

Inside Retailing December 1996

City calls for a CBD retailing blueprint

The City of Melbourne has commissioned Honeylight Enterprises, a strategic management consultancy specialising in retail and property, to develop strategies for the city's CBD.

Honeylight has been asked to develop a plan to promote the area as a drawcard and to combine the retail core with developments, including Crown's entertainment centre and casino.

Beverley Honig, Managing Director, said last week that, with the extension of Sunday trading, it was critical for the City to formulate strategies to address competition from suburban centres.

New facilities such as the casino created opportunities for CBD retailers.

"We will be working closely with senior representatives of all the major stakeholders, including CBD major and speciality chain retailers, entertainment operators, hoteliers, property owners, Crown Ltd, The retail Traders Association of Victoria and the Department of Transport" she said.