

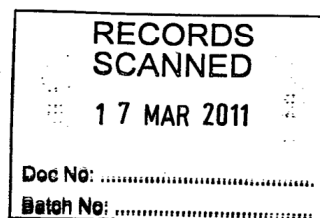
Local Government
Association of NSW



Shires Association of NSW

Our ref: R90/1256 Out-19284
Further contact: Robert Verhey
14 March 2011

Mr Rod Willis
Group Manager
Regulatory Services Group
Ballina Shire Council
PO Box 450
BALLINA NSW 2478



Dear Mr Willis

I refer to your correspondence of 6 September 2010 regarding Ballina Shire Council's ongoing problems with abandoned shopping trolleys. Please accept my apologies for the delay in replying, as the Associations have been involved in ongoing negotiations with Trolley Services Australia towards a review of the Code of Practice referred to below. It was hoped that this review would be completed prior to this reply being provided to council.

The Associations have had a long history of pursuing the issue of abandoned shopping trolleys, and there have been many conference resolutions during the last decade seeking higher penalties for the offence of abandoning a shopping trolley, and also calling for a compulsory introduction of coin deposit/refund systems for shopping trolleys.

We have maintained a dialogue with the Department of Environment, Climate Change and Water (DECCW), and also with Trolley Services Australia Pty Ltd ("Trolley Trackers"). The Department has resisted calls to significantly increase penalties for trolley abandonment or the mandatory imposition of deposit/refund systems, and Trolley Services Australia Pty Ltd, as the representative body for major supermarket chains, has taken the position that the introduction of deposit/refunds systems is a matter for individual supermarket/chain choice.

The Associations and Trolley Services Australia Pty Ltd have negotiated a Code of Practice for councils/supermarkets which has been in place for several years. It can be accessed via the Associations' website <http://www.lgsa.org.au/www/html/258-waste-managementrecycling.asp> and also via the Trolley Trackers' website <http://www.trolleytracker.com.au/Councils/tabid/76/Default.aspx>.

Mindful of the fact that there are some shortcomings in the Code, the Associations also concurrently developed and published Guidelines for councils (accessible via the same LGSA link as above) to assist councils who were finding supermarket owners reluctant to fulfill their obligations under the Code. These Guidelines provide more details on the regulatory powers available to councils to deal with supermarkets where cooperative arrangements do not succeed.

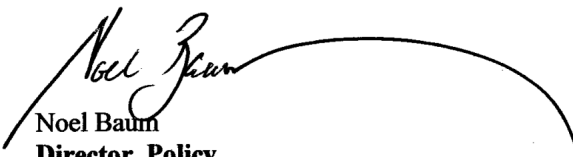
Anecdotally, the Associations note that many supermarkets are introducing deposit/refund arrangements for their trolleys, and while this is voluntary as noted above, council may find that a more stringent

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ABN 49 853 913 882

application of the regulatory provisions described in the Guidelines may bring this issue “to a head” and result in greater compliance or the introduction of deposit/refund systems.

I trust that this response will be of assistance to Council. If you wish to discuss this matter further, or perhaps arrange a meeting/teleconference involving Ballina Council, the Associations and Trolley Trackers, please contact Robert Verhey, Strategy Manager – Environment at the Associations, by phone 02 9242 4080 or email robert.verhey@lgsa.org.au

Yours sincerely


Noel Baum
Director, Policy



Local Government
Association of NSW
Shires Association of NSW



AUSTRALIAN
RETAILERS
ASSOCIATION
NEW SOUTH WALES

CODE OF PRACTICE FOR THE MANAGEMENT OF SHOPPING TROLLEYS

January 2004

AGREEMENT

Between

LOCAL GOVERNMENT ASSOCIATION OF NSW, SHIRES
ASSOCIATION OF NSW

And

THE AUSTRALIAN RETAILERS ASSOCIATION NSW
("the ARA NSW")

Introduction

Hundreds of thousands of customers every day in shops and shopping centres throughout NSW make use of shopping trolleys. Retailers who provide shopping trolleys for their customers have many millions of dollars invested in the provision of trolley services, in maintenance, replacement and upgrading of trolleys.

Unfortunately, some irresponsible people leave shopping trolleys unattended in streets and public places, at which point they may be at risk of injuring passers-by or damaging motor vehicles or other property. Shopping trolleys may also have an environmental impact when they enter drains and waterways or otherwise interfere with the provision of public services.

Many companies around the world have attempted to find a solution to the problem of unattended shopping trolleys. Appendix A contains examples of trolley management systems which have been trialled and in some cases adopted.

As a general principle, it is preferable that trolleys remain on the premises which own them. This should be the primary motivation for trolley management policies and programs. It is acknowledged however that whatever system is in place, trolley removal and abandonment will occur to varying degrees.

This Code of Practice is intended as a practical guide for use by councils and retailers to advise on the development of systems and agreements between councils and retailers for trolley collection and return to stores.

Expectations on Retailers

In any negotiations with individual, or groups of, retailers, Councils should expect the following:

Retailers should encourage their customers to minimise public inconvenience caused by trolleys left unattended in public places.

Retailers should minimise the unreasonable impacts of unattended trolleys in public places, through public education and the provision of appropriate collection services.

Retailers should ensure that adequate collection services are provided in each locality to ensure that unattended trolleys are collected in a timely fashion, as agreed with local government authorities.

Retailers should agree to a process of continuous liaison with representatives of local government authorities to ensure that the reasonable expectations of the community, customers and council regarding trolley collection are met.

