



SHOP TALK

ISSUES AND NEWS AFFECTING THE AUSTRALIAN SHOPPING CENTRE INDUSTRY

SHOPPING CENTRE
COUNCIL OF AUSTRALIA

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SUBMISSION ON DISCUSSION PAPER FOR MELBOURNE METROPOLITAN STRATEGY

The Shopping Centre Council has lodged a [submission](#) to the *Ministerial Advisory Committee for the Metropolitan Planning Strategy for Melbourne* on its [Melbourne, let's talk about our future discussion paper](#). Similar to strategies in other jurisdictions, we have supported the need for a Melbourne Metropolitan Strategy as a mechanism to guide and manage Melbourne's growth and diversification. This comes at a time when the NSW Government has recently released a Draft Sydney Metropolitan Strategy for comment and Brisbane City Council is due shortly to release its City Plan Review, following the Queensland Government's current 'State Interest Check'. All major long-term city planning strategies utilise an activity centres hierarchy as a key strategic planning approach to guide growth and achieve multiple public policy and economic outcomes. The Melbourne strategy appears to propose a change in approach, through having a 'jobs' focus as the starting point rather than the long-standing 'activity centres' focus. Despite this shift, the detail of the discussion paper reiterates the primacy of the Melbourne CBD and the merits of a 'poly-centric city' approach, based on various and dispersed centres of activity, rather than one central core, with links to regional cities. The strategy is also proposing 'national employment and innovation clusters'. In this regard, our submission points out that some of the directions in the discussion paper appear to be in conflict. For example a number of the proposed outcomes, such as increased density and public transport use, are well supported by an activity centres approach but this approach appears to have been superseded by having jobs 'as the starting point'. It is acknowledged that there have been some implementation challenges relating to activity centres policies but we believe there should be a renewed focus on improving the effectiveness of this approach, rather than abandoning it.

SHOPPING CENTRE MARKETING AWARDS DINNER TO BE HELD ON 31 OCTOBER 2013

The Shopping Centre Council, assisted by the Property Council NSW events team, has assumed responsibility for the *Australia and New Zealand Shopping Centre Marketing Awards*. The awards will be held on Thursday, 31 October, at a new venue: Doltone House Hyde Park, Sydney. Further details about the awards, including entry details, will be published later in *Shop Talk* and elsewhere. These awards were resurrected in 2004 by the publishers of *SCN (Shopping Centre News)* and, with the assistance of 10 SCCA members, have grown into the prestigious awards of today. In recognition of the need for the awards to continue to expand, *SCN* has voluntarily relinquished responsibility for their organisation while continuing to pledge strong support for the awards in *SCN*. The SCCA Board of Directors, in deciding to assume responsibility for the awards, expressed deep appreciation to the *SCN* team, in particular to Michael Lloyd and Sabina Rust, for resurrecting the awards and helping make the awards one of the major shopping centre industry events. For enquiries about the awards, including sponsorship opportunities, please contact Kate Glanville at kglanville@propertyoz.com.au.

PROPERTY COUNCIL RUNS RETAIL LEASES ACT COURSE IN MELBOURNE ON 23 APRIL

The PCA Victoria is offering a course on the *Retail Leases Act* and the proposed new Regulations and disclosure statements ([Shop Talk 4/4/13](#)). This will be held in Melbourne on 23 April. Register [here](#).

APRIL/MAY EDITION OF INSIDE RETAIL IS NOW AVAILABLE FOR PURCHASE

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