



Media release

The Hon Matthew Guy MLC

Minister for Planning

Tuesday 17 January 2012

Retail zone reforms to grow Victorian jobs

Planning Minister Matthew Guy today announced changes to retail policy to spur jobs growth and flexibility in Victoria's retail industry.

Mr Guy made the announcement at the Baby Bunting store in Bentleigh with local MP Elizabeth Miller and was joined by the Bulky Goods Retailers Association and a number of leading retailers to announce the reforms under Planning Scheme Amendment VC88.

"Hundreds of new jobs will be created under these reforms, allowing the dynamic retail industry to expand to meet changing consumer needs," Mr Guy said.

"These sensible changes to the planning scheme will allow expansion of new and existing retail businesses in Victoria.

"We have revised the bulky goods definition and removed floorspace restrictions, which will allow businesses to open smaller stores in areas where a large store may not be viable" Mr Guy said.

"These reforms give certainty to the retail industry about where stores may be developed."

The changes will enable leading retailers such as Baby Bunting to open new stores in Victoria. Executive Chairman of Baby Bunting Barry Saunders welcomed the changes.

The reforms were also welcomed by a number of other leading retailers, including Associated Retailers Limited, Beacon Lighting, Officeworks and Petstock. These retailers are planning to open more than 50 stores in Victoria in the coming years as a result of the reforms.

Member for Bentleigh Elizabeth Miller welcomed the reforms.

"The Coalition Government's sensible changes will allow small businesses in the Glen Eira region to grow local jobs and operate efficiently," Ms Miller said.

"Local businesses will benefit greatly from these progressive reforms for the retail industry."

The former Labor Government reviewed retail policy in 2007 but failed to resolve the issue, leaving the industry in the dark and without certainty.

"Labor's threat to ban bulky goods centres in industrial areas left retailers in limbo, putting hundreds of jobs at risk," Mr Guy said.

The changes will allow councils to assess each permit application for bulky goods retail on their merits.

The bulky goods retail reforms continue the Coalition Government's commitment to growing Victorian employment and the state's economic prosperity.

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