



Government of **Western Australia**
 Department of **Commerce**
 Consumer Protection

METROPOLITAN LOCAL GOVERNMENT EXTENDED TRADING HOURS PROPOSALS SUBMISSION REQUIREMENTS

Metropolitan Local Governments can apply for extended trading hours in support of special community events.

WHAT INFORMATION SHOULD BE PROVIDED IN SUBMISSIONS WHEN APPLYING FOR TRADING HOURS VARIATIONS?

Because the application is made by local government, the Department of Commerce will accept the assurance of Council that the relevant qualifying criteria have been satisfied and will only require a brief outline by local governments indicating its reasons for forming this opinion.

When forwarding your submission, please provide the following:

1. Sponsoring Authority/Contact details

- name of sponsoring Local Government
- address
- contact person
- telephone and fax number

2. Dates and/or times variation from the existing trading hours required

3. Location

Description of area boundaries or names of individual centres to which the proposed extension will apply.

4. Community Significance

Clearly demonstrate that the proposed event has significance and importance to the local community.

5. Trader Support

There must be a substantial level of support by large and small retailers.

Note

The Council must be satisfied that:

- it can be demonstrated that the variation applied for has support from the **clear majority of traders** who would NOT normally be able to trade during the proposed variation; and
- the attitude of those traders who would normally be able to trade (if applicable) has been considered and is supportive.

6. Rights of Traders to Exercise Individual Discretion

Confirmation should be made in the submission that all resident traders have been advised of their rights to exercise individual discretion whether to open or not during periods of the proposed trading extension.

7. Organisations, Groups or Associations Consulted

Endorsement or support from relevant trader associations, Chambers of Commerce or other retailer groups is required.

8. Views of Local Members of Parliament

The Council must show that it has contacted local Members of Parliament to ascertain their views on the proposed variation and report these.

9. Previous Applications

Applications for trading hours exemptions in support of special Local Government sponsored events will be considered no more frequently than twice in any 12 month period. It is also important to note that the Department of Commerce will not consider submissions made within 12 months of a previous application which was defeated / not approved due to insufficient retailer and / or community support. Submissions should indicate the date of any previous application.

ARE THERE ANY OTHER ITEMS WHICH WILL BE CONSIDERED WHEN DECIDING ON A REQUEST FOR EXTENDED TRADING?

When finalising applications of this type, the Department of Commerce will consider:

a Proximity of other exemptions

Exemptions for special events are provided to help Local Government sponsored community events achieve their full potential. In this context consideration will be given to the proximity of applicant localities to other localities which have prior exemption approval.

b Allocation of exemptions.

Submissions will be processed in the order received by the Department.

LODGEMENT OF APPLICATIONS

Please forward applications at least **FOUR WEEKS** prior to the proposed date to:

**Retail & Service Industries Branch
Department of Commerce
Locked Bag 14
CLOISTERS SQUARE 6850** or by fax to: **(08) 9282 4363**

If you have any enquiries regarding your application, please contact the Retail Trading Unit on (08) 9282 5641.

Monday 19 September 2011

City of Joondalup
PO Box 21
Joondalup WA 6919

Attention: Glenda Blake
Manager Strategic and Organisational Development
Fax to: (08) 9300 1383



Westfield Whitford City
Cnr Whitfords and Marmion Avenues
Hillarys WA 6025
PO Box 26
Hillarys WA 6025
Australia
Telephone 08 9307 2751
Facsimile 08 9307 3461
Internet westfield.com

Dear Glenda,

Please find following an application to seek an exemption to trade on **Sunday 27 November 2011** from 10am to 5pm.

This application is on behalf of the following shopping centre:

Westfield Whitford City
Cnr Whitfords & Marmion Aves
Hillarys WA 6025
Telephone: 9308 2751
Centre Manager: Richard Heinz

COMMUNITY SIGNIFICANCE

Each Centre within the Westfield Group aligns itself with a local charity, and since August 2010, Westfield Carousel, Innaloo and Whitford City are proud to partner with Telethon. In this time, Westfield Whitford City alone has raised over \$31,700 for Telethon.

As well as fundraising activities throughout the year, Westfield WA stages special 'Givability' trading days to raise additional funds through tin-shaking, raffles, and family friendly activities such as face painting and animal farms. At our Givability days this year (Sat 21 May and Sun 12 June) Westfield Whitford City raised over \$8,500 for Telethon.

Westfield Whitford City would like to nominate **Sunday 27 November** as our final fundraising day for the year, and will again partner with Telethon for this event.

On this day, Whitford City will coordinate with Telethon to host a number of fund raising initiatives with 100% of all donations raised going to Telethon. All activities are family focussed to provide the local community with an enjoyable shopping experience and an opportunity to support Telethon.

Chrissie Maus, Events & Marketing Manager for Telethon says, "We are excited to continue our relationship with Westfield in 2011 after a successful partnership for the Telethon Weekend in 2010 which contributed over \$40,000 for Telethon."

Telethon is a registered children's charitable trust dedicated to raising funds to improve the lives of children and young people throughout Western Australia, and provides much needed financial assistance to a combination of three major beneficiaries; Telethon Institute for Child Health Research, Princess Margaret Hospital for Children, and the Telethon Speech and Hearing Centre.

TRADER SUPPORT

We have enormous support for our application to trade from the retailers as follows:

Total Stores incl. Majors:	245
Traders in favour of trading:	207
Traders NOT in favour of trading:	32
<i>(6 of these are services that don't trade on Sundays at all)</i>	
No response/undecided:	6
No. of traders normally open on Sunday who also support the proposed Sunday:	5
% of stores that will trade on Sunday 27 November 2011:	84%

We have full support from the following Major stores all agreeing to trade:

- Woolworths
- Progressive Supa IGA
- Big W
- Target

TRADER'S OPENING DISCRETION

We have advised all traders in writing that it is at their individual discretion to open during the proposed trading extension and we respect the use of that discretion.

PREVIOUS APPLICATIONS

Westfield WA (Carousel, Innaloo and Whitford City) was granted permission to trade this year on Sunday 12 June 2011. No other applications have been lodged in the last 12 months, in line with the Department's stipulation.

Westfield WA (Carousel, Innaloo and Whitford City) was granted permission to trade more than 12 months from the proposed date on Sunday 14 November 2011.

TRADER ASSOCIATIONS & DEPARTMENT OF COMMERCE

Wayne Spencer, Executive Director of the RTA has been contacted to seek support of this application, and has advised that the CCI and the RTA support this application. Please see the attached correspondence.

LOCAL PARLIAMENT

The Hon Rob Johnson MLA has been contacted with regards to this application, and is in agreement with Whitford City being open for trading on Sunday November 27th 2011 – please see the attached correspondence.

Please do not hesitate to contact me if you require any further information and in the meantime I look forward to receiving your response.

Yours sincerely,

Vinka Beecroft

MARKETING EXECUTIVE – Westfield Whitford City