



Friendly smile from the local butcher



A stroll down the high street.



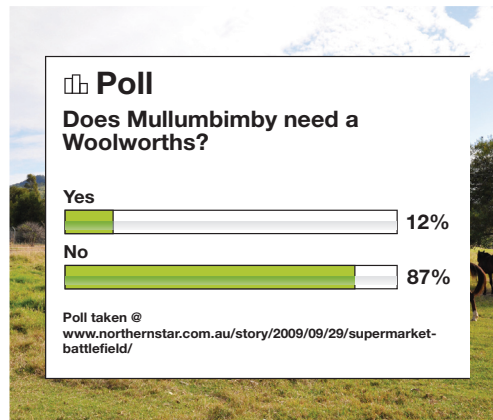
Fresh produce from the locals.



Beautiful location for a supermarket.



Our shopping centre.



Are you listening Woolworths?

# Is it right that a big corporation can tell a small town what it needs?

## The Place

The magical town of Mullumbimby, just inland from Byron Bay in far northern NSW, is surrounded by natural beauty and rural enterprise. This is a place where locals greet one another in the streets as they pop in and out of shops in the main street. You can buy locally grown fruit and vegetables at the green grocers and farmers' markets, and meat from the region at the butchers. The proprietors and employees are local people and their businesses nurture a vibrant local economy.

## The Problem

Now someone new wants to come to town. It's someone big and powerful. Woolworths is telling Mullumbimby that it needs a large standalone supermarket on a greenfield site at the outskirts of town. They say they're The Fresh Food People; that their store will bring jobs, cheaper prices and convenience to Mullumbimby. Yet most locals and the local Council don't want Woolworths, but the NSW Planning Minister has approved the development as it is on state-owned railway land. So we have a question for the company's Directors and Executives: Is it right that a big corporation can tell a small town what it needs?

## Social Responsibility

This is what Woolworths says about itself: As Australia's largest food retailer and second largest private employer, Woolworths recognises: "we have a high level of social responsibility. And we take these responsibilities seriously. We've implemented a broad range of community and environmental initiatives to help give back to our customers and the local communities that support us".

## Our Position

We think Woolworths presents an unwelcome threat to the identity, amenity and long-term viability of a unique, small community. So what does Woolworths do when the local community doesn't support it? Does it ride roughshod over community opinion or does it know when it's time to be respectful and to pull back? Our position is simple: Woolworths and its Directors and Executives should show real social responsibility by listening to what a small town has to say. We don't need or want Woolworths.

**Fight back. Keep the magic of Mullumbimby.**  
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