



No homes under flight paths.

# Inquiry Rules Out Homes Under Flight Path

An Independent Inquiry rules out building homes under the flight path.

An Independent Assessment Panel reporting to the NSW Minister for Planning has strongly recommended against building homes under Canberra International Airport's flight paths. The Panel considered, among other things, a number of proposals for rezoning land in the Queanbeyan local government area.

Airport Managing Director, Stephen Byron hailed the findings as a victory for common sense and a vindication of a seven-year campaign by the Airport to protect the community from the adverse impacts of aircraft noise. "We've always maintained that it is madness to build homes directly under flight paths," Byron said. "This decision will protect the region's future residents from living with the negative impact of aircraft noise and the very real possibility of noise sharing."

One of the Panel's guiding principles stipulated that: "rezoning decisions should be made in the context of a regional strategic planning framework and give effect to a robust and visionary strategy for the cross-border region, rather than simply facilitating

individual development proposals that may be opportunistic and focused on short term benefits."

The Panel drew its terms of reference from the recently agreed Memorandum of Understanding between the NSW and ACT Governments on Cross-Border settlement and Water Supply.

Established in April this year, the Independent Assessment Panel received and reviewed 55 submissions and held two days of public hearings in Queanbeyan. It undertook site inspections in company with interested parties; and received supplementary submissions on issues which were brought to light during the course of the Inquiry.

The Panel's key recommendations were:

- Residential use of land affected by aircraft noise should be avoided where alternative greenfield residential opportunities exist within the Queanbeyan Local Government area and the Cross Border region generally.
- Googong should be considered favourably for residential development because it is largely unconstrained in terms of adverse external impacts such as aircraft noise or land use conflicts. Googong could supply Queanbeyan with sufficient residential land for the next 15 to 20 years.
- The Poplars should not be considered further for residential development, principally on the basis that it is adversely affected by aircraft noise and consequently offers poor amenity for residential uses.
- Tralee should not be considered for residential development because it has the potential to become a significant regional asset, particularly as a future employment area and transport hub, and is compromised to some extent by aircraft noise, which is likely to increase with more intense airport activity.
- Tralee station, Environa and Robin should also not proceed for the same reasons as Tralee.
- Any future rezoning of Tralee, Environa and Robin and Tralee Station for any non-residential purposes should only be considered when the strategic regional planning framework is fully understood and finalised, and the Cross-Border Settlement Strategy adopted by both the ACT and NSW Governments.

Mr Byron said the Googong project located in south Queanbeyan would be the most suitable site for residential expansion and could

accommodate half of the existing Queanbeyan residential population.

ACT Chief Minister, Jon Stanhope, said Googong was the best option for Queanbeyan expansion.

"We've championed the Googong options and this will happen without having a single house built under the flight path," he said.

Mr. Stanhope said the ACT looked forward to working with NSW authorities to plan for the future development of the cross-border region, consistent with the principles contained in the recent cross-border water and settlement Memorandums of Understanding signed by the ACT, NSW and Commonwealth Governments.

## Heads North

Brindabella Airlines has agreed to take over the operations of Sunshine Express Airlines next month.

Announcing the take over, Brindabella Airlines Chief Executive Officer, Geoff Boyd, said the agreement will provide a seamless link for travellers from Canberra to Newcastle, Port Macquarie, Coffs Harbour and Brisbane.

"This is an extremely significant development in our business strategy and it will deliver an important boost to our network,"

Under the terms of the agreement, existing staff and equipment at Sunshine Express Airlines will be retained by Brindabella Airlines.

The Executive Director of Sunshine Express Airlines, Phillip Laffer, said he was pleased to have reached such a mutually beneficial agreement with Brindabella Airlines.

"We are delighted to be handing over the NSW coastal service to Brindabella Airlines. They have extremely high business standards and a strong commitment to continue servicing NSW coastal routes," Laffer said.

Schedules will be posted on the Brindabella Airlines Website soon - [www.brindabellaairlines.com.au](http://www.brindabellaairlines.com.au)



## Plans to Ease Majura's Traffic Congestion

A Working Group established by the ACT Government will recommend a two-stage approach to improve traffic flows at Majura interchange.

Airport Managing Director, Stephen Byron, says he's greatly encouraged by the approach that could see planning approvals for a \$15 million roads upgrade by as early as November this year.

An initiative of the ACT Minister for Territories and Municipal Services, John Hargreaves, the Working Group was set up on June 29 this year to investigate ways of reducing traffic congestion around the Majura Interchange.

Comprising representatives from the ACT, NSW and Federal Governments, Canberra International Airport, and Queanbeyan Council, the Working Group has already developed scoping plans to significantly improve traffic management.