Specifically, **retailers** should:

- Provide to their local council a list of contacts for their store/ stores in the local government area (including phone and facsimile numbers), with additional company contacts at senior management level.
- Authorise the store manager or their delegate to be responsible for liaison with local government representatives about trolley management.
- Ensure that all trolleys are easily identifiable by council officers.
- Ensure that trolley collection services are sufficiently resourced to enable collection within agreed timeframes.
- Ensure that trolleys reported as posing risk or nuisance are collected immediately on notification.
- Ensure that all other trolleys reported are collected within the time limit agreed with the council. This may require an "after hours" collection service.
- Retain a brief record of all trolleys reported and collected or the time at which a trolley collector attended to collect a reported trolley if no trolley was found at that location.
- Inform customers that trolleys should not be removed from premises or abandoned, and that penalties apply for the dumping of trolleys outside the retail outlet/ complex.
- Provide suitable, well signad trolley bays at exit points to retail outlets or complexes.
- Provide to council, on request, an up to date map showing usual trolley collection routes and schedules.

Expectations on local councils

In order to assist retailers in responsibly managing their trolley services, **councils** should:

- Nominate an officer/ officers to be responsible for liaison with stores regarding trolley management.
- Make available to all stores providing trolley services in the local government area (and adjoining local government areas if appropriate) a contact list of council officers responsible for trolley management.
- Develop, in consultation with retailers, a policy on time limits for retailer collection of trolleys abandoned in situations of high risk and situations of low risk.
- Consider assisting retailers who wish to provide trolley bays near public transport points where these are adjacent to stores/ shopping complexes.
- Encourage all Council personnel who become aware of unattended trolleys in risky or unusual locations to inform a designated council officer(s) of the ownership, time, date and location of the trolley as soon as possible; the designated council officer(s) will record the ownership, time, date and location of the trolley reported and take or authorise action as necessary.
- Enforce penalties on individuals who abandon trolleys in public places.
- Provide assistance to retailers in the design and implementation of any public education campaigns

Working together to find a solution

As a general comment, it is preferable to reach an agreement with retailers regarding the collection of abandoned trolleys. Most councils find that retailers are willing to put in place systems to ensure

that their trolleys are either kept on the premises, returned to the premises by the user, or collected regularly and promptly when abandoned.

A good way to ensure that council / retailer co-operation is maximised is to develop, in consultation with retailers, a council policy on shopping trolleys. Additionally it is advisable to draft contracts with individual retailers to remove uncertainty about council / retailer responsibilities and expectations, and to justify the regulatory measures as a last resort, if and when recurring breaches of the contract occur.

Some councils find, however, that attitudes by retailers vary, and some retailers appear reluctant to take responsibility for their trolleys. In these cases, when consultative processes have been exhausted, councils can use their discretion in the application of appropriate regulatory actions based on the level of goodwill, co-operation and compliance with council policy that exists with particular retailers

As a basic principle however, councils and retailers are encouraged to work together to address the problem of wayward shopping trolleys.

- Where a council employee becomes aware of a wayward shopping trolley he/ she may, at his/ her discretion,
 - Contact the store manager or their delegate (either directly or through the relevant council contact);
 - Return the trolley to the store;
 - Contact Trolley Tracker.
- If the trolley is considered to be a risk to the public or to property it should be moved to a safe place or immobilise (by laying the trolley on its side). In performing this function, a council employee should at no time take any action which will expose him/ herself to any occupational health and safety risk, nor should he/ she take any action which will expose him/ herself to any legal liability.
- Council employees should notify the store manager or their delegate (either directly or through the relevant council contact) as soon as possible of the location of any unattended trolley away from usual collection routes
- If an unattended trolley has not been collected within the time limit, as agreed between the council and retailer, of its being reported to the store manager or their delegate, and further approaches to the retailer concerned have not been successful, the council may proceed to collect the trolley and return it to the store or impound it.
- Impounding is to be used as an action of last resort, where records demonstrate that an individual store has failed to comply with the spirit and procedures of the Code.
- An impoundment fee should consist of fair and reasonable costs of recovery and return, plus a penalty provision consistent with the provisions of the Impounding Act 1993, and Regulations. Any fee for impounding or returning a trolley to the store must be in accordance with the Council's exhibited and endorsed management plan.

Where either party believes that there is an on-going problem or that a trolley management system is not adequate, the parties should meet to discuss the problem and how it can be addressed. This meeting should be attended by all relevant persons (such as representatives from the Council, the retailer, Council rangers, trolley contractors and Trolley Services Australia) and should clearly identify where problems exist, as well as setting out specific actions to address them. Experience has shown this approach to be successful, as it allows for the development of a solution, specific to the area, which addresses the concerns of all parties. Trolley Services Australia (see Appendix C) is available to make any necessary arrangements to facilitate a meeting.

A possible flowchart for action is included as appendix B

The Community

The community is asked to recognise that shopping trolleys are provided by retailers as a courtesy and a service. These trolley services are provided at considerable cost of around \$50 million each year in NSW. A large component of this cost arises from loss and damage of shopping trolleys caused by irresponsible people and from the cost of trolley collection.

Public education program

Positive results can be achieved through public education campaigns. Councils are encouraged to assist retailers in the development and / or implementation of such campaigns.

Such public education may include:

- Signage within stores and carparks
- Signage at entry and exit points of stores and carparks
- Signage on trolleys
- Pamphlets in stores explaining the Code of Practice and the need for customer co-operation
- Local newspaper publicity
- Direct mail information with council rates notices and other council mailouts
- Publicity through metropolitan media
- Publicity for *Trolley Tracker* 1800 641 497 telephone service
- Council exhortations for community-spirited, responsible use of trolleys
- Council information re penalties for people leaving trolleys unattended in public places
- In-store radio announcements
- Community service advertising

The message to customers should be based on the following principles:

- Returning trolleys to the bays provided by stores or shopping centres
- Using trolleys only in the immediate vicinity of the store which has provided the trolley as a service. Trolleys should not be taken outside the store/ shopping centre carpark - so that trolley collectors are able to recover them quickly and return them to the store for use by other customers
- Carrying groceries to a car, public transport, home, or other destination without using a trolley, where that is possible
- Leaving trolleys in a position where they are not at risk of being damaged or causing damage to motor vehicles or other property
- Ultimately the cost of managing and replacing abandoned trolleys is borne by the customer, and as such savings will be passed onto customers if costs relating to lost and damaged trolleys and trolley collection services are lowered. Where Councils find it necessary to deal with abandoned trolleys, this cost is ultimately passed on to the ratepayer.
- It is an offence to abandon a trolley in a public place and may lead to a fine (see appendix D).

