

MEDIA RELEASE

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Draft Retail Growth Strategy seeking public comment

A draft strategy that intends to drive the development of Wagga Wagga's retail sector for the next 15 years has been placed on public exhibition.

Wagga Wagga City Council has developed the draft Retail Growth Strategy 2010 - 2025 after extensive key stakeholder interviews, a comprehensive floorspace audit and a Retail Forum that attracted feedback and ideas from 80 members of the retail sector.

AECgroup were engaged to provide their experience in the analysis and development of effective strategies for the growing retail sectors

"The key aim of the Draft Wagga Wagga Retail Growth Strategy 2010-2025 is to help guide the future development of the retail sector in the city," said James Davis, Manager Economic Development Wagga Wagga City Council.

"The strategy will assist Council in facilitating investment in the retail sector from major retail chains to independent retailers as well as investment in commercial office space.

"The strategy identifies the hierarchy of the retail precincts within the city, with the CBD of Wagga Wagga highlighted as the major retail centre for not only our city, but the wider region."

A further aspect of the draft strategy is placemaking, the idea to build character and a sense of place within a shopping precinct.

"This approach provides exciting opportunities to develop places where people want to spend time, this enhances the quality of life for consumers as well as the retail sector.

"A retail growth strategy is important for the city, given that the retail sector is the largest employer in Wagga Wagga and accounts for 13.7% of total employment and retail turnover in the city expected to reach \$958 million this year."

The Draft Retail Growth Strategy is available to view online at Council's website www.wagga.nsw.gov.au at the customer Service Counter at the Civic Centre.

Council welcomes comments on the draft Retail Growth Strategy, with public submissions closing at 5pm, Thursday 15 July 2010.