sought from the Department of Commerce for Extended Trading Hours for General Retail Shops.

3. Scope

This policy only applies to retailers defined as a General Retail Shop under the *Retail Trading Hours Act 1987 (WA)*.

4. Definitions (Explanation of Key Terms):

Peak Visitor	Summer school holiday period (1 December to 31 January inclusive), Easter Holidays (Easter Saturday to Easter Monday inclusive), public holiday long weekends, and public holidays excluding Christmas day and Good Friday.
Special Circumstances	On arrival of a Cruise Ship or at other such times that there is expected to be an influx of people to the City at a time external to usual trading hours.
Cruise Ship	A passenger ship used for pleasure voyages, where the voyage itself and the ship's amenities are part of the experience.

5. Legislative and Strategic Context

This Council Policy directly relates to the following elements from the Community Strategic Plan – Albany 2023 and the Corporate Business Plan:

- **Theme 1; Smart Prosperous and Growing;** *we will partner business and education providers to diversify our economy and establish a culture of learning to support and grow local employment.*
- **Objective 1.2:** To strengthen our region’s economic base.
 - **Strategy:** City Centre revitalisation resulting in increased activity.
- **Objective 1.3:** To develop and promote Albany as a unique and sought after visitor destination.
 - **Strategy:** Tourism destination and increase in visitor numbers.

6. Review Position and Date

- Chief Executive Officer to review every two years.

7. Associated Documents

- Nil

Document Approval			
Document Development Officer:		Document Owner: <i>(Member of EMT)</i>	
Manager Tourism & Development Services		Executive Director Commercial Services	
Document Control			
File Number - Document Type:	CM.STD. 7 – Council Policy		
Synergy Reference Number:	NP097724_5		
Meta Data: Key Search Terms	Extended trading hours		
Status of Document:	Council document: Prepared for review.		
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Quality Assurance:	Economic Development Committee, Executive Management Team		
Distribution:	Public Document		
Document Revision History			
Version	Author	Version Description	Date Completed
1.0	Manager Economic Development	Adoption Ref: OCM 17/03/2009 Report Item 12.8.2.	17/03/2009

AGENDA ITEM ED035 REFERS

1.1	Manager Economic Development	Amended. Formatting only.	29/12/2010
1.2	Manager Tourism Development and Services	Adopted. Revised by the Economic Development Committee, recommended to Council for adoption.	24/09/2013
1.3	Manager Governance & Risk Management.	Revised by CEO. Document revision history, approval and control added.	28/02/2014
2.0	Manager Tourism Development and Services	<p>Adoption Ref: ED014. With the following amendments: "During peak and special circumstance times the City of Albany will adhere to the following retail trading hours being;</p> <ul style="list-style-type: none"> • 8am – 9pm Monday, Tuesday, Wednesday, Thursday and Friday. • 8am – 5pm Saturday • 10am – 5pm Sunday • 10am – 5pm Public holidays • CLOSED Christmas Day, Good Friday and ANZAC Day. <p>In special circumstances, the City of Albany will apply to the Minister for Extended Trading Hours at the discretion of the Chief Executive Officer."</p>	22/04/2014

Document Revision History (continued)			
Version	Author	Version Description	Date Completed
2.1	Manager Tourism & Development Services	Prepared for review by Council Committee. Reviewed and revised to extend peak period to include month of January.	30/06/2016

Council Policy: Temporary/Short Term Extended Trading Hours

1. Policy Statement:

As directed by the 2005 referendum, Extended Trading Hours do not apply in the City of Albany except as detailed in this Policy.

During peak times, the City of Albany will adhere to the standard Retail Trading Hours applied in the Metropolitan Area being:

- 8am – 9pm Monday, Tuesday, Wednesday, Thursday and Friday.
- 8am – 5pm Saturday
- 10am – 5pm Sunday
- 10am – 5pm Public holidays
- CLOSED Christmas Day, Good Friday and ANZAC Day.

In special circumstances, the City of Albany will apply to the Minister for Extended Trading Hours at the discretion of the Chief Executive Officer .

Extended Trading Hours may apply on other occasions as determined by Council, contingent on the approval of the Minister. For example, retailers remain closed on ANZAC Day in the Perth area however the City of Albany may consider the seeking of approval for opening on this day.