Promotion of Code

Local Government Association of NSW, Shires Association of NSW and the Australian Retailers Association NSW endorse this Code of Practice, and shall encourage the participation of all member organizations in the successful operation of the Code.

Signed for and on behalf of
Local Government Association of NSW, Shires
Association of NSW
By an authorized officer in the
Presence of

.....
Signature of authorized officer

.....
Signature of witness

.....
Name of authorized officer

.....
Name of witness (print)

.....
Office held

Signed for and on behalf of the
Australian Retailers Association NSW
By an authorized officer in the
Presence of

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Signature of authorized officer

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Signature of witness

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Name of authorized officer

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Name of witness (print)

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Office held

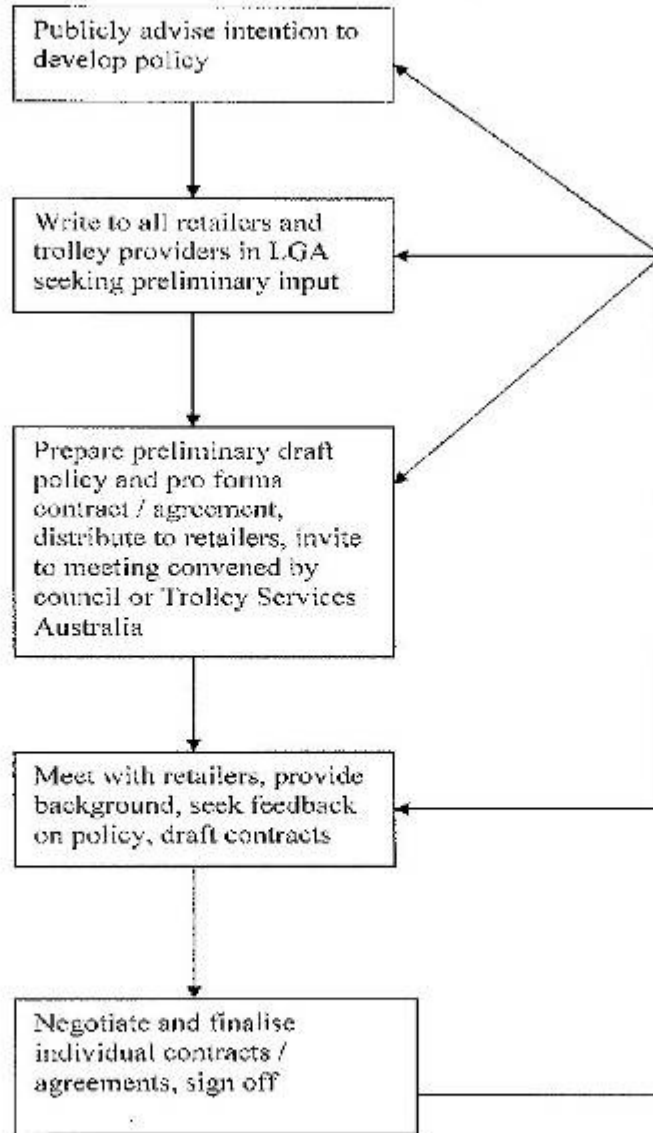
Appendix A

Examples of Trolley Management Systems include:

- **Trolley collection by individual retailers** - Collection encompasses car parks, shopping centres and streets surrounding store. Usually conducted by contracted, licensed, trolley collectors answerable to store managers.
 - **Cooperative industry-wide trolley collection services** - eg Trolley Tracker - see appendix C
 - **Trolley labelling and signage** retailers branding is usually stamped in metal and displayed on handle
 - **Stationing of personnel** at shopping complex exit points to prevent trolley removal
 - **Coin/ token-operated trolleys** where a refund is provided for the return of the trolley.
 - **Trolleys with wheel-locks** activated by a radio signal or magnetic strip.
 - **Cattle-grids** at carpark entrances and exits
 - **Radio signal transmitters** on trolleys
 - **Education** of the public - On trolleys, at retail outlets and leaflets distributed in council printed matter. Leaflets are available from Trolley Services Australia
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Appendix B
Possible Flow Chart for Development and Application of Council Policy on Shopping Trolleys

