

Jones, Carol

From: Whiteley, Brett
Sent: Thursday, 28 November 2024 5:19 PM
To: Jones, Carol
Subject: FW: Ad in Mercury Tomorrow
Attachments: Tipalea_Devonport_Press_Ad_The_Mercury_FA_R.pdf

Brett Whiteley
Principal Adviser

Premier of Tasmania
Office of the Hon Jeremy Rockliff MP
Minister for Infrastructure
Minister for Tourism and Hospitality
Minister for Trade and Major Investment
Liberal Member for Braddon

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From: Scott Spanton <s 36, Not relevant>
Sent: Monday, November 11, 2024 11:56 AM
To: Whiteley, Brett <Brett.Whiteley@dpac.tas.gov.au>
Subject: Ad in Mercury Tomorrow

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Hi Brett

Devonport Council passed on your contact details. I just wanted to give you a heads up that I have placed the attached full page advertisement in both the Mercury and Advocate tomorrow which respectfully calls for action on Stony Rise Village in Devonport.

I am not interested in creating any "gotcha" moments tomorrow, so I wanted to make sure that everyone is well aware of this in advance.

I feel like everyone knows this was a bad decision and that given the public comments to date our political leaders want to find a way around that decision and see it approved – but no one wants to be the one to put it forward in case they get shot down... By raising it publicly in this way I'm giving you guys the cloud cover and public support to push this forward.

Please let anyone know that needs to know.

Kind Regards

Scott Spanton | Chief Executive Officer | Tipalea Partners Pty Ltd
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Great news Devonport – there is a Stony Rise Village solution!

Stony
Rise
Village

After a lot of investigations and advice, there are only two alternatives to providing Devonport with the essential infrastructure that is Stony Rise Village:

1. We could go through the same process again and hope for a different outcome from the Tasmanian Planning Commission (TPC). This will be unnecessarily costly, delay the project by 18 months and carries the risk of being rejected again; or
2. The State Government can create a very simple and specific piece of legislation to approve Stony Rise Village very quickly.

The story so far.

Earlier this year the TPC rejected our rezoning application to create Stony Rise Village in Devonport. It would have brought competition, choice, convenience, lower prices and over 1,200 job opportunities to the region – and would probably have added \$25,000 to the value of every house in the local area!

This project has seen overwhelming and very public support from Devonport City Council, the Chamber of Commerce, Premier Jeremy Rockliff, Opposition Leader Dean Winter, Planning Minister Felix Eillis and local Labor member Shane Broad – not to mention local businesses, major national employers and our incredible local community. Apparently everyone supports Stony Rise Village except the TPC and the owners of the only competing shopping centre in Devonport!

Stony Rise Village is critical infrastructure for this strongly growing community and we believe Tasmania's 3rd largest city deserves better.

There's been a lot of talk, but now we need action.

In the wake of the TPC's decision, it has been encouraging to see the outpouring of support from all sides of Parliament and business leaders. It is abundantly clear that the TPC's decision didn't pass the pub test.

Premier Rockliff "We cannot allow decisions like this to stand in the way of economic growth, of jobs, and of progress. We will take a good hard look at the rules that led to this decision. And we will take action to ensure common-sense prevails."

Planning Minister Eillis called it a "handbrake on jobs".

Labor member Dr Broad "why would the Liberal minority government want to deter developments like this?"

It's time for our political leaders to follow through.

To us, it appears the Tasmanian government has in the past adopted a very "hands off" approach in terms of involvement in the planning process – however it's now time to get the hands dirty and make a change for the better.

Elected "by the people, for the people" and this is overwhelmingly needed and supported by the people.

So, what is involved? What are you asking for?

I am respectfully calling on the Tasmanian State Government to introduce a single piece of legislation that is very specific in approving the Stony Rise Village application – not something that can be used in future to approve other projects, but for Stony Rise Village only.

Given the support shown to date by both sides of Parliament I would hope that legislation would have the full support of all Liberal, Labor and independent members of Parliament – which would allow us to start building next year!

That sounds controversial! Wouldn't it set a bad precedent?

The only thing controversial in this whole process has been the decision of the TPC!

And no, it won't set a bad precedent going forward – this is something that is clearly needed and wanted by the people – it would not be a contentious decision at all.

