

## LETTER TO EDITOR NOOSA NEWS

Dear Editor

John Cox (Letters, 8 January) asked Noosa Parks Association to explain its continuing commitment to Noosa Civic emphasising non-retail rather than retail development.

In Peter Gardiner's exposition of the Noosa Civic issue (Noosa News, 1 January), a consultant to Queensland Investment Corporation (QIC) said the addition of more retail shops would prevent a claimed 37% loss of local spending "escaping" from the shire. This was said to "clearly demonstrate that existing facilities and services in the trade area are not fully satisfying the market."

But, as Noosa Parks Association pointed out mid last year, the QIC proposal for Noosa Civic represents more of the same - supermarkets, discount stores and some specialty shops. More of the same will not stop consumers buying online or driving to our near south to shop in upmarket and brand name stores.

All more of the same will do is cannibalise existing retail offerings in Noosa, thinning out cash flows and pushing down profitability. Existing retail space is already under-utilised as can be seen in a significant number of vacancies. The best plan is not more of the same but greater differentiation of the local economy and a revival of existing retail hubs.

NPA hopes that QIC will not proceed with plans to swing a wrecking ball through existing retailing and that it will acknowledge that the Noosa Plan, developed in consultation with local people, is worth taking into account.

The current plan, which is to be updated during the course of the year, aims to strengthen the economy by enabling Noosa Civic to extend in a way that will align with the best interests of the Noosa community.

It is our view that the State government's QIC should use its vast resources to address what the local community says it wants, not what QIC thinks it might want.

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