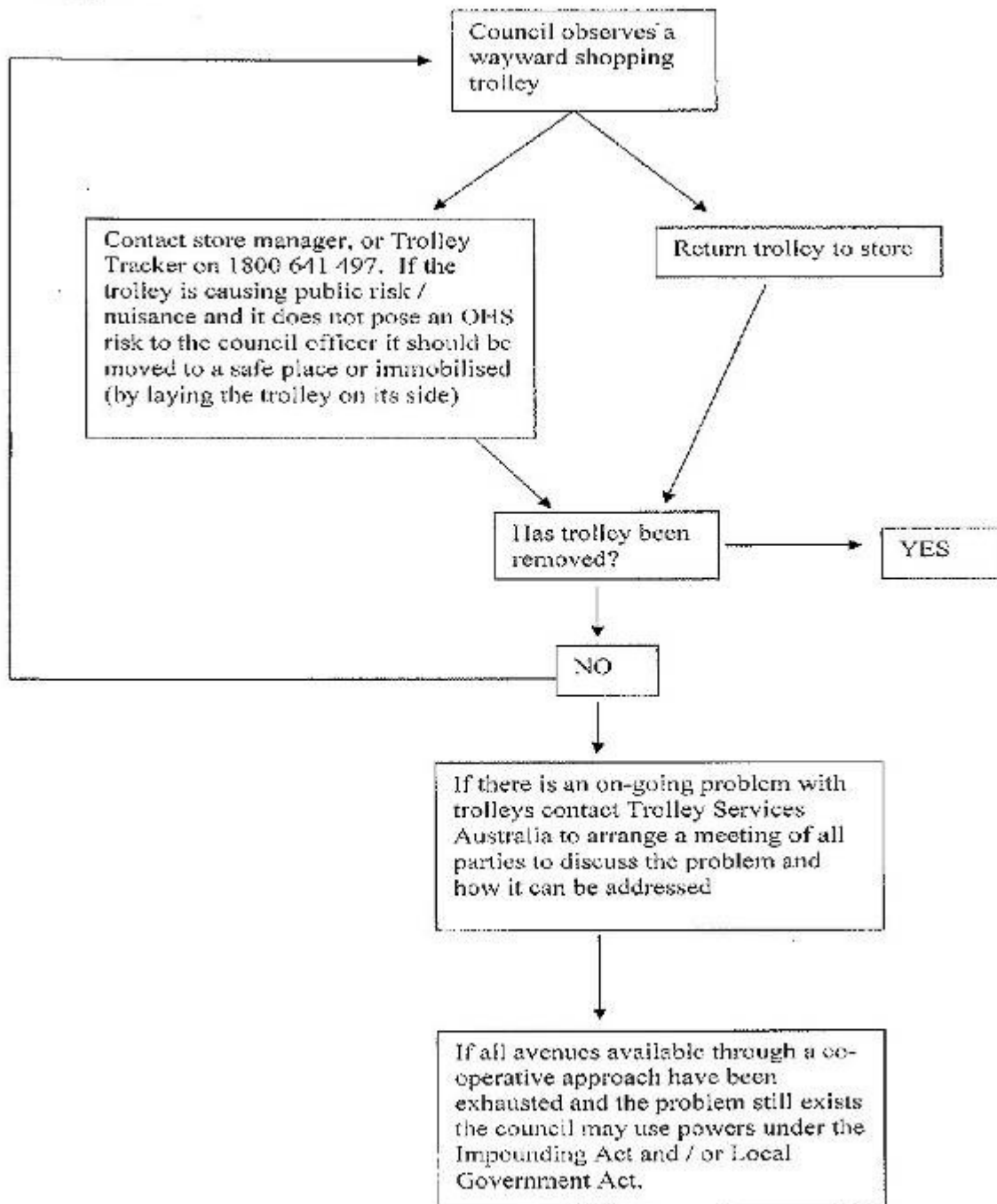
1. Development



Review as required

Appendix B (cont)

2. Application



Appendix C

Trolley Tracker

Trolley Tracker provides a freecall 1800 number that can be used by anyone wishing to report a wayward shopping trolley. The number, 1800 641 497, is common to Woolworths, Coles, Franklins, Big W, Target and Kmart. The information reported to the number is transmitted to the appropriate trolley collector via sms text to their mobile phone or by fax/email to the store. The collector then retrieves trolleys as quickly as possible. Trolley Tracker is operated by Trolley Services Australia Pty Ltd, Ph: (02) 49262755, email: info@trolleytracker.com.au.

Graham Plumb

Litter

18 April 2011

The National Compliance Manger, Facilities
K Mart Australia Ltd
PO Box 350
GLEN IRIS VICTORIA 3146

Attention: Charles Hammersla

Dear Charles,

Re: Outcomes From Your Visit to Council on 8 April 2011 in Relation to Shopping Trolley Management

Thankyou for attending at Council on 8 April 2011 to allow informal discussion between the Council and yourself, in relation to the above issue that has been of local concern for some time.

Your apology for David Stout, State Regulatory Support Manager for Coles was noted.

Present from Council were the Mayor Phillip Silver, Councillors, Robyn Hordern, Susan Meehan, Sharon Cadwallader, Group Manager Regulatory Services, Rod Willis and Section Manager Public and Environmental Health, Graham Plumb.

Council noted the actions being undertaken by K Mart in an effort to educate customers not to remove shopping trolleys from store precincts.

It was noted that over the past 10 weeks or so the incidence of abandoned trolleys in the town of Ballina (the main concern) has improved and it was thought this may be due to actions taken by Woolworths in recently putting coin and token operated trolley locks on their River Street store trolleys, and better attention to trolley retrieval by contractors.

It was suggested that with school holidays and Easter approaching the incidence of trolley abandonment may increase, as the population swells during these periods. It was suggested that additional vigilance and street patrols by trolley collection agencies on the Ballina Island would be appropriate for NSW and Queensland holiday times. Your undertaking to request this of the contractor for Ballina Coles and K Mart stores was noted. To assist you in this regard a map of the Ballina Island area which comprises the main town centre is attached.

Councillors were concerned that trolleys remained loose around the car-park after closure of K Mart and Coles. Concern was expressed that these were being used by some people to amuse themselves, and this was resulting in their abandonment in public places. This possibility also arises in respect of broken trolleys that are set aside until service agencies arrive to fix or remove them. The Council's request is that all trolleys be secured at night (as soon as possible after trading) to minimise mis-use and loss.

There was discussion in relation to the use of "Wire Systems" designed to lock trolley wheels at the property boundary thereby thwarting attempt at removal of trolleys. Council recognises the relatively high cost of such systems but also believes that the costs of an accident with a shopping trolley can be considerably higher. The Council believes that the retailers who derive profits from trade in this community should be responsible to that community by expending whatever is necessary to avoid passing costs down to ratepayers and potentially individuals which may flow from an accident involving a shopping trolley that has been abandoned in a dangerous location. It requests that K Mart and other retailers continue to evaluate systems that may be suitable to address the problem.

