

From: [Madonna Simmons](#)
To: [ctrcdaily@mail](#)
Subject: Reference the application MCU2024/0015
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Madonna Simmons
23 Hammond Street
Mysterton, 4812

To Whom It May Concern,

I am writing this email as a formal letter of support for the Charters Towers Council to allow a Material Change of Use at Goldtower. This would enable a Coles Supermarket to commence a much-needed economic boost to the region by bringing its grocery footprint to Goldtower and Charters Towers.

I write as a person involved heavily in the community, and an owner of a business who has had over 30 years' experience in a diverse range of business structures, including working for a large organisation like Jones Lang Lasalle, where my role was in management for shopping centres. I know that Coles, as one of Australia's leading retailers, deciding to come to a rural town and invest in infrastructure, chain supplies, local recruitment, and delivery of groceries, is not to be taken lightly.

They, along with Goldtower, have conducted high-level research that supports the strong survival of the grocery trade at all tiers in the town of Charters Towers. Coles and Goldtower completed this in-depth research, which documents how much of the local grocery and retail trade is being spent outside of the region. The amount is eye-watering in many GDP sectors. This means that Charters Towers does not benefit from the construction of new premises, does not benefit from the jobs, does not benefit from the supply chain of purchasing from farmers and other suppliers, and does not benefit from the circular flow of money and the multiplier effect.

Coles is fully aware of how many people from Charters Towers purchase at Woolworths and Coles in Townsville. This data can be obtained from third-party sources, including credit card and EFTPOS transactions. In today's world, very little remains secret. So, I plead with you to understand that Woolworths is overtrading. This is a term that means they are experiencing exceptionally high turnover per square meter. They also have data on the size of the average grocery basket purchase per customer in Charters Towers compared to that of similar-sized

supermarkets in other regions and cities. Charters Towers Woolworths needs competition.

The presence of a Coles Supermarket would offer immense benefits to your local economy, including:

1. **Job Creation** – keeping jobs local, giving opportunity for all levels of employment, from management to front and back of house.
2. **Consumer Choice and Competitive Pricing** – The introduction of Coles would provide much-needed competition to Woolworths
3. **Local Supplier Opportunities** – Coles' presence would provide more opportunities for local farmers, producers, and businesses to supply goods.
4. **Economic Stimulation and Infrastructure Investment** – A new supermarket would attract further investment into Charters Towers, increasing commercial activity and local development.
5. **Retaining Local Spending** – Instead of residents taking their grocery spending to Townsville or other locations, those funds would stay within the local economy, benefiting businesses and community services.

I come from a position that I have worked closely with Goldtower and understand that there are good intentions of the owner, to grow the community, to create new and vibrant tourism attractions that supports length of stay in the town, to stem the flow of leakage of the household budget to Townsville, and create opportunity for locals, in employment and also more retail. I see it as a necessary step for Charters Towers Council to allow this Material Change of Use at Goldtower.

The addition of a Coles Supermarket is a step towards a stronger, more sustainable, and competitive local economy, ensuring that Charters Towers remains an attractive and thriving regional hub.

Thank you for your time and consideration.

Yours sincerely

Madonna
Simmons

Director – Madonna Simmons
Team Getbranded

Team Getbranded

madonna@getbranded.com.au

(07) 4728 7771; 0418 779 728

23 Hammond St, Mysterton | getbranded.com.au