2. Objective

To establish guidelines as to when Extended Trading Hours under the Retail Trading Act are to operate in the City of Albany and under what circumstances permission is to be sought from the Department of Commerce for Extended Trading Hours for General Retail Shops.

3. Scope

General Retail Shops in the City of Albany Municipality.

4. Definitions (Explanation of Key Terms):

Peak Times

Christmas and New Year Period (1 December to 1 January inclusive) Easter Holidays (Good Friday to Easter Monday inclusive), public holiday long weekends, and public holidays excluding Christmas day and Good Friday.

Special Circumstances

On arrival of a Cruise Ship or at other such times that there is expected to be an influx of people to the City at a time external to usual trading hours.

Cruise Ship

A passenger ship used for pleasure voyages, where the voyage itself and the ship's amenities are part of the experience.

5. Legislative and Strategic Context

This strategy directly relates to the following elements from the Community Strategic Plan – Albany 2023 and the Corporate Business Plan 2013-2017:

- **Theme 1; Smart Prosperous and Growing;** *we will partner business and education providers to diversify our economy and establish a culture of learning to support and grow local employment.*
- **Objective 1.2:** To strengthen our region's economic base.
 - **Strategic initiative 1.2.1:** City Centre revitalisation resulting in increased activity.
- **Objective 1.3:** To develop and promote Albany as a unique and sought after visitor destination.
 - **Strategic initiative 1.3.2:** Tourism destination and increase in visitor numbers.

6. Review Position and Date

Chief Executive Officer to review on or before 30/6/2016.

7. Associated Documents

Nil

AGENDA ITEM ED035 REFERS

Document Approval			
Document Development Officer:		Document Owner: <i>(Member of EMT)</i>	
Manager Tourism Development and Services		Executive Director Corporate & Community Services	
Document Control			
File Number - Document Type:	CM.STD. 7 – Council Policy		
Synergy Reference Number:	NP097724_5		
Meta Data: Key Search Terms	Extended trading hours		
Status of Document:	Adopted. Reference: ED014		
Document file details:	Location of Document: Intranet, Extranet N:\General\Governance\Corporate Documents		
Quality Assurance:	Economic Development Committee Executive Management Team		
Distribution:	Public Document		
Document Revision History			
Version	Author	Version Description	Date Completed
1.0	Manager Economic Development	Adoption Ref: OCM 17/03/2009 Report Item 12.8.2.	17/03/2009
1.1	Manager Economic Development	Amended. Formatting only.	29/12/2010
1.2	Manager Tourism Development and Services	Adopted. Revised by the Economic Development Committee, recommended to Council for adoption.	24/09/2013
1.3	Manager Governance & Risk Management.	Revised by CEO. Document revision history, approval and control added.	28/02/2014
2.0	Manager Tourism Development and Services	Adoption Ref: ED014. With the following amendments: <i>"During peak and special circumstance times the City of Albany will adhere to the following retail trading hours being;</i> <i>i. 8am – 9pm Monday, Tuesday, Wednesday, Thursday and Friday.</i> <i>ii. 8am – 5pm Saturday</i> <i>iii. 10am – 5pm Sunday</i> <i>iv. 10am – 5pm Public holidays</i> <i>v. CLOSED Christmas Day, Good Friday and ANZAC Day.</i> <i>In special circumstances, the City of Albany will apply to the Minister for Extended Trading Hours at the discretion of the Chief Executive Officer."</i>	22/04/2014

29 March 2016

Media Release: Retail Trading Survey

The Albany Chamber of Commerce and Industry Inc is a member based self-funded not for profit organisation. As such it is important for the Executive and Management of the ACCI to have direct feedback from our members on key issues in the local economy.

The Albany Chamber of Commerce and Industry Inc recently conducted a survey of our membership in regards to the Retail Trading trial held in January 2016 and the issue of extended trading hours.

This was the first survey on this issue by ACCI since 2012.

