



Sleepy's

The Mattress Experts

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Director, Employment Policy and Systems

GPO Box 39,

Sydney NSW 2001

http://planspolicies.planning.nsw.gov.au/index.pl?action=view_job&job_id=9217

Dear Sir/Madam,

I write providing a submission to the 'Planning for the Future of Retail' discussion paper.

Sleepy's Pty Ltd is a member of the Large Format Retail Association and is a large format retailer. We are a privately owned small business with 24 stores across all states with the exception of the Northern Territory and Western Australia. Our range includes mattresses, bases and bedding accessories.

Our stores are both franchised (10) and company owned (14).

There are three stores in NSW located at Prospect, opened in 2014 (company owned), Homebush and Auburn, both opened in 2013 (franchised).

Beds are not a frequent purchase from a changeover perspective with the average being replaced every 8-10 years.

Sleepy's continuously searches for additional and appropriate sites in which to expand in NSW and strongly supports the LFRA's submission to the Discussion Paper on 'Planning for the Future of Retail'.

The adoption of the proposed definition of 'Specialised Retail Premises' will assist LFRA members by providing clarity, consistency and certainty in respect of the goods that can be sold. We are concerned however about the lack of available sites on which to develop Large Format Centres.

Sleepy's strongly supports Business zones being simplified and indeed collapsed where possible to allow Large Format Retailing to occur in a wider range of zones – this will help to increase the availability of land for development.

In addition, expeditious application processes i.e. less red tape are required.

Sleepy's agrees completely with the sentiment of ensuring the customer is the one who sets the agenda if we as 'bricks and mortar' retailers are to continue to attract customers and grow strongly into the future in the dynamic and evolving nature of the retail sector.

The Discussion Paper correctly identifies, 'today's customers choosing experiences over products – and this determines where they shop'. For this reason the 'liveability' aspect of an area as identified in the Discussion Paper is extremely important to retail success.

'Specialised Retail Premises' centres really are 'destinations' for customers looking for products for the home or any other need as identified by the proposed indicative definition. (page 14, Details of Proposed Amendments document).

We also know from Sleepy's store experience there is far less browsing in these centres compared to a large regional or department store based centre. More often than not, the customer is there for a specific purchase reason and simply wants their need met after usually checking out the options.

Thank you for the opportunity to provide this submission.

Yours faithfully,

Guy Elliott
National Franchise Manager
Sleepy's Pty Ltd