

27 February 2009

Retail Policy Review
Department of Planning
& Community Development
GPO Box 2390
Melbourne VIC 3001

By Email – retailpolicy.review@dpcd.vic.gov.au

**Re: Victorian Retail Policy Review
Submission to Discussion Paper**

We have undertaken a review of the Retail Policy Review Discussion Paper issued by the Department of Planning and Community Development (DPCD) in October 2008. The purpose of this submission is to provide our position on some of the key issues contained in the Discussion Paper.

Anaconda is a national bulky goods retailer of camping supplies and outdoor products with 18 outlets in total across Australia including 5 in Victoria. Anaconda is private company that was established in 2001 and we operate our national support group headquarters in South Melbourne.

Anaconda is very interested in this Retail Policy Review as it directly affects our plans for business expansion in Victoria. Anaconda plans to continue expanding the number of outlets in Victoria in metropolitan and regional locations. We plan to expand our number of outlets by an increase of approximately 10-15 across Victoria over the next 5 – 7 years. Anaconda typically occupy large bulky goods showrooms of approximately 3,000 – 3,500 square metres located on main road locations and in clusters with other restricted retail businesses.

Anaconda is a retail member of the Bulky Goods Retailers Association (BGRA). Anaconda confirms our full support for the analysis of the key issues facing the industry and the recommendations put forward in the separate submission lodged by the BGRA. In addition to the submission by the BGRA, Anaconda highlights our views on some of the key issues as follows:

1. Anaconda supports the Government in planning for growth in population and for growth in retail floorspace to service consumers. There is a clear need to increase the supply of land for the purposes of restricted retailing expansion. The State Government and/or Councils need to re-zone land to increase this supply as there is currently a shortage of suitable land for new restricted retail tenancies in metropolitan Melbourne.

2. Anaconda does not support the proposal to retain the existing definition of restricted retail premises in Victoria. The existing definition is out of date with current bulky goods retailing and is not consistent with definitions in other states of Australia. There is a clear need to revise the definition arising from numerous VCAT decisions in the past few years which create much uncertainty regarding compliance. Anaconda fully supports the revised definition put forward by the BGRA to address these issues. The Government should adopt this revised definition rather than continue with a "do nothing" approach.

3. Anaconda does not support the proposed prohibition of restricted retailing in industrial zones. This is at odds with the clear intention of the Retail Policy Review which sought to identify changes to the current planning system to increase the supply of land for retailing. This prohibition can only decrease the amount of land that is currently available.

4. Anaconda supports the implementation of design guidelines for large format retail premises. Any new guidelines must meet the operational requirements of tenants in terms of materials handling and display requirements within the tenancy. Anaconda is particularly committed to environmental sustainability and would encourage ESD initiatives to be incorporated into new design guidelines.

Please contact the undersigned if you have any queries in relation to this matter.

Yours sincerely,



Toby Darvall
Chief Executive Officer