The socio-economic situation was discussed, in particular that many people in Ballina do not necessarily have access to cars to bring goods home. The option of providing at-cost personal shopping carts for sale in the vicinity of check-outs was recommended. This may encourage some shoppers to leave cars at home thus indirectly benefitting the environment. Some of these carts are capable of being folded and are sufficiently compact that they may be brought shopping by customers utilising buses or other public transport.

Councillors and staff noted that retailers did not wish to send negative messages to their customers by erecting signs from the retailer about trolley removal at exits from car-parks.

Your advice that many properties are now leased by retailers was noted, and Council is aware that this is the case for K Mart and Coles at Ballina. This meant that consent from property owners was necessary to have signage erected on their property. The suggestion that the message could be one from Ballina Shire Council to avoid the negative connotations of a sign about removal of shopping trolleys being an offence being attributed to K Mart, Coles or other retailer, was agreed by those present. For this to be recommended to Council the signs would have to be paid for, maintained and erected by the retailers in strategic locations on the property. Council would wish to be free to design and word the signs which would then bear its name.

A suggested wording is attached.

Note, for this to occur Council would wish to have all trolley owning retailers in the precinct agree to such an arrangement and ideally this would be reported to and formalised by resolution of Council at a future meeting.

Council noted that it may contact you directly should a situation arise whereby after contacting the hotline or store, difficulties continue in having trolleys recovered. It also welcomes the opportunity for continued dialogue with all retailers and thanks K Mart for making its representative available to assist in addressing this problem.

Your response particularly your views in relation to the use of signage bearing the Council's name would be appreciated, preferably if this could be managed by the end of April.

Yours faithfully

Rod Willis
Group Manager
Regulatory Services Group

enquiries refer
Graham Plumb
in reply please quote

Litter



19 April 2011

«Addressee1»
«Addressee2»
«Postal_Address_1»
«Postal_Address_2»

Dear Sir/Madam

Re: Management of Shopping Trolleys

On 8 April 2011 a meeting was held between The National Compliance Manager (Facilities) K Mart Australia Ltd, and the Council in relation to this subject.

The meeting was fruitful and a number of matters discussed were considered relevant to all stores who offer shopping trolleys for the convenience of their customers.

Following this meeting we are writing to all retailers about the matters discussed in the interest of Ballina Council achieving a consistent approach to managing the wider problem associated with the mis-use and abandonment of these trolleys.

Council noted efforts being made by K Mart to educate customers not to remove shopping trolleys from the store precincts and is aware that other retailers attempt similar programs. All retailers are encouraged to conduct programs in an attempt to achieve this.

It was noted that over the past 10 weeks or so the incidence of abandoned trolleys in the town of Ballina (the main concern) has improved. It was thought this may be due to actions taken by Woolworths in recently putting coin and token operated trolley locks on their River Street store trolleys, and better attention to retrieval by contractors.

It was suggested that with school holidays and Easter approaching the incidence of trolley abandonment may increase, as the population swells during these periods, and it was suggested that additional vigilance and street patrols by trolley collection agencies on the Ballina Island would be appropriate for NSW and Queensland holiday times. K Mart agreed to request this of the contractor for Ballina Coles and K Mart stores. This undertaking was appreciated by the Council representatives. All retailers should be aware that the population of Ballina increases significantly at holiday times, particularly at Christmas and Easter and respond accordingly.

Councillors were concerned that trolleys remained loose around the car-parks after closure of the stores. Concern was expressed that these were being used by some people to amuse themselves, and this was resulting in their abandonment in public places. This possibility also arises in respect of broken trolleys that are set aside until service agencies arrive to fix or remove them. The Council's request is that all trolleys be secured at night (as soon as possible after trading) to minimise mis-use and loss, and this was agreed.

cnr tamar & cherry streets, p.o. box 450, ballina nsw 2478 dx 27789, ballina • ph 02 6686 4444 • fax 02 6686 7035
council@ballina.nsw.gov.au • www.ballina.nsw.gov.au

There was discussion in relation to the use of "Wire Systems" designed to lock trolley wheels at the property boundary thereby thwarting attempt at removal of trolleys.

Council recognised the relatively high cost of such systems but also believes that the costs of an accident with a shopping trolley can be considerably higher. The Council believes that the retailers who derive profits from trade in this community should be responsible to that community by expending whatever is necessary to avoid passing costs down to ratepayers and potentially individuals which may flow from an accident involving a shopping trolley that has been abandoned in a dangerous location. It was requested that K Mart and other retailers continue to evaluate systems that may be suitable to address the problem.

The socio-economic situation was discussed, in particular that many people do not necessarily have access to cars to bring goods home. The option of providing at-cost personal shopping carts for sale in the vicinity of check-outs was recommended. This may encourage some shoppers to leave cars at home thus indirectly benefitting the environment. Some of these carts are capable of being folded and are sufficiently compact that they may be brought shopping by customers utilising buses or other public transport. Council is aware that some retailers are already doing this, or place these items on special from time to time. Council is keen to have this arrangement available in as many stores as possible on a regular basis.

Councillors and staff noted that retailers did not wish to send negative messages to their customers by erecting signs from the retailer about trolley removal at exits from car-parks.

K Mart advised that many properties are now leased by retailers. This was noted, and Council is aware that this is the case for a number of retailers at Ballina. As such consent from property owners is necessary to have signage erected. The suggestion that the message could be one from Ballina Shire Council to avoid the negative connotations of a sign about removal of shopping trolleys being an offence being attributed to a retailer, was agreed by those present. It was stated that for this to be recommended to Council the signs would have to be paid for, maintained and erected by the retailers in strategic locations on the property. Council would wish to be free to design and word the signs which would then bear its name.

A suggested wording is attached.

Council representatives are desirous if this is to occur that all trolley owning retailers in the precinct agree to such an arrangement and ideally this would be reported to and formalised by resolution of Council at a future meeting.

Finally it was suggested if Council was having difficulty with timely removal of trolleys that direct communication with senior store representatives was appropriate. Similar offers have been made by other retailers or their representatives.

