



SHOP TALK

ISSUES AND NEWS AFFECTING THE AUSTRALIAN SHOPPING CENTRE INDUSTRY

SHOPPING CENTRE
COUNCIL OF AUSTRALIA

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ACTIVE SHOOTER GUIDELINES FOR PLACES OF MASS GATHERING RELEASED

The Australia-New Zealand Counter-Terrorism Committee this week released guidelines for management and staff in responding to 'active shooter' incidents in places of mass gathering, including shopping centres. An 'active shooter' is a person armed with firearms who is actively engaged in killing or attempting serious harm to multiple people in a populated location. The [Active Shooter Guidelines for Places of Mass Gathering](#) build upon the [National Guidelines for the Protection of Places of Mass Gathering from Terrorism](#), which were released in 2011. The Active Shooter Guidelines include two useful appendices, one summarising the initial action advice for management when responding to an active shooter incident and the other summarising the initial action advice for individuals who may find themselves caught up in such incidents. It is obviously important for shopping centre owners to thoroughly consider these Guidelines and ensure staff are prepared and trained for dealing with such incidents.

FEDERAL GOVERNMENT ANNOUNCES CHANGES TO THE FRANCHISING CODE

The Federal Government has released its [response](#) to the recommendations of the [report](#) of the review of the [Franchising Code of Practice](#) which was released in May ([Shop Talk 30/5/13](#)). The Government has not rejected any of the 18 Recommendations of the Review although it has simply "noted" two of the recommendations, where it considers the recommendations go too far or are already covered by existing law. The Government has committed to implementing the recommendations "as soon as feasible" but since these require changes to the *Competition and Consumer Act*, as well as the Regulation, this obviously won't occur until after the Federal election. However the Federal Opposition has indicated bipartisan support for the changes.

ALEX OLDFIELD IS THE 2013 NRA YOUNG RETAILER OF THE YEAR

Alex Oldfield, Store Manager at Supercheap Auto, Bundall (Qld) was named as the 2013 Young Retailer of the Year at the [National Retail Association Young Retailer of the Year Awards Dinner](#) in Melbourne last night. Alex, who was named the winner from an outstanding field of [finalists](#), wins a place on next year's [Westfield World Retail Study Tour](#). Jordann Oliphant, Store Manager at Woolworths, Margaret River (WA) was a worthy runner up. It was the 40th Anniversary of these awards, which recognise and support Australia's most talented young retailers. The Shopping Centre Council was a proud sponsor of these Awards.

SHOPPING CENTRE MARKETING AWARDS NOMINATIONS CLOSE ON 16 AUGUST

A reminder that nominations for the 2013 *Shopping Centre Marketing Awards Australia and New Zealand* close on Friday 16 August. The nominations – for marketing campaigns established between 1 July 2012 and 30 June 2013 – must be made online [here](#). The nomination fee is \$400, payable at the time of submission. The awards give shopping centres in both Australia and New Zealand the opportunity to be recognised, according to their size, in one of five major marketing categories – community; development and redevelopment; sales promotion; branding and repositioning; and digital initiative. All entrants are also in the running for the industry's highest honour – the Shopping Centre Marketing 'Campaign of the Year'. Click [here](#) for the *Information Brochure* which contains all the necessary information on the awards and entry requirements.

A reminder also that the marketing awards will be presented at a Gala Dinner to be held on 31 October 2013 at Doltone House Hyde Park, in Sydney. Tickets for the Gala Dinner, for individual tickets or tables of 10, can be booked [here](#).