"John Hargreaves is to be commended for making the running on this important roads project," Mr Byron said. "I am greatly encouraged by the Minister's sense of urgency and determination to find the earliest possible solution to this problem."

Under stage one, priority will be given to:

- The duplication of Pialligo Avenue between the Pialligo roundabout at Beltana Road and the Airport's new terminal intersection;
- The construction of an additional lane on Morshead Drive between the Molonglo River and Fairbairn Avenue; and
- The duplication of Fairbairn Avenue between Morshead Drive and Majura Road.

"This should see considerable improvements in traffic flows in both the north-south and east-west directions during the morning periods," Mr. Byron said. "The Working Group has also agreed that stage two will be absolutely necessary within the next four years in order to cater for the continuing growth in Gungahlin."

Under stage two, bridges would be constructed at the Molonglo River, Morshead Drive, and Fairbairn Avenue, forming an important stage of the Majura Parkway, identified as a priority by the ACT Government and The National Capital Authority.

Mr Byron said the Working Group had identified the rapid growth in regional traffic as the major cause of Pialligo's traffic congestion. "Daily traffic flows on this important road have already reached 28,000 and climbing. Duplication normally occurs when the daily traffic flows reach 20,000" he said. An allocation of \$5 million had been set aside for this purpose in the ACT's year 2000 Budget. "Unfortunately these funds were deferred year after year and were finally diverted in 2006 to meet cost overruns for the Gungahlin Drive extension," Mr. Byron said. Traffic flows on Majura Road have also been exacerbated by the trebling of daily traffic from 5,000 to 16,000 vehicles, due to the opening of Horsepark Drive at Gungahlin. This too is growing and is a major contributor to Majura's

traffic problems," he said.

Even so, Mr. Byron said he was confident that the Working Group, together with the support of John Hargreaves, was working towards a constructive and timely solution to ease traffic congestion.



Early Morning congestion on Monaro Highway



This striking mosaic is the work of a group of pre-schoolers attending the Airport's Park School for Early Learning. Aided by artist, Mikki Trail, the fish bowl mosaic was put together over twelve months by children aged from 18 months to five years. It now takes pride of place in the school playground as a permanent history of the children and staff of May 2005. Photo Ginette Snow

### Inside this Issue



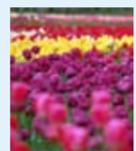
Page 3

EVERYDAY IS DISCOUNT DAY



Page 3

BRINDABELLA HEADS NORTH



Page 4

BRAND DEPOT SPONSORS FLORIADE



Brand Depot's 72 stores offering every day discounts up to 50% to 70% off.

## Every Day is Discount Day

Brand Depot opens for business this Saturday and retailers are preparing for a massive first day shoppers' turnout.

Saturday September 23 promises to be one of Canberra's big days out, says Brand Depot's Executive Director, Tom Snow. With thousands of first day shoppers expected to converge on Canberra's first and only factory outlet centre, Snow says management and retailers are well prepared for a hectic day's trading and huge crowd numbers.

"Brand Depot brings a new and competitive edge to shopping in Canberra," he says. With its 65 speciality shops and six food outlets, Brand Depot will be offering year-round discounts up to 50% to 70% off a wide range of top quality clothing, shoes, homewares and accessories. "Every day will be discount day at Brand Depot," Snow says. "Shoppers should not be disappointed if they don't make opening weekend because our discounts will be ongoing throughout the year."

Snow concedes that he does not know how many shoppers might turn up on the first day of trading. If feedback and the opening of the Tuggeranong Hyperdome is any guide, he knows it will be very, very busy. Put simply, even though more than 20,000 may want to come on day one – we simply can't handle that many people. But with careful planning, the impacts will be minimised. "In consultation with ACT

Urban Services and ACT Police, we have put together a traffic and pedestrian management plan that we believe will give priority to a comfortable and safe day out for all." But only the first 5-10,000 who come will have direct access into Brand Depot. Others will have to wait or come back another day. ACTPLA has also been invited to be involved in this planning.

In order to avoid disappointment, Snow recommends that shoppers contact the Brand Depot hotline or website before setting out. On line 24/7, Brand Depot's hotline ph 6262 7555 will provide real time information on traffic and car parks. Brand Depot's website [www.branddepot.com.au](http://www.branddepot.com.au) will also be updated regularly throughout trading. And, in addition to frequent bulletins on FM104.7 across the day, 10 digital traffic message boards will be strategically placed on all roads leading to Brand Depot. "Shoppers will be able to tell at a glance the status of Brand Depot's car parks and the delays they may encounter. We don't want to deter anyone from a fun day out but we don't want them let down either if they are subjected to delays that, with a little planning, they could avoid." Shoppers might also consider the subsidised buses that will operate regular services to Brand Depot from the Airport and Civic.