Council appreciates recent moves by Coles at Alstonville which has installed coin or token locks on their new trolleys, and Farmer Charlies at Ballina that have replaced their entire trolley fleet with coin lock types. As previously mentioned Woolworths have an all new trolley fleet fitted with coin or token operated locks at their River Street Store.

Council wishes to continue dialogue with retailers, inclusive of feedback on measures taken to prevent abandoned shopping trolleys despoiling the environment and creating potential accidents in Ballina and its villages.

Your response, particularly your views in relation to the use of signage bearing Council's name as per the conditions related above, would be appreciated, preferably by the end of April.

Yours faithfully

Rod Willis
Group Manager
Regulatory Services

BALLINA SHIRE COUNCIL



**NO
SHOPPING TROLLEYS
BEYOND
THIS POINT**

Shopping Trolleys are not to be taken beyond the carpark It is an offence (Impounding Act 1993 S32) to take and abandon a shopping Trolley in a public place **Maximum Penalty \$550**

General Manager

cnr tamar & cherry streets, p.o. box 450, ballina nsw 2478 dx 27789, ballina • ph 02 6686 4444 • fax 02 6686 7035
council@ballina.nsw.gov.au • www.ballina.nsw.gov.au

Addressee1	Addressee2	Postal Address 1	Postal Address 2
Danny Lane, Store Trading Manager	Woolworths Supermarket Ballina Fair Shopping Centre	Cnr Fox & Kerr Streets	BALLINA NSW 2478
The Manager	Woolworths Supermarket	82-96 River Street	BALLINA NSW 2478
Mitch Phelps, Manager	Coles Supermarket Ballina	95 Fox Street	BALLINA NSW 2478
The Manager	Coles Supermarket Alstonville	89 Main Street	ALSTONVILLE NSW 2477
The Manager	Aldi Food Stores Ballina	PO Box 3543	LOGANHOLME QLD 4129
The Manager	Aldi Food Stores	Corner North Creek Road & Pacific Highway	NORTH BALLINA NSW 2478
R Curtis & M Beaver	IGA Wollongbar	Shop 8 Wollongbar Plaza Simpson Avenue	WOLLONGBAR NSW 2477
The Manager	Big W, Ballina	3 City View Road	PENNANT HILLS NSW 2120
The Manager	Big W	95 Fox Street	BALLINA NSW 2478
J Shortiss & M Lisetto	East Ballina Foodworks	Shop 1/44 Links Avenue	EAST BALLINA NSW 2478
The Manager	Target	84 Kerr Street	BALLINA NSW 2478
The Manager	Trolley Services Australia Pty Ltd	PO Box 644	NEWCASTLE NSW 2300
The Manager	Ritchies Supa IGA Supermarkets Ballina	PO Box 304	FRANKSTON VIC 3199
The Manager	Ritchies Supa IGA Supermarket Ballina Central	44 Pacific Highway	BALLINA NSW 2478
John Rusk Retail Support Manager	Region 9 Queensland	PO Box D202	ARCHERFIELD QLD 4108
David Stout	Coles Regional Regulatory Support Manager	96 MT Gravatt & Cupdale Road	UPPER MT GRAVATT QLD 2122
Farmer Charlies		PO Box 60	BALLINA NSW 2478
Bunnings Hardware		Southern Cross Drive	BALLINA NSW 2478
The Manager	Dan Murphy's	Cnr Riverview Ave and Kalinga Street	WEST BALLINA NSW 2478

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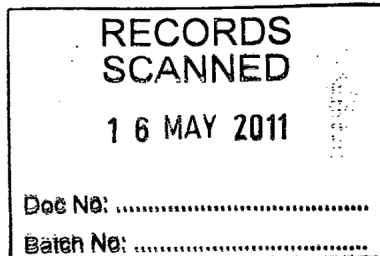


Kmart Australia Ltd
690 Springvale Road
Mulgrave VIC 3170

Coles Supermarkets Pty Ltd
800 Toorak Road
Hawthorn East VIC 3123

12 May 2011

MR ROD WILLIS
Ballina Shire Council
P O Box 450
BALLINA NSW 2478



Your reference
Litter

Writer
Charles Hammersla

Email
charles.hammersla@kmart.com.au

Direct
07 3212 0730

Fax
07 3212 0763

Dear Rod,

SHOPPING TROLLEY MANAGEMENT

Thank you for your correspondence dated 18 April which had regard to the abovementioned issue and to our related meeting, which occurred on 8 April.

At the outset, we would be grateful if you would please convey our sincere thanks to the Mayor, Councillors and the Council executives who attended that meeting. We believe that the meeting was proactive and delivered some solid outcomes.

Following receipt of your correspondence, we consulted with relevant stakeholders within Coles Supermarkets so as to develop this response. As a result of that consultation, we can confirm that the details contained herein reflect the views, opinions and commitments of both Coles Supermarkets Pty Ltd and Kmart Australia Ltd ("our businesses") collectively.

To facilitate clarity, we shall address each of the points raised in your correspondence in turn; as follows:

Trolley Collection

We appreciate your comments in relation to the overall recent improvement in collection throughout Ballina. We also note the suggestions made by Council with respect to increasing the number of street collections which occur during school holidays. In response to this suggestion, we are pleased to advise that we have instructed our collection contractors to increase street collections during school holiday times.

After Hours Management

We were concerned to learn that you have witnessed instances where our trolleys were not chained up after trading hours. We can confirm that our trolleys will be chained securely on an ongoing basis so as to ensure that they are not commandeered after our collectors have finished for the day.

Trolley Containment Systems

We note your request to see our businesses continue to evaluate the viability of various trolley containment systems at our stores in Ballina, however we wish to advise that we do not currently have any short term plans to see any kind of containment system installed in the area.

As we trust you will appreciate, the financial viability and trade impacts of such systems need to be considered carefully prior to any committing to any kind of installation.

