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Sunday - Trading

Sunday Trading was overwhelmingly supported by City of Greater Bendigo residents in a referendum held in April 1997. This provided all operators of business with the choice to open their businesses when it suited them and their clientele to trade. Freedom of choice was the key element in this decision.

Tourism has benefited greatly from Sunday Trading - ie operating 7 days.

The Goldfields Region currently attracts over 1.6 million visitors in 1995. Over a tenth(11%) of all visitors to Victoria visited the region. Visitors to the Goldfields accounted for over 4 million visitor nights or 8% of all visitor nights for Victoria.

Almost half [48%] of all overnight visitors to the Goldfields Region travel from Melbourne with another 32% from Country Victoria. The interstate market accounted for 17% of all visitors and just under 3% of all overnight visitors to the Goldfields Region were from overseas.

What do visitors do in the regions?

The main activities undertaken by overnight visitors to the Goldfields include:

- Shopping (47%)
- Visiting friends and relatives (44%)
- Restaurants and dining out (43%)
- Sight seeing (42%)
- Visiting a museum or historic site (26%)
- Visiting an art gallery (23%)
- Visiting a park or garden (16%)
- Bush walking (14%)

Top Visitor Activities for Day - Trip Visitors

1. Shopping – 22%
2. Restaurant/Dining Out - 12%
3. Visiting Friends and Relatives - 40%
4. Drive sight see/pleasure – 17%
5. Picnic/BBQ – 11%
6. Attending an event – 7%
7. Visiting Park/Garden – 6%
8. Playing sport – 3%
9. Organised group activity – 3%

(These figures are based on 1995 Victorian Travel and Tourism Monitor research. Current sampling carried out by Goldfields Committee indicates

that the survey results are still reflective of visitor activity.)

What is the impact of this on the City of Greater Bendigo?

Total expenditure from visitors to the region was \$185.6 million, spending an average of \$45.59 per night. Visitors spent an average of 2.4 nights in the region.

What impact has Sunday Trading had on the City of Greater Bendigo?

1. Sunday Trading has brought a new air of confidence to the city.

With an overwhelming 70% of Bendigo residents voting “NO” to a ban on Sunday trading, Bendigo businesses were granted the choice to open on Sundays. Hence the community have responded to Sunday shopping with their feet! Bendigo is extremely busy on a Sunday – parking being at a premium at Market Place and the CBD.

A number of smaller businesses have taken the opportunity in the CBD to alter their trading hours and open on Sunday. Two of the major shopping plazas are trading 7 days per week and are finding Sunday as one of their biggest trading days. From discussions with large furniture stores and bedding stores, Sunday is one of their busiest days. It is also one of Myer’s busier days.

With the city council’s decision to approve pavement seating, the café culture has developed with great force in the CBD. Open for the Sunday coffee/breakfast trade this in the past 2 years has transformed the city. Often, visitors have to move to two to three venues to obtain a seat on Sundays. In fact, Sunday trading has become the mainstay of these businesses. On speaking with the proprietors, the removal of Sunday trading would almost make their businesses unviable as so much trade is done on the weekend. It was also pointed out from proprietors, that their business is directly linked to shopping and the retail stores being open for business. Patrons liked to coffee/lunch/ meet friends and shop in their leisure time. Shopping is a key part of this visitor experience.

2. The VFR (Visiting friends and relatives) market is 49% of the total visitor market for the Bendigo region. Hence this audience is a great supporter of Sunday trading. Local residents take their visitors to their favourite eating and shopping places – this is well documented in tourism literature as the typical behaviour of this visitor type. NO Sunday trading would have certainly affected this large target audience.

3. The short break market is well documented by tourism Victoria as a growing market. With increasing workloads of the “socially aware” and “visible achiever” segments, the short break market has become the most popular holiday pattern. With over 40% of visitors from Melbourne, many fitting the above two segments, their expectation is that Bendigo will be open for business over the weekend when most take their short break.

4. The increasing number of International visitors to Bendigo, from UK and Europe, USA and Asia have an expectation that they will carry out all their desired activities when they arrive; whether it be shopping, eating out or visiting a major attraction like the Central Deborah with its popular tourist tram, café tram and underground mine experience. With

the “NO Sunday Trading Legislation” it was more than likely that Central Deborah would be forced to close its doors on Sunday.

5. Bendigo is located in Central Victoria and has a large day trip audience and drive through trade. With fast food chains like Macdonald’s, Pizza Hut and KFC closing their doors on a Sunday, much of this through traffic would have driven on to another centre, with the added impact on the small antique stores, second hand goods stores, bric a brac, Sunday markets and attractions feeling the full impact of this.

6. Conference & Events markets – with the ever increasing number of conferences bridging the weekend it is imperative if full economic benefit is to be derived from the conference participant and the partner accompanying the, that Bendigo be open for trade all weekends. Conference organisers are most interested in the value add for their participants of attractions and shopping over the weekend.

Businesses who wish to open close to Christmas or over Easter or at special times of the year to coincide with major events have this opportunity under the current legislation. More people are attracted to a city where there is something available for the whole family to do. For example with Sunday football or cricket, family members take opportunities to shop and visit attractions while other members of their family are involved in sport. It also increases the incentive to stop overnight and make a weekend of what would normally be possibly a half day visit. This certainly increases the multiplier effect from weekend events.

In conclusion, tourism is a major industry and generator of economic activity for the Bendigo region. With Tourism Victoria focussing increased attention on Regional Victoria and centres such as Bendigo – there is great potential for further tourism growth -

How tourist spending flows into the community

Tourist spending includes	Travel industry spending includes	Community recipients include
Accommodation	Wages and salaries	Accountants
Food	Payroll taxes	Appliance stores
Beverages	Commissions	Architects
Entertainment	Music and entertainment	Bakers
Clothing	Administrative and	Banks
Gifts and souvenirs	General expenses	Beach and boating services
Photography	Legal and professional	Builders
Personal care	Services	Butchers
Products and cosmetics	Purchase of food,	Carpenters
Transportation	Beverages	Cattle stations
Tours and sightseeing	Wholesale purchases	Charities
Retail sales	Materials and supplies	Chemists
	Repairs and maintenance	Clothes stores
	Advertising, promotion	Clubs
	And publicity	Confectioners
	Utilities – telephone, post	Cultural Organisations
	Electric, gas, water	Dairies
	Transportation	Department stores
	Insurance premiums	Doctors and Dentists
	Rental of premises	Dry cleaners and laundries
	And equipment	Engineers
	Interest and principal	Farmers
	Payments on borrowed	Fishermen
	Funds	Freight forwarders
	Income and other taxes	Garages and auto repairs
	To government	Gardeners
	Replacement of capital	Gift shops
	Assets	Golf courses
	Return to investors	Government
		. Education /Health/Roads
		. Utilities/Development
		Grocers
		Hairdressers
		Hotels & restaurant employees
		Financing
		Furniture stores
		Importers
		Insurance agencies
		Landlord
		Liquor stores
		Lotteries
		Machinery manufacturers
		Motion picture theatres
		Motor vehicle dealers
		Newspaper, radio
		TV, magazines
		Night clubs
		Office equipment suppliers
		Petrol stations
		Photographic services
		Plumbers
		Printers and Publishers
		Real Estate Agents
		And Developers
		Wholesalers and Brokers
		Skilled traders
		Sporting events
		Sporting equipment
		Travel Agents
		Taxi-hire car services
		Unions
		Wholesale establishments
		And thousands of other
		Businesses