The summary of the results are as follows:

- 30.26% of respondents were from retail trade
- 68.29% of respondents were owners of a small business (20 or less employees).
- Of the 31.71% that were not a small business owner, 21.15% worked for a small business
- 4.94% of respondents are not permitted to trade on a Sunday or Public Holiday
- 75.61% of respondents stated that they shopped in businesses in January that were open under extended trading hours that would normally be closed.
- 21.95% of respondents who are currently permitted to trade on a Sunday do trade.
- Those that are permitted to trade but do not gave the following reasons: 23.81% prefer to do other activities, 22.22% prefer to spend time with family, 15.87% said penalty rates make trading unviable, 9.52% stated they could not get staff, 7.94% do not trade due to religious views.
- 55.56% of respondents were in favour of a holiday season extended hour period being 1st December until Easter each year. (Note some respondents said no to this in favour of full deregulated trading hours).
- 80.49% of respondents believe that business owners should be allowed to trade whenever they like.
- 69.51% of respondents were in favour of deregulated trading to allow all businesses to open on Sundays.

The Albany Chamber of Commerce and Industry Inc remain of the view that business owners should be able to trade on any day of their choice.

Ends.....

AGENDA ITEM ED035 REFERS

From: Glenn Callegari [<mailto:glenn@hillzeez.com.au>]
Sent: Tuesday, 12 April 2016 2:20 PM
To: Council Liaison <councilliaison@albany.wa.gov.au>
Subject: Sunday trading in Albany

Dear Councillors,

When the “deregulation of Sunday trade debate” comes around every 3-4 years a lot of people ask me about it. Thought I’d offer my perspective to councillors also.

I am prohibited from trading on Sundays unless it’s a Sunday exempted by the minister – namely December and Public Holidays on request.

Does regulation hurt my business? To the contrary. The current version keeps it viable.

I participated in the recent trial in January and break even sales on a Sunday were hard to achieve. In a month I would argue has higher visitation to the region than other months in the calendar.

I’m not opposed to some form of deregulation because I also benefit from it – in December. Christmas spikes the volume of local consumer and coupled with intrastate visitation, provides the critical mass to overcome penalty rates and get a return.

But I’m still disappointed and underwhelmed by the results of January 2016 and can’t see a reason for it to be extended beyond this month (January).

If there isn’t a business case (critical mass) in January, how can I make one for February-November?

Queue the “free market” arguments!

Many say business should be able to open any day they want. Keep your doors shut if you want Glenn – it’s still your choice.

Unfortunately the fact is, unless there is compelling visitation to the region on a Sunday, deregulating this day dilutes local 6 day turnover across 7 days. As a specialty retailer, if I don’t open on a Sunday I don’t benefit from the local traffic grocery anchors draw.

So are faced with the undesirable choice of opening at double time wages / double superannuation and double payroll tax to capture the same local traffic I once got Monday – Saturday. Or stay closed and suffer also.

Everyone’s free market ideals fall short of expectation when I ask them “should business be able to choose to pay ‘ordinary’ rate of pay on this now ‘ordinary’ trading day?”.

Because many people want it all. As long as they aren’t the ones paying for it.

We need conversation about what regulation is helping business do today. As per my response to the Albany Advertiser when asked of my stance on *regulation* of Sunday hours (transcript below);

It’s relevant for the periods of year that capacity to provide service and goods is achieved in the Monday to Saturday trading week. It aligns with modern awards, allowing the bulk of your business to be achieved in non-penalty rate time zones. Critical if you are to survive.

Another trigger for 7 day trade is clear vibrant precincts of complementary and competitive tenancies that people (including visitors) want to frequent. Albany is working towards vibrant precincts but has a long way to go.

A recent bad example is a sports and surf “shop” relocating to a zone on Albany Highway called “Highway Commercial” next to Blackwoods Industrial supplies. Lockyer Avenue loses, CBD vibrancy loses, Sunday vibrancy loses. Every time a breach of the LPS happens, it’s another backward step for Albany.

I participated in the ACCI survey (I’m one of the 4.94% of respondents who actually can’t trade) and are disappointed in the conclusions people are drawing from the results.

Let’s get this clear and in the open - 95% of respondents of this survey aren’t even directly affected by the outcome. They can trade this Sunday, and every Sunday anyhow.

Personally I feel it’s like doing a story on daylight savings for WA and 95% of the vote comes from Victorians.

ONLY

23% of this 95% **do trade on a Sunday** (this figure may also be inflated by automated businesses like carwashes).