The only precedent it will set is one that shows our politicians are willing to roll up their sleeves and work together to help deliver desperately needed new infrastructure to Tasmania's growing communities.

Has this been done before in Tassie?

Yes, it has been done before in Tasmania – but on far more contentious projects with significant environmental impacts that ended up having significant political and community backlash. Given the overwhelming support for Stony Rise Village, there will be no political or community backlash.

Is this done anywhere else?

Absolutely it is! Every other state calls in projects when needed. Just two weeks ago the Victorian planning minister called in and approved a two-tower residential scheme at Coburg, around 8km north of the Melbourne CBD.

When calling in the application for approval, the Victorian Planning Minister said the "approval will ensure the project does not get stuck in VCAT and hundreds of good quality homes for families and young Victorians can get built".

We are asking for the same approach.

Step up leaders – please don't fail us now!

Creating great retail centres is what we do. Our Glebe Hill Village centre in Howrah – opened 2 years ago – created over 1,100 job opportunities during its development and is now recognised as one of the best centres in Australia. And just last week our Kingston centre was approved by Council and we will begin construction in January and create over 1,200 job opportunities. Both of these are a \$50m vote of confidence in Tasmania.

We have done the numbers and the crazy thing is that this retail centre at Stony Rise / Devonport is needed far more desperately, and will trade far stronger, than either of our Howrah or Kingston centres!

Political leaders, over to you. Surely we can make this happen in the November sittings of Parliament? If not, why not?

Sincerely

Scott Spanton

Scott Spanton
CEO, Tipalea Partners

P.S. Stay up to date with all things Stony Rise Village at
facebook.com/StonyRiseVillage

Tipalea
Partners

Jones, Carol

From: Whiteley, Brett
Sent: Thursday, 28 November 2024 5:19 PM
To: Jones, Carol
Subject: FW: SRV Media Notes - 12 November_Final.pdf
Attachments: SRV Media Notes - 12 November_Final.pdf

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From: Scott Spanton <s 36, Not relevant>
Sent: Monday, November 11, 2024 2:46 PM
To: Whiteley, Brett <Brett.Whiteley@dpac.tas.gov.au>
Subject: SRV Media Notes - 12 November_Final.pdf

You don't often get email from s 36, Not relevant. [Learn why this is important](#)

These were the notes my guys provided the papers as well.

Regards
Scott Spanton

Not relevant, s 36

STONY RISE VILLAGE

Media Notes for 12 November

PR Partnership s 36, Not relevant



Quotes

Scott Spanton, CEO of Tipalea Partners. Developer of Stony Rise Village Not relevant, s 36

"I think everyone knows this was a bad decision, and from the public comments that politicians have made, it looks like they also want to overrule that decision and see it approved..... but no one wants to be the one to put it forward in case they get shot down!"

By raising it publicly in this way I'm giving them the cloud cover and public support to push this forward."

"Essential retail infrastructure like we have proposed provides safe and convenient access to everyday shopping is something that is taken for granted everywhere else in Australia – it is a right, not a privilege!"

Why does Devonport effectively have to beg for what the rest of the country takes for granted?"

"The math is pretty simple... A full-line supermarket of at least 3,200 square metres is required for every 8,000 to 10,000 people. The catchment for Stony Rise Village is around 40,000 people, meaning it could support five full-line supermarkets but has only two! There is an overwhelming need for this centre – people shouldn't have to battle their way into the CBD just to get their everyday shopping!"

"To date we have invested over \$8.5 million to try and make Stony Rise Village happen – that's real money, not Government money, not Council money, not big bank money but real money from real people. Let's stop wasting time and money and get on with it!"