Additionally and as previously advised, our businesses will not install coin locking mechanisms in any area, unless we are obliged to do so at law. This stance is a direct consequence of our experience throughout Australia, whereby our customers have expressed extreme dissatisfaction whenever we have installed coin-operated trolleys at a particular store.

Nevertheless, it is our sincere belief that the issue of trolley abandonment is best managed through a combination of interactions and initiatives; including customer education, robust regulatory management through the local Council and appropriate local street and car park trolley collections.

Personal Shopping Trolleys

As you may know, our businesses both offer some form of personal shopping trolley for sale as part of our range. We believe that these are already offered at a price point that is competitive in the market; however, we acknowledge the suggestions relating to these items as contained within your correspondence. As such, we can advise that your specific comments regarding this matter have been forwarded to our respective merchandise teams for their information.

Signage

Thank you very much for providing a suggested proof for a trolley sign as discussed at our meeting. We confirm that our businesses would be pleased to contribute financially towards the development and deployment of these signs throughout Ballina at locations deemed suitable by Council. We would suggest that the signs be placed at car park exit points so as to ensure the greatest level of efficacy.

We are pleased to advise that the undersigned has already been in contact with Mr Graham Plumb of Council, who has provided approximate development costs for the suggested signs. The undersigned will continue to communicate with Mr Plumb in the coming weeks so as to assist in the coordination of these efforts.

In conclusion, we would like to reiterate that we are committed to the communities in which we operate. To this end, we can assure you that we will continue to be fully committed to ensuring that the issue of abandoned shopping trolleys is mitigated throughout your constituency. We look forward to working closely with Council and to continuing the work initiated at our meeting.

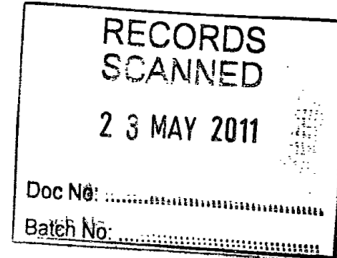
Should you wish to discuss this matter further, or if you would like to schedule any additional meetings on this subject, please do not hesitate to contact the undersigned directly.

Yours sincerely,



Charles Hammersla
National Compliance Manager
Facilities

CC: John McLennan, Kmart Australia Ltd
Sam Marrari, Kmart Australia Ltd
David Stout, Coles Supermarkets Pty Ltd
Graham Plumb, Ballina Shire Council



Rod Willis
Group Manager Regulatory Services
Ballina Shire Council
P O Box 450
Ballina NSW 2478
Cc: Graham Plumb
18 May 2011

Dear Mr Willis

Re: Management of Shopping Trolleys, your code 'Litter'

Thank you for taking the time to write and involve Woolworths Limited (Woolworths, BIG W and Dan Murphy's) and Trolley Tracker™ in seeking a resolution to concerns about shopping trolleys in the Ballina area.

I write on behalf of Woolworths Limited.

Signage:

Woolworths Limited thanks Council for its initiative in preparing artwork for signage and obtaining a reasonable quote for the supply of metal signs.

Woolworths Ltd approves of the wording on the signs and agrees to pay for the purchase of 15 of the 50 signs.

Regarding installation of the signs, this is a matter best addressed by Centre Management at each of the sites as they represent the owners of the property. An appropriately worded letter from Council to the Manager of each centre, requesting that they contribute to the better management of shopping trolleys by arranging for installation of the signs, which Council has designed and retailers have paid for, should meet with a positive response.

Public Education:

Woolworths Limited will be launching a comprehensive new educational campaign on 25 May to encourage its customers to use trolleys appropriately and report them promptly if they find a trolley that has been carelessly abandoned by another resident. The education process is, for us, an ongoing program.

Holiday Collection:

Extra collection is part of the trolley collectors' contract with Woolworths Limited and while these very busy times make the job of the collector even more difficult than usual we do expect all collectors to honour their contract and ensure there are sufficient staff at each site to deal with the increased trade.



Trolley Services Australia Pty Ltd

Suite 4 Level Two
426 King St, Newcastle West
PO Box 2317, Dangar NSW 2309
P: 024926 2755 F: 02 4926 5543

Car Park Trolley Containment:

It is incumbent on all trolley collectors to ensure all trolleys are secured at close of business or when the collectors are finishing their duties for the day. Management will be meeting with the collection teams to confirm this requirement is being met. Woolworths Limited also expects that damaged trolleys are secured at all times to ensure they cannot be misused.

Trolley Management Systems:

Woolworths Limited continues to assess new trolley management systems. It is important to note that all sites are different and a system that works in one situation does not necessarily work in another. The socio-economic make up of the region greatly influences the success or otherwise of each system. As you note in your correspondence many residents of Ballina do not have private transport to assist them with their shopping. It is also important to understand that a retailer renting space in a shopping centre cannot install a containment system. This must be done by the shopping centre. It is then up to the retailers to fit the appropriate wheel locks to their trolleys.

Personal Shopping Trolleys:

We are investigating the options available to us for sourcing personal trolleys and assessing the practicality of various types of personal trolleys. There are some concerns about the increase of shop lifting associated with the use of personal trolleys so it is important for us to be careful when choosing a style that will not encourage theft.

Communication:

Woolworths Limited utilizes the services of Trolley Tracker™ and this is our preferred method of contact for the reporting of abandoned trolleys. By mentioning that the report is from Council we are assured that the trolley collector is immediately made aware of the location of the abandoned trolley, the head contractor is advised that his worker has received a council message and the store is also notified. Trolley Tracker™ provides our stores with a weekly report showing all messages and the response made by the collector. By using this system we are able to monitor our trolley collection teams with an accurate paper trail for every step of the process of collecting every trolley reported through Trolley Tracker™.

Please be assured that Woolworths Limited is happy to meet with Council Officers and welcomes a continuing open and cooperative dialogue with Council. Please do not hesitate to contact us if we can assist with any further information.

