



ABN 37 067 391 511

24th June 2009

Mr. Gary Trevithick
President
Noosa Waters Residents Association (INC) '
PO Box 197
Noosaville QLD 4566

Dear Mr. Trevithick,

Thank you for your letter to Mr Michael Luscombe, CEO and Group Managing Director, Woolworths Limited dated June 18 2009.

The Villa Noosa Hotel has applied for extend trading hours to meet not only customer demand but to mitigate revenue loss from increased taxation and a legislated change reducing hotel opening hours.

As a large-scale operator of licensed venues, we have a responsibility to demonstrate best practice in terms of our service of alcohol and gaming and to set a positive example to our customers and to other licensees by complying with and, where appropriate, exceeding mandatory compliance regulations. ALH is very proactive in introducing any proven initiatives that will further encourage responsible alcohol consumption. This includes:

- ALH abiding by a strict buying charter that governs all aspects of our liquor operations. The charter includes principles that aim to avoid the sale of any products that appeal to minors and encourage inappropriate drinking practices.
- ALH does not promote any practice which may encourage rapid or excessive consumption of alcohol.
- All frontline management and staff are trained in the Responsible Service of Alcohol.

ALH do not expect an increased risk of violence or impact on resident amenity from later closing hours at the Villa Noosa Hotel, especially given the hotel is located in a commercial precinct. ALH also understands that in some cases for extended trading hours to be approved they may be subject to additional licence conditions.

I am aware that the ALH State Manager for Queensland, Mr Trevor Smith had a recent telephone discussion with your Association on Tuesday 9th June 2009 to discuss your concerns. Mr Smith has also had meetings with the Queensland Police and the Office of Liquor, Gaming and Racing, Sunshine Coast office on Tuesday 7th May 2009, to discuss our plans for extended trading hours. The discussions focused on ensuring there is no impact on resident amenity from the additional trading hours through effective hotel management which includes a security plan along with our rigorous responsible service of alcohol policies.

Ultimately if we are successful in our application we will continually monitor the commercial viability of the increased hours. If any proven negative impact on the local community occurs as a result of the extended trading hours we would be happy to meet with the local police and The Noosa Waters Residents Association to discuss an appropriate course of action.

I would welcome the opportunity to discuss this matter further with you and can be contacted directly on 03 9829 1000.

Yours Sincerely,



Bruce Mathieson Jnr
National Operations Manager