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Love comes to town

Some traders may say 'no sex, please' but customers are driving demand

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BERWICK traders are outraged that a sex shop could be coming to their commercial estate.

But they could be in the minority, according to Sextastic owners Scott and Jodie Gowans, who say market research shows Berwick residents are already among the best customers at their Hallam and Pakenham stores.

"We collect postcodes from all our customers at all our stores, so we know there is definitely a demand for a sex shop in Berwick," Mr Gowans said.

"We are simply looking to supply that market."

Ms Gowans said Sextastic was just a bit of good, clean fun.

"We don't sell drug paraphernalia or have viewing booths," Ms Gowans said.

"Our stores are female-friendly and cater to couples. They are bright, colourful, fun and modern."

But Enterprise Ave traders are not amused.

And they are prepared to take their fight all the way to the State Planning Tribunal.

Objector and Funtastic Gymnastic owner Steven Smith said traders had launched a petition against the X-rated store because they say it would lower the moral tone of the area.

"This is a great community business area," Mr Smith said.

"But what kinds of perverts are going to be hanging around the car park if this goes ahead?"

"We plan to fight this all the way."



Research showing many of their customers come from Berwick has prompted Sextastic owners Scott and Jodie Gowans to try to establish a branch of their business in the area.

Picture: GUY THAYER. N32BL304