Yours sincerely

LYN HALL
Project Manager

Rod Willis
Group Manager Regulatory Services
Ballina Shire Council
P O Box 450
Ballina NSW 2478

20 May 2011

Dear Rod

Re: 'Litter' – Shopping Trolleys

My apologies for the delay in replying to you - your letter did not reach my desk until 19th May.

Target's policy regarding shopping trolleys has always been that our organisation is willing to work with local authorities to ensure measures are in place to adequately manage our trolleys. We do whatever we can to ensure our trolleys are, if possible, kept in our stores. If they are taken by local residents to transport goods, as they sometimes are, our designated collection team returns them promptly to our store ready for use by another customer.

In Ballina we are part of a large group of retailers occupying Ballina Fair.

Firstly, let me reassure you that we are happy to participate in the purchase of signs, say four or five, for use at the exits to Ballina Fair. It is my opinion that it would be up to Ballina Fair to attend to the placement and erection of such signs.

Regarding the matter of trolley collection during busy periods such as Christmas and Easter, like most retailers our trolley collection teams swell during these times to accommodate the increase in the number of shoppers. In Ballina, as you would know, holiday-makers contribute significantly to the increased trade for our store and we are mindful that we must compensate for the additional trolley movements with increased trolley collection services.

I share your view that trolleys in the car park, damaged or otherwise, should be secured. This matter will be addressed with our trolley collection service provider.

Target is a 'small player' when it comes to the volume of trolleys in Ballina. Naturally, supermarkets have the majority share of trolleys. Any locking device installation would therefore need to be led by the supermarkets and shopping centres. If these stakeholders deemed it practical to install a containment system Target would comply.

You raised the question of 'personal shopping trolleys' - Target does provide "Rolla Baskets" in store and these have proven to be popular with our customers. Since the introduction of these baskets we have noticed a decline in the use of our trolleys.

Target engages the services of Trolley Tracker for the reporting of our lost trolleys. When trolleys are reported to us via Trolley Tracker we are able to monitor the performance of our trolley collector who is obliged to respond to all information within 24 hours. Our local Store Manager can then check his weekly Trolley Tracker Report to confirm that all messages were received and actioned. Trolley Tracker also provides us with educational material, leaflets and posters, which are used to encourage our shoppers to do the right thing when using our shopping trolleys.

Please do not hesitate to contact me if I can be of further assistance.

Yours sincerely

Kind regards,



PAUL PERALTA
State Facilities Manager, Qld.

26 May 2011

Mr Paul Hickey
Ballina Shire Council
PO Box 450
Ballina NSW 2478



Dear Mr Hickey

Re: Woolworths launches new smartphone application to make it easier for the community to report abandoned trolleys

I am delighted to write to you regarding a new national initiative by Woolworths demonstrating our continuing commitment to effectively manage and address the issue of abandoned shopping trolleys in the community – the launch of a mobile *Trolley Tracker* smartphone application.

Woolworths is committed to working with the Council and the community to reduce the number and incidence of abandoned trolleys and to be a leader in addressing this issue. In this regard, you may be aware that in 2007 Woolworths was the first retailer to introduce *Trolley Tracker*, a successful nation-wide system operated by Trolley Services Australia that enables members of the public to report wayward shopping trolleys from Woolworths supermarkets as well as our BIG W, Dan Murphys and Thomas Dux stores. All a member of the community needs to do to report an abandoned trolley is to contact the *Trolley Tracker* call centre (on 1800 641 497) report their location and our trolley collection teams will be sent to pick it up. Trolleys can also be reported online on www.trolleytracker.com.au Community members who report trolleys go in the draw for one of five monthly prizes of \$1,000.

I am now pleased to advise that Woolworths, in conjunction with Trolley Services Australia, has significantly enhanced the *Trolley Tracker* service and members of the community can now report abandoned trolleys easily and quickly using a *Trolley Tracker* mobile application on their smartphone. Now, all that a member of the community has to do is open and use the *Trolley Tracker* mobile application and their location details will be reported back to *Trolley Tracker* via that GPS on their phone. Our trolley collection teams will then be advised of the location of the trolley that needs to be collected. Reporting trolleys via the smartphone application is a simple one-step process. People who report trolleys via the smartphone application will also go in the monthly prize draw. This application is available to download to all our customers on Woolworths website at www.woolworths.com.au under the "Community" tab.

To raise customer awareness of the new mobile *Trolley Tracker* application, we have rolled out a range of marketing about the application both in-store and on our Woolworths website. An example of some of this promotion is set out below.

Woolworths | BIG W | Dick Smith | Tandy | BWS – Beer Wine Spirits | Dan Murphy's | Woolworths Liquor
Woolworths Petrol | Safeway | Thomas Dux | Everyday Mobile | Everyday Money | Everyday Rewards | Danks
angton's | ALH Group | Countdown | Foodtown | Fresh Choice | SuperValue | Woolworths New Zealand



Woolworths believes that this new smartphone reporting facility will make it even easier for members of the community to report abandoned trolleys helping retailers, the council and their community in their efforts to protect the local environment. In addition customers will still be able to report trolleys via the call centre or the *Trolley Tracker* website.

As well of being great use to members of the community, Woolworths and *Trolley Tracker* would be more than happy to discuss how this mobile application can be specifically tailored for use by council officers to report abandoned trolleys.

At Woolworths we are very excited about the new *Trolley Tracker* mobile application and we look forward to continuing to work collaboratively with Council and the community to manage the trolley issue. Should you have any questions about this application, please do not hesitate to contact me on 02 8885 9133 or at cbeasley@woolworths.com.au.

Yours sincerely

A handwritten signature in blue ink, appearing to be 'Charlie Beasley', with a long horizontal flourish extending to the right.

Charlie Beasley
Public Policy Manger
Woolworths Limited