

**INQUIRY INTO THE APPROVAL OF THE DESIGNER
OUTLETS CENTER - LIVERPOOL**

Organisation: Bag Corporation Australia Pty Ltd
Name: Mr David Small
Position: Director
Telephone: 02 9620 8122
Date Received: 10/08/2004

Subject: Tenant, Shop: BagCo

Summary

Submission to Inquiry: Approval of the Designer Outlets Center - Liverpool.

Person: **Mr David Small**
Organisation: **Bag Corporation Australia Pty Ltd**
Position:
Address 1: **13/14 Boden Road**
Address 2:
Suburb: **SEVEN HILLS NSW**
Postcode: **2147**
Phone: **(02) 9620-8122**
Fax: **(02) 9620-8233**
Mob: **0418 605 123**
Email: **david@bagcorp.com.au**
Confidentiality: **General submission** **Requested confidentiality**
Readers: **[LC Proc], [General Purpose]**

BagCo is a retailer of handbags and luggage within the Liverpool Designer Outlets Centre.

Our lease with the centre was as a result of our own review and the recommendation of professional retail site consultant Lawrence Brown of Complete Retail Services.

- . The centre had received DA Approval.
- . The centre was formally opened by the Minister for Land & Environment confirming government support and approval.
- . Ideally situated away from mainstream shopping centres and adjacent to bulky goods retail which is a typical 'factory outlet' location.
- . Very accessible to a wide demographic as evidenced by the magnificent public support.
- . Excellent parking and consumer friendly retail mix.
- . The retail mix of the centre is such that it offers consumers a genuine alternative to mainstream shopping centres.
- . The continued existence of the Liverpool Designer Outlets Centre has been clearly supported by the people of Sydney and closure would appear to be totally unrealistic.