And, if Snow has a key message or two for shoppers, it's this: **Please check before coming. Brand Depot's discounts are not going away.** For those who do make opening day, Brand Depot's traffic marshals will be on hand to ensure a smooth ride and park and a courtesy crew will also be available to assist. There will be entertainment for children and light refreshments available for everyone. "We will do everything we can to make the day as enjoyable as we can," says Snow.

## Brand Depot Says it With Flowers

Brand Depot is a sponsor of this year's Floriade Festival.

Brand Depot Executive Director, Tom Snow, said Canberra's factory outlet centre would meet the cost of providing an information tent for the festival. He said the reasons for the sponsorship were two-fold.

First, to welcome visitors to Canberra for the region's premier tourist attraction and, secondly, to raise awareness amongst tourists of the exciting new retail experience now available at Brand Depot.

Australia's premier flower festival, Floriade, will put more than one million different bulbs on show this year from mid September to mid October, attracting hundreds of thousands of visitors.



Floriade, Australia's premier flower festival.

## INTERVIEW

### Tom Snow, Executive Director, Brand Depot.

When Tom Snow returned from the US in 2002 he welcomed the opportunity to take a senior management role in the family business at Canberra International Airport. After working with the UN in New York, Snow was keen to develop new skills and learn the business of commercial development. He learned quickly. After becoming involved in Airport Master Planning – a role that taught him the importance of community support – Snow applied his academic training in sustainability to help build Australia's first 5 Green Star building in the Brindabella Business Park. New projects beckoned and two years ago he became Executive Director of Brand Depot, a job that threw him into the deep end of retailing. In this interview Snow talks about the challenges of creating Canberra's first factory outlet centre.

#### What is Brand Depot?

Brand Depot is a factory outlet centre, which is really a big shed, a very low cost shed with 72 stores, mainly fashion stores. The idea is to get all the best brands in one location to allow shoppers to buy very top brands at bargain prices – brands that they can't currently buy in Canberra.

#### So, how is it that a factory outlet centre can sell goods cheaper than high street retailers?

There's a few reasons for this. First, the cost of the building – it really is a very simple shed. It's not a fancy thing, it doesn't have ceilings, it doesn't have flashy fit-outs, the emphasis is on getting high quality bargains out the door. Our prices are lower because our rents are lower. Brand Depot's rent is in the order of around \$600 per square metre a year compared to conventional shopping centre rents that could be well over \$2,500 per square metre annually. So, that's a big saving for retailers. It's also important to understand that the face of retailing is changing dramatically. Retailers now have very short seasons and they need to clear stock as quickly as possible. When they can't clear the stock in their high-priced stores they transfer stock to outlet shopping centres. So, their fashion products may only be three or four months old when they land on our shelves at heavily discounted prices.

#### So, over and above the important issue of price, what other benefits does Brand Depot offer?

Well, the big benefit apart from price, is the range and variety of goods on offer. Since returning to Canberra I've been struck by the nature of the local retail scene. You see the same stores in every shopping centre. So we set out deliberately to get stores that haven't been seen in Canberra before. We walked the length of Chapel Street in Melbourne, and Pitt and Oxford Streets in Sydney, identifying shops which had no presence in Canberra and brought them here so that we would have a real point of difference.

#### What impact then will Brand Depot have on existing retail?

We don't hide from the fact that Brand Depot will impact on retail in Canberra. However, the research that we've undertaken and reports commissioned by the ACT Government and the National Capital Authority indicate that the impact of one factory outlet centre will be reasonable. So, we believe there is a place for this new form of retailing in Canberra and we believe it will work.

#### But what about tourism, jobs, competitiveness?

One of the first things we discovered in our early market research on Canberra shops – and we

did a lot of it – was that just about everyone, particularly women over 25, had actually shopped at some time at a factory outlet centre in Sydney or Melbourne and some were doing it regularly. We want to keep the retail dollar here and we are also committed to doing what we can to drive tourism dollars. Of course, this is one of the reasons why we've been actively encouraging bus operators to bring their tours to Brand Depot. Many people like this form of shopping and will take opportunities while on holidays to shop for bargains. We also know from our market research that factory outlet shopping delivers competition and jobs. And that can only benefit the local economy.

#### What do you say to those critics who argue that outlets like Brand Depot have no place on an airport?

People who say that are usually competitors and have a vested interest in making that complaint. The reality is that factory outlet centres on airports are now common across Australia and around the world. They are ideal locations; they have large areas of flat accessible land; and they are landmark locations. And that's one of the key reasons why we have no trouble getting retailers to come to Brand Depot at Canberra Airport. They recognise it's a good place to do business and, after all the hard work of the last couple of years, I hope they're right!



Checking it out Tom Snow and Brand Depot Leasing & Marketing Manager, Tori Murray.