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**From:** Contact @ MadsenRetreat <cwhitelaw458@gmail.com>  
**Sent:** Wednesday, 12 July 2023 3:32 PM  
**To:** Admin  
**Subject:** LPS2022003 and DA2022107

Dear Council

**Representation re LPS2022003 and DA2022107.**

I am a Director of TTCW Pty Ltd trading as Madsen Retreat Guest house at 6A King Edward St Penguin.

I wish to strongly note my objection to this DA at 6 Johnsons Beach Road Penguin.

My principal grounds of objection are as follows -

1. There is no present need for such an increase in short term accommodation in the area.
2. The proposal to approve 63 new short term accommodation units in Penguin has the clear potential to cause severe economic hardship to current short term accommodation business owners in Penguin.

Madsen Retreat has been operating in this market since 2017.

Over the last 5 years, we can clearly see from our booking records that a shortage of supply of short term accommodation in Penguin only manifests for about 2-3 weeks of the year during peak season.

For the rest of the year, the occupancy rate is around 50- 75% for most operators.

The short term room prices being offered in Penguin are consistent with booking prices across the NW.

If Council approves the creation of another 63 short term accommodation units under the control of a single corporate owner, it will more than double current availability and flood the market.

This will expose current owners to a single corporate owner aggressively seeking market share in a small sector by heavily discounted prices.

This may be to the benefit of those looking for a cheap booking, but it will seriously damage existing owners who have worked very hard to create a viable small business in this region. To be economically viable, a short term accommodation provider needs to have an average occupancy rate of 60% or more.

Please confirm receipt of this representation.

Yours sincerely,

Christopher Whitelaw

Director  
TTCW Pty Ltd trading as Madsen Retreat  
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