77% of ACCI survey respondents CAN AND DON’T participate in Sunday trading

AGENDA ITEM ED035 REFERS

Before preaching there is a compelling case for all year Sunday trade, shouldn't we see evidence of higher participation?

January Sundays to deliver better than breakeven results?

And some sort of signal that the businesses affected have capacity issues to deliver in 6 days Feb-Nov? I even pulled back my opening hours on Thursday nights in 2015 due to lack of people!

Just over three years ago my email (attached) went to council. Although closer to Perth visitation and a larger population (greater Bunbury is 100k), I believe Bunbury *is* a relevant comparison.

Since this email more businesses have closed in Bunbury. Two surf shops I competed with are no longer open in the CBD. Yet my red line is closer to the blue.

Thursday nights are gone. Saturday afternoons are still very soft (I took a photo on Saturday just gone at 2:30pm at the Bunbury Forum entrance to my store - attached). Yet business participation rates on Sunday are also poor!

If there was a motion to move Bunbury back to 6 days (with exception of December) I would support it today.

There never was a capacity issue outside of December. And there isn't one in Albany.

And tourists didn't flock to the area because Coles Woolies Kmart Big W and Target became open on a Sunday.

In Margaret River and Busselton visitor numbers dwarf Albany. Grocery anchors provide foot traffic in the heart of the CBD, along with sports and surf stores – and Sunday trade *is* viable for parts of the year. You can cover penalty rates on these Sundays.

Visitors identify and shop in precincts, and come back!

I say parts of the year – but not all!

To highlight my recent experience I challenged myself to go shopping late Sunday afternoon at Woolworths in Busselton (**not a long weekend or school holidays**) and scanned \$277 of groceries through a self-serve checkout. Not one Woolworths checkout open. No specialty stores open. No vibrancy, no atmosphere, no employment. I and other locals in the shop should have been foot traffic for these speciality shops to sell to, but didn't represent a critical mass to justify opening on a penalty day. We should have been making up the critical mass Mon-Sat.

So what does deregulation look like for Albany in the mind of the pro camp? What model? What does deregulation *success* look like? It's important to decide because a premature move in an attempt to progress Albany *forward* can actually take it backwards.

Just ask Bunbury.

In closing, I stress - please do not have a "me-too" thought process and assume it's working all year in other regional areas. Full de regulation of Sundays will not flick the economic growth switch by itself!!!

It's not the primary driver. It's got to be part of a discussion in a broader strategy centred around stimulating Albany's local economy.

Look forward to thoughts.

Kind regards,

Glenn Callegari BCom CPA // General Manager

HILLZEEZ
Down South Surf Shops
MARGARET RIVER
ALBANY | BUSSELTON
BUNBURY CITY | BUNBURY FORUM

HILLZEEZ
SUBCULTURE
BUSSELTON | BUNBURY CITY
MARGARET RIVER

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Member of Chamber of Commerce // Albany// Bunbury// Busselton

From: Tayler Neale [<mailto:tayler.neale@albanyadvertiser.com>]

Sent: Thursday, 10 March 2016 3:24 PM

To: Glenn Callegari

Subject: RE: Sunday trading in Albany

Hi Glenn,

Ok great, cheers.

What is your stance on the regulation of Sunday trading hours?

It's relevant for the periods of year that capacity to provide service and goods is achieved in the Monday to Saturday trading week. It aligns with modern awards, allowing the bulk of your business to be achieved in non-penalty rate time zones. Critical if you are to survive.

Do you think de regulation would be beneficial or detrimental to the local economy in Albany? Why?

De regulation happens in the only required time of year anyhow - December. It's beneficial at this time. Sunday's in this month are busy enough to cover double time wages. The recent trial of January Sundays were like many public holidays throughout the year— very difficult to break even.

If there are no signs that we have a capacity issue to deliver goods and services in the Monday to Saturday window, then it's a celebration of doing more work for less return.

It should be noted de regulating hours is only going to affect the minority of business anyhow. Many can open now and choose not to. Deregulation will allow more to open but I'd be surprised if the participation rate is any higher. That's the issue – participation.

How would de regulation effect your business?

You shouldn't talk about deregulation of trading hours if you aren't prepared to talk about deregulation of (penalty) labour rates. The two go hand in hand.

