



SHOP TALK

ISSUES AND NEWS AFFECTING THE AUSTRALIAN SHOPPING CENTRE INDUSTRY

SHOPPING CENTRE
COUNCIL OF AUSTRALIA

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OPPOSITION TO OUTDATED VISION FOR SIGNAGE IN CITY OF SYDNEY AREA

A [submission](#) was lodged last week in response to a [draft signage and advertising Development Control Plan](#) exhibited by the City of Sydney Council. If implemented, the draft DCP could entrench the City's 'lowest common denominator' approach to the regulation of signage and advertising and further curtail opportunities for owners and retailers to activate facades and window displays. We have raised a range of specific concerns with the draft DCP, including proposals to unreasonably restrict the use of dynamic content signs in window displays, the application of extremely tight controls over new third-party advertising opportunities, proposed limitations on the use of contemporary signage options, such as light projection signs, and apparently arbitrary new restrictions on 'top of building' signage. We have also expressed frustration that, broadly, our members would be restricted from exploring 'new business' signage and advertising opportunities, while Council (and the NSW Government) continues to generate significant revenue from signage across the city. We have recommended that progress on the draft DCP be put on hold and urged the NSW Government to intervene and lead the modernisation and expansion of relevant state-wide planning instruments, namely SEPP 64 and the Exempt and Complying Development Code. There is a great opportunity for the NSW Government to facilitate innovation and vibrancy in the CBD and other activity centres across NSW through the delivery of innovative signage and advertising. This could include the use of light installations and small and large scale dynamic content signage to drive visitation, including at night, to centres earmarked for growth across western Sydney and regional NSW. Submissions are currently under consideration by Council and we understand that a range of stakeholders, including retailers and the outdoor media sector, have identified similar concerns.

DRAFT METRO STRATEGY FOR PERTH AND PEEL HAS NOW BEEN RELEASED

The Western Australian Planning Commission recently released a draft sub-regional planning framework for metropolitan Perth – [Perth and Peel @ 3.5million](#). The draft framework is predicated on the need to accommodate the considerable population growth anticipated in the Perth and Peel regions through to 2050. Region specific draft sub-regional planning frameworks have also been released for Central, North-West, North-East and South Metropolitan Peel. There is no indication as yet as to if or how the WA Government's current Activity Centres Policy ([State Planning Policy 4.2 Activity Centres of Perth and Peel](#)) will be reviewed as part of this process

REPORTS ABOUT PROGRESS ON GST INTEGRITY MEASURES: ONLINE GOODS

There have been media reports this week that recently proposed Goods and Services Tax (GST) integrity measures will be included in the upcoming Federal Budget. Such measures were agreed in-principle at the recent meeting of Treasurers (the Council of Federal Financial Relations) ([Shop Talk 16/4/15](#)), and would apply to downloadable goods such as movies, music and television programs purchased through online media streaming services, such as Netflix. It has also been reported that after the Budget, Assistant Treasurer Josh Frydenberg will again seek to convince State Treasurers to lower the Low Value Threshold (LVT) which only applies to imported tangible goods of \$1,000 or greater. The Shopping Centre Council of Australia recently co-signed a letter to all Members of Parliament, with other leading groups such as the Australian National Retailers Association, Australian Retailers Association, National Retail Association, Australian Chamber of Commerce and Industry (and even our very good friends, the Council of Small Business Organisations of Australia, who recently described us as the "enemies of fairness").