

## Residents continue the fight!

The house may be gone but the fight to stop McDonald's number 6 in Moreland goes on! We have fought this development for over 2 years and have no plans to stop now. Other communities are joining the fight and telling McDonald's to MAC OFF out of their neighbourhood too!

Residents are continuing to actively oppose the hamburger giant's attempts to build store number 6. We now need to fight this multinational on many fronts if we are to succeed and we need your help.

*We need your help and support to spread the word about McDonald's appalling treatment of local communities that oppose them.*

We ask why McDonald's is allowed to engage in the type of corporate vandalism witnessed in Coburg and why this multinational is not accountable to the community for such behaviour.

We are now focusing on McDonald's the corporate company and questioning their corporate practices. We believe it is important for people to get the full picture of a company that considers its bottom line to be

"profits and hamburgers". This includes the nutritional value of their food, the working conditions of their employees and their environment practices to name a few.

We are also alerting people to the unfairness and dangers to residential property owners as a result of the "McDonald's Amendments" in the Victorian planning scheme passed by the Kennett Government in 1994.

### *What can you do to help?*

Let McDonald's know how you feel about their actions. Sign our letter of protest which can be obtained from us via:-

- ♦ <http://www.taz.net.au/ram>
- ♦ RAM,  
P. O. Box 103,  
Pascoe Vale South, Vic 3044
- ♦ Email: [ram@taz.net.au](mailto:ram@taz.net.au)

### **Write your own letter and send it to:**

Mr Robert Shergold,  
Regional Manager  
McDonald's Restaurants  
2-6 Smith Street  
Collingwood, Vic 3066  
Email: [rshergold@mcDonalds.com.au](mailto:rshergold@mcDonalds.com.au)

# COBURG RESIDENTS TAKE ON McDONALD'S

McDonald's, the American fast food Giant is trampling over the people of Coburg, particularly those living in the area of Bell and Sussex Streets.

*On 11<sup>th</sup> June 1999, the bully with the help of 200 police provided by the State Government, and over 60 private security guards, demolished a 110 year old historic house and stable against the wishes of the local residents and their Council.*

All of this so they can build store number six in the Moreland area.



The local community's views have not been given due consideration in this battle. The so called "McDonald's Amendments" to the planning act passed in 1994 by the State Government, allow McDonald's to build in residential areas, something previously unheard of in Victoria. This gave McDonald's the power to demolish 3 quality family homes as well as a 110 year old historic house and stables classified to be of regional significance.

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***McDonald's  
stopped at nothing to  
demolish this  
community icon.***

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Residents set up a 24 hour picket lasting 94 days in their battle to save their historic house. McDonald's stopped at nothing to demolish this community icon. They spent vast amounts of money hiring legal representation and expert witnesses which could not be matched by a cash strapped Council and local residents.

## **Why we oppose the Restaurant!**

- It has resulted in the destruction of an irreplaceable heritage house and stables
- Destroyed 3 quality family homes
- Will subject adjacent residents to greatly increased noise levels and vehicle pollution from the fully enclosed drive through
- Destroy the livelihoods of many small family businesses operating in the nearby local shopping centre
- Generate large amounts of litter throughout the local area and within greater Moreland
- Encourage more vehicles to use an already dangerous intersection, endangering the lives of more pedestrians, cyclists, vehicle drivers and their passengers (the store will be highly dependent on the drive through for custom and is positioned in order to take advantage of vehicles trying to evade City Link tolls).

What sort of corporation would destroy a heritage house against the wishes of residents backed by their local council, State and Federal MP's? An irresponsible one that is showing its arrogant and contempt of the local community is

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what we say! This is community vandalism at its worst and needs to be stopped before it happens again!

