

Pfitzner, Laura

From: Burnside Newsagency
Sent: Wednesday, 18 March 2015 4:22 PM
To: Adjudication
Subject: A91472 - MAGAZINE PUBLISHERS OF AUST SUBMISSION

Good afternoon Ms Ransom,

I have read their submission for authorization very carefully and I have only one issue with their submission. They don't talk about early returns.

Early returns are an absolute ESSENTIAL for newsagents. That is the ability to return any product not required AT ONCE. If we are not allowed to do so many newsagents will find themselves cashstrapped because their cashflow is tied up with huge amounts of magazines UNABLE to be returned expeditiously.

In my 38 years as a newsagent I have at all times, had a returns ratio of 53-57%. Try as I might this does not change.

The mag distributors believe this is the best method.

The environmentalists would beg to differ.

Around Australia 50% is the average returns ratio (the companies will tell you it is 30% but this is not so).

This is both unacceptable and impractical but I reiterate that EARLY RETURNS being ratified for the newsagents is the one thing that would allow us to stay viable.

If we were not allowed EARLY RETURNS many retailers would choose to remove the word newsagent from their shingle and search for other product to replace magazines.

I don't believe this would be in the public interest as newsagents have traditionally held the niche publications that the duopoly (Coles/Woolies) refuse to handle.

I would be pleased to add to my comments should you so desire.

Thank you for the opportunity to submit the above.

June Carter
Browns of Burnside
South Australia