De regulation tomorrow means higher cost with little chance of return. Our wage to turnover ratio is a lot higher than a Coles or Woolworths self-service checkout.

I've experienced the effects of deregulation in Bunbury, Busselton and Margaret River.

Bunbury moved to 7 day trade in 2009 and rather than increase sales, it shifted sales to a day that incurs double time wages, double superannuation and double payroll tax. Plus shopping centres require extended marketing and trade levies to maintain security, cleaning, lighting and air conditioning. .

All these costs are high but worth it if there is a return. But there was no increase in sales, just overheads.

Margaret River and Busselton are however examples of deregulated precincts that get large intrastate visitation and thus a higher chance of return. The critical mass arrives on many (not all) weekends in the year where you can be more confident the sales required to cover penalty rates will be reached on a Sunday.

These locations have more vibrant precincts with appropriately zoned shops/cafes/bars/restaurants complementing each other within walking distance. This should be the first area of focus for Albany. Compliance of the local planning scheme. Rogue operators who think they can place any type of business in any type of zoning should be held to account. It erodes precinct vibrancy and visitor (consumer) appeal, and thus chance of break even on a Sunday. How does the newsagent / café / restaurant / salon /pub / clothing / gift store feed off the foot traffic that is driving out of town along Albany Highway in search of a pair of running shoes from a sports store in a highway commercial zone?

We all have to ask ourselves – what outcome are we chasing? What does success look like? Sunday self-serve checkout queues at our local Coles and Woolworths?

If the end goal is viable and sustainable parameters for local business that in turn creates local jobs, de regulation of Sunday hours by itself won't achieve this.

We need a continued focus of resources by the City of Albany to foster and maintain retail precincts, greater visitor numbers to the region and a fairer wage system to complement any move to Sunday trading.

AGENDA ITEM ED035 REFERS

Otherwise there won't be participation. It'll be a celebration of doing more for less and the only beneficiaries will be our national grocery duopoly who march to their own beat.

Cheers,

Tayler Neale

Reporter

Albany Advertiser

West Australian Regional Newspapers

165 York Street, Albany, 6330

Phone: 08 9892 8378

Mobile: 0424 908 951

Email: tayler.neale@albanyadvertiser.com



From: Glenn Callegari [<mailto:glenn@hillzeez.com.au>]

Sent: Thursday, 10 March 2016 3:08 PM

To: Tayler Neale

Subject: Re: Sunday trading in Albany

Hi Tayler

Email good - I can respond out of hours then!

Thanks

Glenn Callegari on iPhone

0407441815

General Manager // Proprietor

Hillzeez Down South Surf Shops // Hillzeez Subculture Stores

On 10 Mar 2016, at 2:44 PM, Tayler Neale <tayler.neale@albanyadvertiser.com> wrote:

Hi Glenn,

I'm from the Albany Advertiser and just doing a story in relation to the Sunday trading in Albany and was hoping to get your opinion on it.

You can give me a call on either of the numbers below or if you'd prefer to just answer via email I can swing you the questions I had and you can respond that way. Let me know what suits.

Regards,

Tayler Neale

Reporter

Albany Advertiser

West Australian Regional Newspapers

165 York Street, Albany, 6330

Phone: 08 9892 8378

Mobile: 0424 908 951

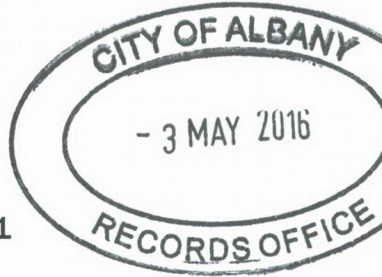
Email: tayler.neale@albanyadvertiser.com

Great Southern Small Business Association Inc.

PO Box 5658 Albany 6332

30th April 2016

Mr Andrew Sharpe
Chief Executive Officer
City Of Albany
PO Box 484 Albany WA 6331



Doc No: City of Albany Records
e: ICR16221001
ate: ED.LIA.1
ficer: 03 MAY 2016
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Dear Andrew,

The Great Southern Small Business Association Inc, as representative of the small independent retail sector within the Albany and Great Southern Region submit the following proposal to the City of Albany with respect to the granting of extended trading hours for the remainder or the 2016 calendar year and subsequent years.

