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Dear Whom, it may concern

Re: Letter of Support: Coles Charters Towers

Townsville Enterprise is the peak Economic Development Organisation, Regional Tourism Organisation and Convention Bureau for Townsville North Queensland. We are a not-for-profit, non-partisan, membership-based organisation that exists to secure the future of Townsville North Queensland. As North Queensland's Regional Economic Development Organisation, Townsville Enterprise plays a pivotal role in shaping the future economy of Townsville and the North Queensland region. Our purpose is to secure the future of Townsville and North Queensland region by engaging in strong political advocacy, attracting investments, developing tourism and promoting our region as an exceptional and unexpected place to visit, invest and live.

Townsville Enterprise understands the importance of regional development and economic sustainability in North Queensland. We believe that a Coles store would provide significant benefits to the local government area of Charters Towers as well as extending west to the Richmond LGA and the postcodes of 4816, 4820, 4821 and 4822. An iconic brand such as Coles, choosing to open a store in Charters Towers, first of its kind in the region, is a win for securing the future of the region.

Charters Towers is a community with a diverse population that includes families, retirees, and young professionals. We understand that through market research completed by AEC that there is significant amount of retail product purchased outside the catchment area, as well as other services, such as professional technical, construction and wholesale trade. It is important to address the leakage of trade to other regional areas. Stemming the flow of over \$100 million of household expenditure to Townsville can be achieved by allowing the local economy to grow in key sectors such as retail and the grocery trade. Access to a larger supermarket chain such as Coles would introduce opportunity to purchase more locally and offer greater competition in the local grocery sector, leading to more competitive pricing, better product variety, and improved quality for consumers. This would be especially beneficial for families facing cost-of-living pressures.

Key drivers of employment are the growth of the retail sector. The presence of Coles would generate substantial employment opportunities, both directly through retail positions and indirectly through increased demand for local suppliers, logistics, and service industries. Rural communities like Charters Towers can often struggle with employment shortages, and a new supermarket would provide stable job opportunities for young people, part-time workers, and those seeking long-term employment.

From an economic standpoint, a Coles Supermarket would also drive further investment in Charters Towers, encouraging additional retail and commercial development. It would enhance consumer choice and convenience, reducing the need for residents to travel to Townsville.

Given the positive impact on affordability, employment, and economic growth, Townsville Enterprise fully supports this initiative. The establishment of a Coles Supermarket would be a significant step toward ensuring that Charters Towers continues to thrive as a rural hub.

Yours faithfully



Claudia Brumme-Smith
Chief Executive Officer