



Origin:	City of Bunbury Development Application
Linked to:	Executive Committee Meeting Minutes of 8 August 2011
Compliance:	N/A

# Executive Position Statement

## Bunbury Forum Redevelopment 2011

### Policy

The Bunbury Chamber of Commerce and Industries (BCCI) is a member-based NFP organisation representing the welfare of business members and promoting economic growth of the Bunbury region.

The Executive Committee of the BCCI will, as required, develop Position Statements that may be represented to relevant stakeholders on issues that affect, or potentially affect, the economic prosperity of the broader business community or individual members.

### Position Statement

The BCCI supports, in principle, the proposed \$105M redevelopment of the Bunbury Forum Shopping Centre which includes the tenancy of a major department store such as Myer or David Jones.

This project will deliver the following economic benefits:

- Job creation during construction
- Job creation during operations of the new retail businesses
- Enhancing the appeal of Bunbury as a major shopping destination with local and outlying consumers, including those from Perth and Mandurah
- Creation of a retail environment that will encourage confidence of investment into new developments and new retail sectors and businesses

A project of this scale may have some negative impacts which also require consideration including:

- Short-term competition for existing businesses
- Short-term reduction of vitality in the Bunbury CBD

Both of the above negative impacts are natural consequences of growth and development but can be minimised through good business and precinct management and planning.

### Position Statement Supporting Comments

Should this project go ahead, the economic benefits far outweigh any short-term negative consequences.

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The BCCI has discussed the proposal with the proponents and the City of Bunbury planning staff. Our position is enhanced when considering the alternatives. The alternatives, as our organisation sees them, are summarised with their impacts and levels of acceptance in the Table below:

Project Alternative	Consequence	Acceptability
Accepted as presented by the proponent <ul style="list-style-type: none"> <li>With no active program of development and/or engagement with the CBD by either the City of Bunbury or the CBD business community</li> </ul>	Positive benefits as described with an extended period of negative impact in the CBD	Moderate
Accepted as presented by the proponent <ul style="list-style-type: none"> <li>With an extensive engagement program between the City of Bunbury and CBD businesses to capitalise on the influx of consumers visiting Bunbury</li> </ul>	Increased positive benefits than as described with a heightened level activity moving between the Forum and the CBD	An exceptionally positive outcome
The proposal is NOT accepted by the City of Bunbury	In all likelihood a major department store that is considering the south west will go to Mandurah or Busselton	Completely Unacceptable
A major Department Store will be encouraged to locate in the Bunbury CBD	A good consequence but unlikely in the timeframe required to convince the proponent however we strongly support the City of Bunbury driving this option	Excellent if possible. Unacceptable if it means losing the opportunity

## Position Statement Issue - A Vision for Bunbury

It is important to note the BCCI strongly supports the development of a vision for Bunbury that expresses the future of our regional City. The Vision needs to have a significant and effective consultancy and engagement process to ensure community ownership. It must then be clearly articulated to all stakeholder groups.

A properly formed and articulated vision should form the basis of decisions that affect the future of the City. It is also the platform upon which appropriate funds are sourced to deliver the outcomes derived from the vision.

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