In consideration of past and present general community consensus that extended trading hours be only allowed for times of peak tourist influx during gazetted public holidays we submit that the following policy be adopted.

Christmas – Summer School Holiday Period

Commences no earlier than 15th day of December and ceases no later than Australia Day holiday.(includes Sundays and 9.00pm Mon-Friday)

March Labour Day Weekend

Sunday (5 hours) and Monday

Easter 4 Day Holiday

Sunday(5 hours) and Monday

June Foundation Day

Sunday (5 hours) and Monday

October Queens Birthday Weekend

Sunday (5 hours) and Monday

Special events.

We request that extended trading hours not be granted for events such as Cruise ship arrivals and other specific one day or weekend events that do not attract general holiday makers or change the normal, regular shopping dynamics of the Albany population at large.

We ask that this proposal, in being fair and equitable to all retailers within the city or Albany and neighbouring towns, be adopted as the extended retail trading hour policy until the year 2020 or the official ABS population of the Albany LGA reaches 50,000 which ever comes first and at that time further consultation take place with all stakeholders.


REDACTED

Ian Rayson

President

Great Southern Small Business Association Inc.

Andrew, I am overseas until 31st May so if you wish to speak to a member of the GSSBA before then please contact Michael Pemberton on 0418 144 742.



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9 May 2016

Albany City Council CEO
Mayor of Albany City Council
Albany City Councillors
PO Box 484
Albany WA 6331

By email: councillors@albany.wa.gov.au

Dear Councillors

CONFIDENTIAL - Sunday Trading in Albany

On behalf of Woolworths Limited, I would like to thank you for the opportunity to open our three Albany stores on Sundays over the Christmas holiday period.

The additional trading days were well supported by the community and provided a boost for the local economy.

Customer Feedback

Sunday trading was very well-received in the area and our customers not only welcomed the change but expressed significant support for opening on Sundays going forward.

Our customers clearly voted with their feet, with over 25,000 customers shopping in our stores on a Sunday over this period. Our in-store surveys across our three Albany stores showed that 85% of customers enjoyed shopping on a Sunday and 75% of customers would like to see Sunday trading introduced permanently in Albany.

Our store managers also reported that customers are very happy to be given the opportunity to shop on a Sunday. In fact, overall feedback from people who live in the town is that Sunday trade will only strengthen the community. People can see the benefits of Sunday trade in Albany and are ready for Albany to move forward in the same way that Bunbury did when the Bunbury area deregulated trading hours.

Another survey we conducted in Albany resulted in our customers making the following requests for extended trading:

- It was very nice to have the store open on a Sunday. Top marks for that aspect.
- Sunday trading is very desirable.
- I would love to see extended opening hours if possible.
- The opening hours aren't suitable for my lifestyle. Make opening hours longer.
- Need to open, even on a Sunday.
- Please open on Sundays.

AGENDA ITEM ED035 REFERS

- This store is not open 7 days a week. Open 7 days.
- Please open your stores 7 days a week. We are a city after all!
- Please open seven days a week throughout the year.
- It was on a Sunday morning and I appreciated the store being open.
- The store was actually open on a Sunday!
- Opening hours in Albany really need to be extended. Sunday trading should take place as....Albany services thousands of people living in the country on farms or in small towns that could use the extra trading time.
- I am not sure if it is the shire that restricts your opening hours but a couple of extra hours in the evening of opening would definitely benefit us "out of towners" and I am sure people that work normal 9-5 jobs in town. Also what about Sunday trading?
- I love being able to shop on a public holiday or a Sunday. I prefer it to other times.

This feedback shows that changing consumer shopping patterns and modern lifestyles, coupled with the fact that the Albany stores service thousands of people living in rural areas, mean that Sunday trading is now very desirable to the modern customer.

Economic Benefits

In addition to customer sentiment, Sunday trading has a significant positive impact on the economy of Albany. The extra customer traffic boosted economic activity and increased retail productivity and more importantly, Sunday trading is a key driver of increased employment in the area.

