



# SHOP TALK

ISSUES AND NEWS AFFECTING THE AUSTRALIAN SHOPPING CENTRE INDUSTRY

SHOPPING CENTRE  
COUNCIL OF AUSTRALIA

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[Archive](#)

## FRANCHISE COUNCIL IGNORES ADVICE OF SUCCESSFUL INTERNATIONAL RETAILERS

At a recent international shopping centre conference, successful international retailers stressed the need for store fitouts and store fronts to be exciting, modern and seductive for customers. They also stressed the need for shopping centre environments to be constantly refreshed so they remain an ongoing magnet for customers. An article in *The Australian* newspaper (4/11/11) has made the same point for retailers: "With the Australian dollar so strong, and internet shopping so convenient, it's important to play up the things that websites can't compete with, such as the sense of touch and the social aspect of shopping. The physical, on the spot, retail experience must now be compelling. After all, every minute a retailer can keep a prospective customer lingering in a shop or in a shopping centre, is one more minute they're not near a computer with a credit card at hand".

So have Australian retailers accepted this lesson? Well, interestingly, one aspect of the supposed Franchise Council of Australia code of conduct on retail tenancy ([Shop Talk 4/8/11](#)) apparently calls for regulation of the amount that retailers have to spend on their store fitouts. Successful retailers say you have to be prepared to spend money to inspire customers to engage in the bricks and mortar experience; Australian franchisors want regulated limits on how much they have to spend! Perhaps that's what happens when you have a retailer organisation headed by a practising solicitor, rather than by a retailer. Shopping centre owners fully understand that fitout requirements are a delicate balance: on one hand, there is the need for shops to be exciting, fresh and seductive to customers; on the other, the amount spent can't be so much that it jeopardises the retailer's business plan and they can't afford to pay the rent. After all, the money spent on fitouts does not end up in the owner's pocket.

## ADDITIONAL PUBLIC HOLIDAYS DECLARED IN QUEENSLAND IN 2011 AND 2012

The Queensland Government has passed the [Holidays and Other Legislation Amendment Bill 2011](#). This creates additional public holidays when Christmas Day, Boxing Day or New Year's Day fall on a weekend. This means 25 December 2011 (as well as 26 and 27 December) and 1 January 2012 (as well as 2 January 2012) will now be public holidays in Queensland. Also, from next year, the Queen's Birthday public holiday will be transferred from June to October but, for 2012 only, a special Queen's Diamond Jubilee holiday will also be celebrated on the second Monday in June. Click [here](#) for the National Retail Association's updated guide to trading hours and public holidays.

## WA COMMERCIAL TENANCY (RETAIL SHOPS) AGREEMENTS AMENDMENT BILL

The WA *Commercial Tenancy (Retail Shops) Agreements Amendment Bill 2011* has now passed the WA Parliament ([Shop Talk 17/11/11](#)). The Bill is likely to be proclaimed and become operational next year after the necessary regulations are drafted and finalised. Click [here](#) to view the Bill and [here](#) for an unofficial marked up copy of the Act.

## PCA RELEASES 2011 SHOPPING CENTRE OPERATING COSTS BENCHMARKS

The Property Council has released its 2011 Retail Benchmarks, detailing the latest comparisons of shopping centre operating costs. Click [here](#) to order the National, NSW, QLD, VIC, SA or WA editions.

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