Press Release Q&A

SAMPLE QUESTIONS	SAMPLE RESPONSES
Back in September your full-page ad headline was: "Sorry Devonport, we have failed you." Now it's: "Great News Devonport - there is a Stony Rise Village solution!" Well, what has changed?	Verbally respond about research with lawyers and town planners and other experts etc...
Why was TPC approval of Stony Rise Village needed instead of Council?	Verbal response – Council approved it unanimously then the rezoning also needed to get TPC approval.
Why did TPC reject the proposal?	<p>When you read the 25-page decision, there isn't one or even a handful of reasons you can point to and say "ah, that's why we didn't get approval".</p> <p>But in reading it you can see a whole lot of reasons that just don't make sense in the real world.</p> <p>I actually ran a three part "You can't be serious!" series on Facebook that looked at some of the pearls in that judgement. You just shake your head at some of the things that were said.</p> <p>I can't believe these people get to micromanage and run roughshod over the decisions of local Councils and communities as to whether they should be allowed critical infrastructure and if so, where in their wisdom they think it should go.</p>

SAMPLE QUESTIONS	SAMPLE RESPONSES
Does Devonport really need another shopping centre? What is this based on?	The math is pretty simple... A full line supermarket (> 3,200m ²) is required for every 8,000-10,000 people. The catchment is around 40,000 people and as such could support 5 full line supermarkets but has only 2! There is an overwhelming need for this centre – people shouldn't have to battle their way into the CBD just to get their everyday shopping!
What will be the impact on the local community if Stony Rise Village isn't built?	<p>Less jobs, higher prices, more commutes into the CBD, less choice, less competition, more fuel costs, more stress.</p> <p>And our centre would probably add \$25,000 in value to every house in the area – just look at what happened at Glebe Hill after we opened there – it was a lot more than that!</p>
What will happen with the Stony Rise Village site if the centre isn't built?	<p>Nothing will happen.</p> <p>Although if I really wanted to be a pain in the butt to the regions dominant pub and bottle shop liquor group that strongly objected to Stony Rise Village throughout the TPC process, we could probably build a massive Dan Murphy's or Liquorland on there – but that's not what the community really needs.</p> <p>Wouldn't that be a dumb outcome thanks to the TPC decision!</p> <p>With its current zoning it has been vacant for 10 years and if it isn't changed it will probably continue to be that vacant eyesore.</p>

SAMPLE QUESTIONS	SAMPLE RESPONSES
How can Tas State Govt step in?	<p>The State Government can create a very simple and specific piece of legislation to approve Stony Rise Village very quickly – not something that can be used in future to approve other projects, but for Stony Rise Village only.</p> <p>This would need the support of all parties – Liberal, Labour and Independents – in the lower and upper houses of Parliament.</p>
Do you expect the Tas State Government to step in, given the public support from Premier Rockliff and others?	<p>I would hope so given the public comments to date!</p> <p><i>"We cannot allow decisions like this to stand in the way of economic growth... we will take action to ensure commonsense prevails."</i></p> <p>Well, there's been a lot of talk, and while that is great and has elevated the issue from planning boardrooms and into the public domain, now we need to see some action.</p>
Realistically, how long will it take for a new piece of legislation to come in to enable to approval?	<p>With two sittings of parliament available in November, it could be in force by the end of this month!</p>
How would you expect this would be dealt with in another State – NSW or Vic?	<p>This is done in all the other states very often. Just a couple of weeks ago the Victorian planning minister called in a tower for approval to get it out of the VCAT process and said this <i>"will ensure the project does not get stuck in VCAT and hundreds of good quality homes for families and young Victorians can get built."</i></p> <p>We are asking for the same commonsense approach.</p>

SAMPLE QUESTIONS	SAMPLE RESPONSES
What support have you had so far for the project?	<p>This project has seen overwhelming and very public support from every corner of Tasmania. From Devonport City Council, the Chamber of Commerce, Premier Jeremy Rockliff, Opposition Leader Dash Winter, Planning Minister Felix Ellis and local Labour member Shane Broad – not to mention local businesses, major national employers and our incredible local community.</p> <p>Apparently, everyone supports Stony Rise Village except the TPC and the owners of the only competing shopping centre in Devonport!</p>
Have any retailers expressed interest in leasing within Stony Rise Village?	<p>This will be the strongest shopping centre we have developed, stronger than Glebe Hill Village or what we are about to start at Kingston.</p> <p>At this stage we still have the big national retailers committed to the centre for whenever it gets built but unfortunately with the time delays and uncertainty we have faced, we have had to tear up the lease agreements we had with smaller Mum & Dad local retailers and we have also refunded their deposits.</p> <p>Of the nationals we still have Woolworths, the region's only Chemist Warehouse, BWS, and a couple of other smaller ones still on the hook wanting to open in Stony Rise Village</p>