On average 50 of our employees had the opportunity to work on each Sunday during the temporary extension and a number of new employees were hired. This enabled us to put cash in the pockets of our employees at a time of year when it is most welcome. In addition, these wages are injected back into the local economy which strengthens the area's economic base. There is also the added benefit to the state of Western Australia with additional payroll tax paid by employers to the state Government.

Reduction in Food Waste

Over the period that Woolworths was permitted to open on Sundays, we also experienced a dramatic reduction in food wastage, particularly in the Deli and Seafood categories. If stores don't have to close on Sundays, it removes the pressure of having to clear the entire deli and seafood cabinet on Saturdays. Customers also benefit in that the store can still have a solid range on display for customers during Saturday afternoon and our team members can focus on serving the customer instead of clearing stock.

Next Steps

We believe that the Sunday trading over Christmas has helped to demonstrate the potential benefits to consumers and promote efficient and sustainable economic growth in the Albany area economy. Woolworths looks forward to working with the Albany City Council to introduce Sunday Trading year round and constructively contributing to the economic success of Albany.

Introducing Sunday trading would allow us to provide convenience and choice to consumers, which is currently provided elsewhere in Western Australia, and to meet tourists' expectations that stores will be open 7 days per week. Lifting the restrictions would allow retailers to provide consumers with goods and services at times that are convenient and suited to modern lifestyles. Importantly, the changes have a large potential economic benefit to the community, which are easy to implement at no cost to taxpayers.

We have also identified that introducing permanent Sunday trading in the Albany area directly ties-in with the Council's strategic plan to strengthen the region's economic base; develop and promote Albany as a unique and sought after destination; revitalise the city centre resulting in increased activity; and increase tourist visitor numbers. The Council must be aware that permitting Sunday trading would help to achieve all of these elements of the strategic plan, again at no cost to the Council or to taxpayers.

We are happy to provide more comprehensive information upon request, please contact Renae Smee, Government Relations Manager for Supermarkets at rsmee@woolworths.com.au if you require anything further.

Yours sincerely,

REDACTED

Michelle Totten
State Administration Manager WA

City of Albany - General Retailers

as at June 2016

- 1 Activ Foundation Thrift Shop
- 2 Adultshop.com
- 3 Australia Post - Sanford Rd
- 4 Australia Post - York St
- 5 Australian Red Cross Mobility Shop
- 6 Australian Red Cross Op Shop
- 7 Autograph
- 8 BCF - Boating, Camping, Fishing
- 9 Best & Less Albany Plaza
- 10 Bra's & Things Albany Plaza
- 11 City Farmers
- 12 Coles - Albany Plaza
- 13 Coles - Orana
- 14 EB Games Albany Plaza
- 15 Flight Centre Albany Plaza
- 16 Goldmark Jewellers
- 17 Gomme's Shoes
- 18 Good Samaritans
- 19 Harvey Norman Bedding
- 20 Harvey Norman Computer
- 21 Harvey Norman Electrical
- 22 Harvey Norman Furniture
- 23 Hillzeez
- 24 Jay Jays Albany Plaza
- 25 Jeans West Albany Plaza
- 26 Just Jeans Albany Plaza
- 27 Katies
- 28 K-Mart Albany Plaza
- 29 Laubman & Pank Albany Plaza
- 30 Lovisa (prev Diva) Albany Plaza
- 31 Millers
- 32 Noni – B Albany Plaza
- 33 Officeworks
- 34 OPSM
- 35 Price Attack
- 36 Priceline
- 37 Prouds Albany Plaza
- 38 Red Dot – Brooks Garden
- 39 Red Dot – Dog Rock Boulevard
- 40 Rejectshop Albany Plaza Rivers
- 41 Rockmans
- 42 Sanity Albany Plaza
- 43 Spend-Less Shoes Albany Plaza
- 44 Spotlight
- 45 St Vincent De Paul Society Op Shop
- 46 Strand Bags
- 47 Supre
- 48 Sussan
- 49 Suzannegrae Albany Plaza
- 50 Target Albany Plaza
- 51 Textile Traders
- 52 Thingz Living
- 53 Toyworld
- 54 Woolworths – Bayonet Head
- 55 Woolworths - Brooks Garden
- 56 Woolworths - Dog Rock
- 57 Zamels Albany Plaza



Albany Central Area Masterplan Study Area

— Core Area — Area of Influence