

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

**Organisation:** Forty Winks Liverpool  
**Name:** Mr Shaun Smith  
**Position:** Director  
**Telephone:** 02 9824 2133  
**Date Received:** 11/08/2004

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**Subject:** Tenant, Shop No. 20

**Summary**



SHAKAZ PTY. LTD. TRADING AS:

# Forty Winks Liverpool

A.B.N. 62 101 673 652

Shop 20, Orange Grove Rd, Liverpool NSW 2170 Phone: (02) 9824 2133 Fax: (02) 9824 2461

10 August, 2004

To Whom It May Concern:

My name is Shaun Smith. My wife Karen and I purchased the Forty Winks Liverpool Franchise in November 2002 that is based in the Liverpool "Megacentra" on Orange Grove Road.

Our decision to buy this particular franchise above others that were on offer was a calculated business decision. This was based largely on the fact that the Megacentra's owners, Gazcorp, were opening a "Factory Direct" clothing outlets within the same complex.

We decided that this would provide a fantastic opportunity to lift the stores floor traffic and indeed "Passing trade". The extra awareness and therefore customer based potential was an overwhelming factor in our decision.

In negotiations with both Gazcorp and the franchise seller, the "Factory Direct" outlets were the central "anchor" for these parties to "charge a premium" in the areas of the business sale price and indeed the rent charged within the Megacentra.

We obviously felt strongly enough, and indeed agreed to terms with both parties based on this factor.

At the age of 36, with two small children, my wife and I risked everything we have ever worked for and re - mortgaged our family home to take on this business. We extended ourselves to the limit as we felt with a lot of hard work we could make the utmost best of this fantastic opportunity.

When the Factory Direct Clothing Outlets were opened by the minister for planning and infrastructure, Craig Knowles, we were obviously reassured that this centre was fully approved and was ready to trade.

How could the minister on the NSW Government possibly officiate at such an opening of an "ILLEGAL" operation? Surely if the Governments own minister of the precise department that overseas zoning matters, ENTHUSIASTICALLY opened the Factory Direct Outlets, meant that all was ok when he accepted the invitation? When he stood in the front of all of us and told us "This is good for Liverpool" and "Good for Jobs in Sydney's South West" we believed him wholeheartedly.

We now ask "Why was he there"? Was this opening without checking its "rock solid" validity an oversight by the Minister, a "mistake" perhaps?

Well Minister, we are here to tell you that this "mistake" will now have far reaching ramifications and consequences.

Not only will there be the widely reported 450 jobs losses, but the flow on to "our side" of the complex will also be felt. We have a staff of 13 in our store, and if forced to "go back" to the floor traffic previous to the factory outlets opening we will definitely be forced to lay off staff - (further Job losses in Liverpool) - We have already warned our employees of this.

And what of Shaun and Karen Smith and their two young children, Eliza aged 6 and Angus aged 3? To say we face an uncertain future is an understatement.

We now face the very real prospect of "losing the lot" as we struggle to pay the premium rents in a less premium sight than we payed for.

We are now bracing ourselves for the potential that all we have could be lost - a sobering thought to say the least.

We now ask - what of our plight Bob Carr, Craig Knowles and Dianne Beamer. Where do we turn to in this situation?

Will Craig Knowles "do the right thing" and public ally admit he was wrong to open this building. Will Bob Carr also acknowledge this government is in error and therefore accept his Minister should not have "Cut the Cake"?

At this point in time, we think not.

We now urge Bob Carr to re-zone this sight immediately. We the people of New South Wales, now demand that as the Government of New South Wales opened this centre, it now has a duty to protect its people from potential unemployment and indeed financial ruin. It must now Re- zone Orange Grove.

Our faith in Government and the elected Politicians to serve us is not exhausted yet...

Yours sincerely,



Shaun Smith  
Directors/ Proprietors/ Franchisees  
Forty Winks Liverpool  
Liverpool Megacentra  
Orange Grove Road,  
Liverpool